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**POWER FOR PROFESSIONALS**  
International Magazine  
For Promotional Products  
**OCTOBER 2012**  
Volume 51

# JOURNAL

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**INTERIM REVIEW**

**THE PROMOTIONAL  
PRODUCTS YEAR 2012**



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## EDITORIAL

# SALES IN TRANSITION

One of the first promotional product consultants that I met in this industry over 12 years ago was an accomplished entrepreneur who had been the exclusive supplier of a large automobile manufacturer for almost a generation. Congratulations to him – nowadays such fortune is more seldom than winning a six-digit lottery. The reason for this is that sales and distribution are undergoing a substantial transition, regardless in what industry you are involved. Solution-sellers who operate with the argument “We have what is right for your problem”, have become more or less obsolete. They only have opportunities in deadlocked companies which are not subject to strong changes. After all, many companies develop their own solutions nowadays. The many quotation requests that land on the desks of all large promotional product distributors everyday are proof of this. In each of these cases the potential customers have found a solution to their promotional products issue themselves – or at least believe they have. They have corporate creativity departments and skilled purchasing specialists. Those who attempt to become the supplier of such firms exclusively by means of the price have poor opportunities in the mid- and long-term because they do not develop a relationship with the companies and the people within them. In other words, there are weaker foundations for mutual trust and recognition. This, however, is indispensable in order to seize the opportunity to get one’s foot in the door as the preferred supplier and consultant.

Nowadays, there are fewer and fewer such opportunities through the well-known, good old “contact person” who paves the way into the customer’s company. Successful sellers no longer rely on him. Today the manager tends to be the target person of the sales representative who wants to set things in motion and make changes. You have to show him or her that you can think provocatively and creatively – and that you are a “mover” because you are “persistent”. This type of manager also generates more sales because he or she fights for budgets. However, you cannot approach these customers with solutions for goals which they have not even defined themselves yet. Instead it is important to be part of the process and show that you have unconventional and creative ideas and that you are a good companion during the transition. Therefore, it is best if you use a quotation request, which is often only fanfare for an order already placed, in order to make a provocative, creative counter-proposal. If the person on the other side is also a “mover”, he or she will become interested and not lose track of you. Not a bad foundation for a long-term and profitable relationship. <



Manfred Schlösser

On this note

Manfred Schlösser  
Editor-in-Chief PSI Journal



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## SHINING EXAMPLES

20

This time our product theme revolves around no more and no less than one of the basic elements that make up the world: fire. Controlling fire represented a catalyst in the development of humanity. And today it can also easily be used for promotional purposes. Furthermore, promotional products for winter are another focus of the current title theme.



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In this season in which the industry is mobilizing its forces and preparing for the year-end rally, we asked promotional products companies how they assess how the past year has been. How have the markets developed, what concerns the industry? What targets do they have in sight and are they a little closer to achieving them? How have they adapted to the Christmas season? An interim review of the Promotional Product Year 2012 – with a look ahead.

## BK BESTECK + KAPPEL: PROMOTION POWER 50



A literally “princely” appearance was made by the German company bk besteck + kappel GmbH team, who held their promotional products show in the immediate vicinity of the princely summer residence, Wilhelmshöhe Palace. A successful forum for exchanging ideas.

## STROETMANN FROTTIER: 150 YEARS TOP QUALITY 88



This year the company Stroetmann is celebrating 150 years of doing business. The textile supplier steeped in tradition has consistently focused on two pillars for success: closely orientating itself to the needs of customers and meeting high-quality standards.

## MOLESKINE: STRONG ON COMMUNICATION 92



Italian design – creative, timeless, versatile: This is what Moleskine, Milan’s stationery specialist, stands for. Product highlights from the PSI newcomer are retro notebook classics that perfectly complement digital media. The Italians are now venturing an advance into the German promotional products market.

# Herr B. aus W.



**Kommt nur einmal im Jahr!**

Squeezies® Herr Bert® - Antistressartikel aus Polyurethan, zum Knautschen und Drücken - nicht nur in der stressigen Vorweihnachtszeit. Weitere Weihnachtsartikel finden Sie in der xmas-Line.

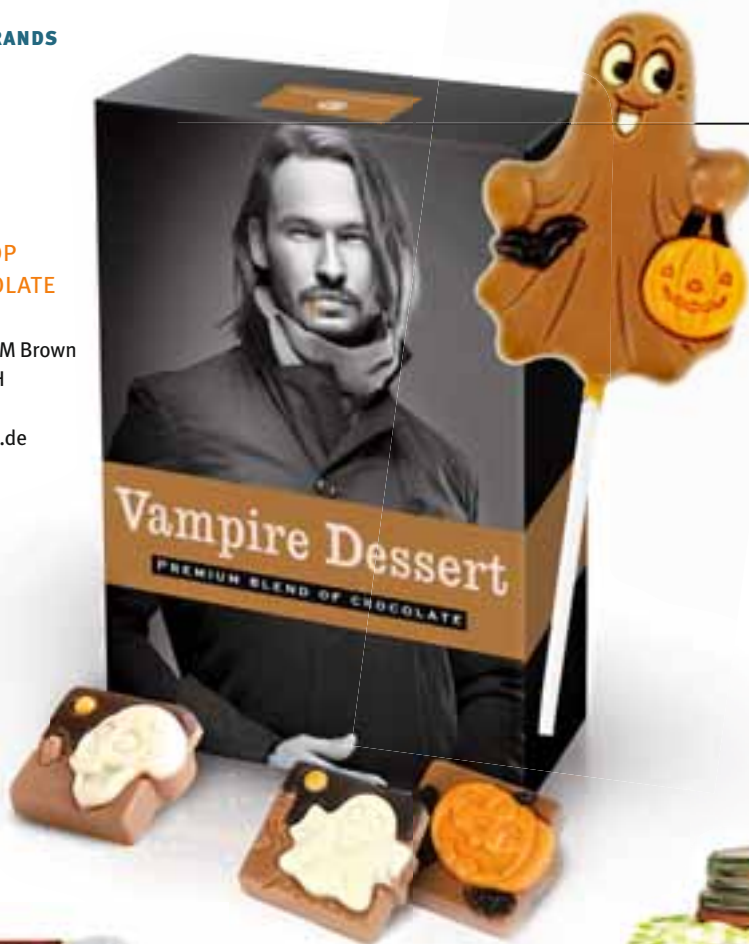
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## PUMPKINS, SWEETS AND SUCH

And ghosts really do exist – at least on the last night in October. On Halloween, more and more children all over the world are getting dressed up in scary costumes. The festival of vampires, witches and ghosts is becoming ever more popular. Some shake their heads at this development, considering it to be merely pointless profiteering. Other approve of the spooky cult, since it preserves age-old traditions. For instance, the custom of going from door to door and demanding sweets goes back to an ancient Christian tradition from eleventh-century Ireland. On All Saints' Day, small loaves of bread with currants were distributed to beggars, who promised in turn to pray for the souls of the deceased. Even though minds may be divided concerning Halloween, the promotional products industry continues to cultivate the festive tradition, offering sweets, pumpkins and such, just the "right outfit" for a fun, spooky evening.



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**UNMISTAKABLE ICONS OF DESIGN**

The iPad from Apple, coats from Burberry and cars from Porsche – some products you recognize at a glance. They are so easy to recognize thanks to their specific stylistic elements and individual design. With a sure instinct,



the manufacturers of such icons of design have created timeless elegance with an individual touch. Even in this industry there are companies who score with their unmistakable, signature designs. These include the German-based company koziol, which has been very successfully inventing, designing and producing lifestyle products

for the home since 1927. It has been awarded many international design prizes. We talked with Stephan Koziol, Managing Director of koziol, about the fascination of product design.

**What does contemporary product design mean to you?**

The brand makes the design. At koziol, the right product design never stands on its own, but always in connection with the brand and its manufacturing process. For us, the best design quality means that the

design has to be ingenious, surprising, likeable and always combined with a manufacturing process that can be implemented with a clear conscience.

**What are the advantages to having an unmistakable design signature?**

A personal signature is unique and cannot be copied. It is the best way to communicate the values of a brand, supports its ideals and awakens the right associations with the recipient of the product. In our case, a smile is guaranteed.

**Why are individual stylistic elements so important to the promotional products industry as well?**

The effect of a promotional product should be long-lasting and perfectly convey the values of the brand. The target group feels the respect – or lack thereof – shown it. A koziol product is good design with a clear conscience: surprising, individual and recognizable. People associate it with congenial, intelligent luxury. Of course, this carries over to the advertising client, whose message is being advertised.

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FASHION TUNES

# LET IT SNOW



Aufgepasst! Die New Arrivals von Myrtle Beach ziehen alle Blicke auf sich. Die trendy **Beanie with Fake-Fur Pompon (MB7956)** ist ein wahres Allround-Talent und passt zu jeder Jacke, wie dem warmen **Ladies' Parka (JN1038)** oder der funktionellen **Two-In-One Jacket (JN170)**. Auch der gestrickte **Loop Scarf (MB 7953)** zum Reinkuscheln lässt sich perfekt dazu kombinieren – nicht nur an verschneiten Wintertagen. Noch mehr neue Accessoires sowie kuschelige Winterwear für Damen, Herren und Kids gibt es ab sofort im neuen Katalog **Winter 12/13**.

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**INTERIM REVIEW**

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# **THE PROMOTIONAL PRODUCT YEAR 2012**

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The last quarter of the year has arrived. The autumn fairs have refreshed the idea pool again and the Asian fairs this month will also make their contribution. The period with the highest turnover is still ahead of us and offers the chance to once again step on the gas to make up for any losses or to simply improve. In this season in which the industry is mobilizing its forces and preparing for the year-end rally, we asked promotional products companies how they assess how the past year has been. How have the markets developed, what concerns the industry? What tendencies and trends have they seen come or go? What targets do they have in sight and are they a little closer to achieving them? How have they adapted to the Christmas season? Are there signs that the strong seasonal nature of business with promotional products may possibly be rectified? These are questions that make sense because they help realize where you stand and where you still want to go. An interim review of the promotional product year 2012 – with a look ahead.

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»We are feeling the effects of a downward trend, but the promotional products industry will grow again next year.«

Helmut Hör, HNC AG

The business and marketing development for this year has definitely been declining in relation to last year. A strong first quarter was followed by an extremely weak second quarter, for which the third and fourth quarter will probably not be able to compensate. At the moment, too, things are still somewhat quieter by comparison with last year.

#### CUSTOMERS WANT TOP PRODUCTS AND TOP SERVICE

A downward trend can also be observed in the entire European region. We are distinctly feeling the effects of the euro crisis. For example, our business in Italy, France and Spain is extremely weak; the Scandinavian region and Switzerland are an exception, however. Contrary to the development of the overall economic situation, I am, nevertheless, convinced that the promotional products industry will record slight growth rates in the coming year. Having said that, customers are becoming increasingly critical; in other words, only top products and top service count.

#### IMPORT GOODS HAVE PLUMMETED

What we are particularly noticing is that customers are increasingly reverting to high quality and focusing on products "made in Germany". For example, the number of orders in clock-making, writing boards and Smartlite lights has increased by comparison with last year, while the simple imported goods have generally seen a huge drop. For us, this means that we will have even more products manufactured here on our premises.

#### CHRISTMAS BUSINESS KEEPS GETTING LATER

If the trend from last year continues, the main phase of the end-of-year business will be even later. Accordingly, we are expecting the Christmas business to shift to October, November and the beginning of December – with delivery dates at very short notice. We will be able to deliver products with printing within two working days and cups with printing within a week. <



»The dynamic in our industry has gained momentum.«

Jörg Dennig, Jung Bonbonfabrik

This year is marked by many negative reports and the surprise that things are still working for the most part as they always have. Of course we – the market, Europe and individual companies – are feeling the effects of the downturn in the economy and they are also being felt in the promotional products market, but then again we already went through this in 2009. We don't expect the situation to improve this year and we would actually be satisfied with consolidation of the market.

#### SETTING GOALS FOR THE LONG TERM

The mood in the industry varies and is strongly influenced by the product groups and the price segments of individual products. We are satisfied with the domestic market but can't be happy with the international market because a few markets basically have collapsed to no fault of our own and as a result of external factors. But the domestic economy is still alright at the moment. The goals which we set our sights on are more for the long term. We have met many of these goals already but are still not satisfied. Because we recognise how time is moving so fast, things which were considered vital yesterday now have to be brought into question. I think the dynamic of our industry has gained momentum.

#### TRENDS: MORE INDIVIDUALITY AND SHORTER DELIVERY TIMES

It is nearly impossible to recognise trends in just a half year. We are a manufacturer of classic promotional products, and for this reason, we don't have to bow to trends as much. In the food segment, trends clearly have a longer start-up phase and usually last for several years. The trends of products having more individuality and companies' offering shorter delivery times are the result of our new communication technology. This is a challenge that we are happy to meet.

#### CHRISTMAS IS STILL THE MOST IMPORTANT TIME OF THE YEAR

As an "intermittent" seasonal manufacturer, we have naturally set our sights on the Christmas season since the beginning of the year. Our concentration on this business season will tend to increase. However, a company has more opportunities to react quickly, thanks to new printing technology, but this, of course, must be realised during the rest of production. A company often works to the limits, especially for the Christmas business season, because it is without a doubt the most important time of the year for our industry. But we shouldn't complain. Anyone who is satisfied on 24 December had a successful year. <



»We think the year until now has been positive – despite its highs and lows.«

Lorne Spranz, Spranz GmbH

**A**fter a good year in 2011, this year can also be described as very exciting. We can say that overall it has been a real success, but this year has had its highs and lows. The reason for this is the uncertain economic and political conditions, which are very difficult to gauge and make our own planning difficult.

#### THE ECONOMIC CONDITIONS ARE CREATING UNCERTAINTY

There is a lot of uncertainty in the markets resulting from the development of the exchange rates for the dollar and euro, the lower ratings that an increasing number of countries have been given by the rating agencies, and the continually increasing requirements of statutory regulations, like the recently enacted product safety law. In Germany there is a lot of tension regarding the federal parliamentary elections next year, and we hope that the elections don't cause even more behavioural uncertainty, for instance in terms of the legal tax situation. We would like to finally see promotional products being treated equally with other advertising forms under the tax code, which is something that the industry has been pushing for many years. Additionally, higher shipping costs, which are the direct result of the artificial shortage in shipping capacity, is also making itself noticed. On the whole the

European market is very fragmented, with Germany still having an unusually stable economy, which is certainly affecting the country's high export surplus. We are just on the verge of a crisis and money is still being spent freely, but how long will this situation stay this way?

#### A TRIED AND TESTED BRANDING CONCEPT

We are countering all this with our own strategy: We are counting on having collaboration with our partners in the trade which is based on trust and our tried and tested branding concept with our many innovations and our own special creations. Having good products, consistently implementing all compliance regulations and our friendly service are the tools which make us feel well prepared for the upcoming Christmas business season and beyond.

#### THE CHALLENGE IS ACCEPTED

With regard to the end-of-year business season, I can say that the seasonal pattern may still be somewhat the same, but we are seeing a significant difference in the way the year has been going in terms of volume of orders. We are also noticing that customers are more demanding, but we have adjusted ourselves to this. All in all, I see the situation as being positive and as a challenge which I am happy to accept. <



»Distributors attach more importance to quality.«

Xavier Canton, Burgerpen

**I**would assess the business and market development this year to be very good because our Swiss label is in its fifth year and still growing. In contrast, the mood in the industry is not as optimistic: It is complaining about a slowdown – especially in Germany, but we cannot confirm this. We have found positive trends this year, such as distributors attaching more importance to quality. This suits us nicely. We have undertaken to continue to grow with our Swiss Label, and this is working out outstandingly well.

#### SEASONAL BUSINESS RECTIFIED YEARS AGO

The Christmas season is upon us and that's always tough: November is always chaotic, since everybody is still trying to exhaust his budget. But otherwise we have found that a rectification of the seasonal business took place many years ago. The month of August, for example, will be just as good as April. <







»Overall, we are seeing a trend towards European production.«

Michael Nick, Senator

Overall, we are seeing a strong link between the general political and societal position and business development in the promotional products market. For example, the euro crisis is manifesting itself in the promotional products market – as has been clear in the massive collapses in sales in Southern Europe. The markets of Germany, Austria and Switzerland appeared to be comparably stable at the beginning of the year, but it likewise is starting to feel the pressure. The Syria crisis is making itself noticeable with clearly cautious investment in the Middle East as a whole. Areas of opportunity are currently found in South America and Asia, and Eastern Europe is showing stable development.

#### PROMOTIONAL PRODUCTS SECTOR IS EVER QUICKER TO PICK UP TRENDS

Trend topics from the public press, design industry and fashion sector are being picked up faster and faster by the promotional products industry. For example, the trendy fabric felt is often used, precisely for Christmas items. It remains to be seen whether this material can establish itself on the market in the longer term. As far as colour trends go, the promotional products industry is still considerably behind the fashion industry – we are as yet unable to discern a clear link between the two areas. Nevertheless, a trend is emerging away from the standard colours blue, red, and white towards stronger colour accents.

#### TREND: MADE IN EUROPE

There has been no discontinuation in the trend towards ecologically based products

using sustainable production technologies, a trend that is also asserting itself internationally. The best example of this is the rising demand – across all markets – for the Nature Plus by Senator made out of biodegradable organic plastic, which has also been on offer in lime green and orange since 2012. Alongside this, established products are also experiencing a revival: our Point, for example, has been in existence for 25 years and is currently enjoying boosted growth. The currently hot retro aspects can be discerned in its classic expression of design. Overall, we are seeing a trend towards European production. This is down to the high, burgeoning customer demands in terms of quality, individuality in colour and design, as well as curtailed specifications for delivery times.

#### GOAL: DISTINCTIVENESS IN THE PROMOTIONAL PRODUCTS WORLD

Senator is and will remain a manufacturer from Germany and is continuing to invest in its location at Groß-Bieberau. We are thereby able to achieve very high customer proximity – for the whole of Europe. One of the strategic goals of Senator is distinctiveness in the promotional products field. This goal thus also stands as the central theme of our new product development. A successful example of a differentiating new product is the Centrix, launched in January 2012, which puts the brand message at the centre. Our customers utilise the clear, unique design in order to stage the Centrix with ultra-modern brand and communications concepts in mind.



#### AN EARLY TOAST TO CHRISTMAS BUSINESS

Christmas is a time for gifts – around the world. Solely because of this, the Christmas business will continue to influence the promotional products market into the future. Thus, our Mugs by roubill range is experiencing a clear boost in demand in preparation for Christmas business. Our Christmas motifs are going down particularly well on the market. Senator metal writing implements are already being ordered as Christmas gifts. The trend in Senator plastic writing implements is at a consistently high level with a low seasonal peak. These are based more strongly on the time emphases of promotional campaigns and exhibit two peaks in demand in the spring and autumn. Still, topical products, such as our christmans Akzent, are recording excellent demand. The rule for all Christmas products: Get the promotional products trade involved early so that it can inform its industrial customers on time. Senator therefore starts its Christmas activities as early as mid-year.





»The demand for high-quality products is growing – also at an international level.«

Jan Breuer, MBW

**B**usiness has proved to be very positive for us again this year. We are delighted by the trusting cooperation with the promotional products trade. Together we have already been able to implement a number of interesting products for well-known end customers this year. The development of sales is satisfactory. However, the increased purchase prices in the Far East, the development of the dollar and the rise in freight rates again in 2012 have somewhat hampered the results we had hoped to achieve, since we wanted to keep the sales prices stable for our customers.

#### MOOD OF THE INDUSTRY GENERALLY POSITIVE

As far as we can tell, the mood of the industry is generally positive and we are looking forward to a successful end-of-year spurt and a hopefully well-attended PSI

2013. We are also satisfied with the development of our representative offices in the countries of FR, GB, CZ, PL, FIN, NO, SE, DK, IT and BE. The fact that the demand for high-quality products is growing can also be seen in international business.

#### QUALITY AND SAFETY ARE KEY FACTORS

A distinct trend: cheap is old hat! Our customers expect us to provide faultless, safe products at an acceptable price that can be put into circulation without reservations. Since July 2012, MBW has had its own quality manager on board who deals exclusively with the quality of the products on offer. Topics such as REACH are ubiquitous and are likewise covered by our QM.

**STRENGTH THROUGH CERTIFICATION**  
Since 2008, we have been offering Oeko-Tex 100 certified stuffed toys in our plush-line series. The range of products has grad-

ually expanded over the years. Together with our Chinese co-worker in Shanghai, we have gained a lot of experience. Implementing Oeko-Tex 100 certified custom-made products in the Far East is no longer a challenge for us. We know all the sources – from the sewing thread and the outer material to the filling and the sewn-on label. That is one of our strengths.

#### NO STRESS IN DECEMBER

The Christmas business does not play a particularly significant role for us. In the range of our xmas line we have a number of appealing advertising media that enjoy great popularity. These are available all year round so there need be no stress in December. Funnily enough, many customers do not realize that Christmas is around the corner until the beginning of December. We are well prepared for such “last-minute jobs”.





»Market conditions have become more demanding.«

Alexander Czech, Sanders Imagetools

**W**e are exactly on the course we set for ourselves. The ERP system, which we started using four years ago, offers similar benefits as the SAP system does. Thanks to this system, we are now in the position to map out all of our work processes clearly, to track all parameters and to assess the findings so that planning can be done correctly, and this is very helpful. This is why I can say that we have achieved our goals completely or are currently heading towards doing so.

#### HIGHER EFFORT PER ORDER

At the beginning of the year we presented our new Bio Teastick concept at the PSI Trade Show. It was well received straight away and is sure to have a great potential in the future. I am very happy with the development of this concept. However, we have noticed that for the past two years we have been spending 25 per cent more for processing each order than we did in prior years. The system gives us exact data on this because it shows us where and how we can work more efficiently in order to satisfy the continually more demanding market conditions, which we will also face in the future.

#### STABLE PARTNERSHIPS

We will continue to work on building stable partnerships with distributors in the future, just like we have been doing for the past 15 years. The more professional distributors and manufacturers in a partnership work together, the more stable their business becomes and they can face up to the competition better in the long term. In other words, if a company has clearly defined its position and its partnership structure, and it really puts this structure into practice, it doesn't have anything to worry about. This is true for both suppliers and distributors. <



»The market is settling down to a normal level.«

Thorsten Schmidt, Giffits



**A**fter the past few turbulent years of the economy's ups and downs, the market is settling down to a normal level again. This is a good thing because it means the industry can concentrate on further development and professionalization again. This includes developing new markets, increasing credibility and taking customer service to a new level.

#### THE INDUSTRY MOOD IN EUROPE VARIES GREATLY

The mood in all countries is having its ups and downs given the economic situation, and the mood in the promotional products industry is no exception. While we in Germany have not been affected much by the second economic crisis, in other European countries the situation is not so rosy. Hence the mood in the industry really varies from country to country. A trend in the industry which is increasingly influencing our work is the variety of norms that affect us. These include everything from the labelling requirement and the increase in the fees issued by the ZPÜ (organization for copying rights), to the impending value added tax reforms. No one can gauge how much impact these changes will have on our work.

#### INCREASING DEMANDS FOR SERVICE

An ongoing trend is the increasing demands of customers when it comes to our work, which is something that was foreseeable. <

This primarily concerns people's sensibility towards a product's origins and environmental impact, as well as the quality standards used during production and processing. We are really welcoming this development and are promoting it accordingly. We have been certified this year with the bio seal, for example, and have signed the industry's ethics code. The demands on customer service are also continuing to grow. Given this background, we have been able to develop short explanatory video clips and to expand our team and our social media activities. We are prepared for the Christmas business season this year, just as we have been in previous years. The strongest months for the Christmas market are still to come. We are going to wait and see if there is going to be rectification of the market and then we will decide which path to take.

#### INTERNATIONALISATION HAS SUCCEEDED

Our goal was to become more international this year, and we have succeeded in doing just this. After entering the market in three Eastern European countries (Romania, Hungary, Poland), we turned our attention to Spain this past summer. Our hard work has paid off. Additionally, we have since opened an online shop in seven countries and our holding our ground in the market. <





»Customers are not as cautious as they have been during the past three years and this is also true internationally.«

**Joachim Hackel, JHI Hackel Industrievertretung**

**T**his year had a strong start and has continued at the same level. A lot of interested inquiries have turned into orders being placed. Customers are not as cautious as they have been over the past three years, and we hope, of course, that this situation doesn't change. From our standpoint, the mood in the market is good. Many people, including the international partners and agencies who we work with, have been experiencing an upswing in business. Our experience with certain trendy products is that discount stores pick up on an idea and

then quickly lose interest in selling them as a promotional product because the market is oversaturated. The product is then basically sold at a loss and this is why it is considered "out" even before people have a chance to compare quality and prices. One example of this is the colourful stylish watches which were high in demand at the beginning of the year and now are considered "out." Ecologically friendly products are still high in demand and are selling well. There is currently very high demand for our energy-saving thermom-

eters and wood-free paper made out of stone. Environmental factors have priority for many of our customers. One of our large projects this year was the development of a promotional product for an energy agency which could be used to measure thermal bridges on walls and windows in an inexpensive way. The goal is to get customers thinking about energy conservation and to consider investing in new windows or wall insulations that save energy. We achieved this goal by developing the "Thermo card." The Christmas trade is an additional business season for us, as is the period of time around large sports events. But during the relatively quiet summer months this year, we have also had many interesting inquiries related to the European Football Championships. Every season has its own special promotional products. <

»»Hope« is the right expression for the current mood in the industry. «

**Barbara Söhnngen, top display International**



**W**e are very happy with the way business has been going so far this year. In an economic market environment that continues to be difficult in Germany, and despite generally negative media reports, top display has successfully continued its positive development with different marketing activities (among others, events with topical focuses, newsletter campaigns) and intensive customer orientation. According to reports from our supplier partners about conversations at in-house trade fairs and during distributor visits, "hope" is the right expression for the current mood in the industry. The market has become considerably faster in recent years, providers have

become more comparable due to the internet, price pressure has risen, and distributors have been reliant on ever-bigger in-house shows. Today, the trend is returning to smaller events, like our event, very efficient and customer-oriented for all participants.

#### **PERSONAL CONTACT IS BECOMING MORE IMPORTANT AGAIN**

Personal contact is gaining in significance again. More customers are looking for qualified advice and products that beneficially stand out from the mainstream and create unique selling points – without losing sight of the price at the same time. Our top priority is to intensify personal customer con-

tact. Through expert consultation, customer-oriented thinking, and creativity, we have successfully evolved in our anniversary year as well.

#### **WE ARE WORKING AT SMOOTHING OUT SEASONAL BUSINESS**

We adjusted to Christmas business at a very early stage and comprehensively informed our customers on the topic. Straightforward Xmas presents are certainly a theme, however, it has also been our experience that valuable products in not such large runs have to be deliverable at short notice, as and when a budget has been set aside. In recent years, we have already been working actively and successfully at smoothing out, gradually and together with our customers, the seasonal character of this business. <





»Comprehensive service, expert advice and an attractive product range at fair prices are the cornerstone of long-term business relationships.«

Astrid de Boer, Riverside

**W**e have been satisfied with the business year so far. The demand for useful and lasting promotional products from the sectors of sports and fitness is constantly increasing. Former niche products, such as stretch bands made of one hundred per cent natural latex, are turning into real classics. We are currently not yet noticing the effects of the euro crisis. We maintain a very personal and intensive business relationship with our customers, allowing us to respond quickly and flexibly to their needs and requests. This is very important, particularly in relation to rather unsettled economic times.

#### RESPONDING NOW WITH EXPERTISE AND CALM

The mood of the industry is (still) positive but insecurities, particularly due to the euro crisis, are undeniable. Here it is vital to act with expertise and calm in order to distance yourself purposefully from the negative scenarios and to work out effective and sensible sales promotion strategies in cooperation with the customer.

#### TESTED, LASTING AND USEFUL PROMOTIONAL PRODUCTS

The trend is towards tested, lasting and useful promotional products. Custom-made products go without saying and people are willing to accept the rather longer deliv-

ery times that result. Comprehensive service combined with expert advice and an attractive product range at fair prices form the cornerstone of today's business relationships more than ever before. Our customers very much appreciate us giving them detailed information about the multitude of ways the sports and fitness goods can be used. They can then make use of this competent knowledge and the related advisory expertise with the end customer, creating a basis for healthy and long-term cooperation.

#### PROMOTIONAL PRODUCTS SHOULD BRING GENUINE BENEFITS

Our goal is to offer promotional products that bring genuine benefits, achieved by promoting health and well-being. We think it makes sense for promotional products to have a lasting effect, achieve something and help people go through life feeling healthy and balanced. Promotional products from the sport and fitness sector have now become firmly established on the market. The demand has greatly risen and we are happy and thankful to be able to provide the market with these useful and beneficial products. The Christmas business does not play any particular role for us since our products are not seasonal ones. <



## INTERNET

**FIGHT AGAINST COPYRIGHT INFRINGEMENTS**

**G**oogle is collaborating with authors and users by participating in the fight against copyright infringement. Websites that are frequently suspected of committing copyright infringements are being punished by Google and displayed less prominently in the search engine ranking. Google claims that last month alone it removed 4.4 million URLs from its index. In this way the global company wants to ensure that legal and qualitatively valuable content is ranked high in the index. According to Google, requests to delete



content come mostly from the music industry. Civil rights are criticizing the actions of the company and fear that in future proprietors will be in a position to influence results as the procedures will not be transparent. <

## ECONOMY

**SHORTAGE OF SKILLED WORKERS SPREADS**

**W**hile the shortage of skilled workers in Europe has been an issue for a long time, it seems to be becoming a problem in China and Brazil in the future, too. In China the one-child policy has accelerated the demographic change. According to forecasts, by 2030 one in three people there will be at retirement age and the number of 20-year-olds will fall by 30 per cent this decade. Brazil will be facing similar problems in five to ten years. In many countries of Asia and Africa these problems are unknown. Thanks to health care reform the mortality rate of newborns has reduced. Also, the standard of education and living is improving in parts of Asia and Africa. <

## CONSUMPTION

**YOUNG CONSUMERS PREFER QUALITY**

**G**ermany's young generation prefers quality products from sustainable sources. This was shown in a current study commissioned by the consumer research association, GfK. According to this study, the generation of the under 30s is exposed to ever greater demands, both in their careers and their private lives. One of the ways this pressure is combatted is to consume fresh, natural, regional and high-quality products. According to the assessment of the experts for consumption, the young consumers appear more brand conscious than previous generations. For instance, approximately one quarter agreed with the statement that they preferred to buy expensive brand articles as they expected a superior quality. As recently as 2009, only 15 per cent of young consumers agreed to this statement. As far as the market is concerned, this means that the change in consumption patterns holds potential new opportunities for growth in store. Although, according to market researchers, manufacturers and traders should create suitable offers. Among these are for instance package sizes, which target single and two-person households. <



## SOCIAL MEDIA

**A BLESSING OR A CURSE?**

**T**he use of social media has to be learned because Facebook and Co. are just as dangerous and image damaging for corporate communications as they are important. A recent study by the management consultancy Altimeter Group showed that entrepreneurs and experts are well aware of this. Social media managers see the disclosure of confidential information or possible negative postings that may discourage customers as being possible dangers. According to the experts, a considerable potential for conflict is provided by the public perception of advertising, products or management style. If this is not consistent with the social media presence, the company or the brand could very likely suffer a loss of image. It is therefore important to coordinate all communication channels because if handled properly, the dangers of Facebook and Co. are certainly lower than the chances of gaining new customers. <



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## DIALOGUE MARKETING SURVEY

## PRINTED INFORMATION HAS A MORE LASTING IMPACT

**F**lyers, posters and catalogues are remembered for a longer time than information that is only displayed on a screen. That is the key message of a new study that the German Siegfried Vögele Institut (SVI) has carried out together with the Bonn-based institute Life & Brain at the University of Bonn. According to the study, paper-based advertising such as mailings, catalogues and brochures activate more brain areas than information captured only on a screen. Researchers came to this conclusion in a study in which the subjects had to “learn” 100 known and unknown combinations of logos and slogans, including 50 on paper and 50 on the



screen. Following the study, experts examined the learning success with a survey in magnetic resonance imaging. During questioning, the activation of different brain areas was measured. It turned out that when remembering logos presented on paper, brain areas which play a role in feeling and touching are activated. This supports the memory performance. The study thus shows that printed information has a more lasting effect than information that is only shown on the screen. Ingo Bohlken, Chief Marketing Officer of Deutsche Post and the significant initiator of the establishment of SVI, stresses the importance of the classic print mailings: “Whoever wants to advertise successfully and be perceived by his target groups cannot overlook paper-based advertising,” says Bohlken. The new SVI study can be ordered at the e-mail address [k.wilsberg@svi-institut.de](mailto:k.wilsberg@svi-institut.de).

## PATENT APPLICATIONS

## EUROPE IS UNDER PRESSURE



China would like to be among the countries with the most patent applications. Japan, the United States, South Korea and Israel have overtaken Europe in terms of patent activity. Of about a quarter of a million patent applications at the European Patent Office, only around 38 per cent came from the member states of the European Patent Convention, which include not only the EU countries but also eleven other countries. The President of the Austrian Patent Office, Friedrich Rödler, believes the problem lies mainly in the lack of a common EU patent. Although there is a single patent grant procedure for member states, no direct exposure to common law title or supranational jurisdiction exists. In addition, the cost of an application in the EU at about € 30,000 € is too high. By comparison, applying for a patent in the United States costs around € 2,000 and in China only € 600.

&lt;

## COMMUNICATION CHANNELS

## IT'S THE RIGHT MIX THAT COUNTS

**S**ocial Media is no substitute for personal contact. Many marketing professionals have apparently made this experience lately and now rely on a broad-based communications strategy. This emerges from a recent report by the news agency presse-text, which interviewed the expert Ewa Ming on the subject. According to the managing director of the marketing fair “SuisseEMEX”, social media is still important for maintaining customer bases. However, sustainable relationships would only arise through personal contact. Whoever wants to be successful must find the right communication channel for each task. „The fine art of marketing is to be able to play the entire keyboard,” says Ming. “Social media is essential for certain areas. A message can be quickly conveyed online to a large circle of recipients. However, the sustainability is rather low. A letter or an elegant invitation by mail have their advantages here.”



&lt;



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# FIRE AND LIGHT

## SHINING EXAMPLES

This time our product theme revolves around no more and no less than one of the basic elements that make up the world: fire. Controlling fire represented a catalyst in the development of humanity. And today it can also easily be used for promotional purposes.

**I**n the series of the four-element theory, fire is usually listed first before water, earth and air. Like so many other ideas on which western civilization is based, this idea came from the so-called “ancient Greeks”. Between the 6th and 5th century BCE, the philosophers debated on which of the four elements was the primary matter. Heraclitus, particularly known for his “All entities move and nothing remains still” quote, finally came to the conclusion that “fire must be the primary matter as it is always evolving and changing, just as everything in the universe is changing”. The thesis of Empedocles who lived in the 5th century BCE came very close to the theory of modern sciences. He assumed the four elements were eternally existing and unchanging basic substances that, when mixed, formed the diversity of substances: such peculiarities reflect our current periodic table of elements. Also our second product theme of light is, in a way, at the beginning, at least of the biblical story of creation. So much for our short look at the elementary. Let us now turn to the equally interesting new promotional products related to fire and light. <





## THE ENTICING AROMA OF ROASTED APPLES

Is there anyone who doesn't love the enticing aroma of roasted apples, especially when the wind blows outside and you long for a cosy time indoors? Multiflower GmbH now offers a set, which contains everything you need to produce this delicacy at home: a clay roasting tin, seven walnuts, a stainless steel apple corer, two pieces of apple confectionery and little recipe cards. A 100 x 2 millimetres advertising space is available on the standard design of the packaging. Starting from as little as 250 pieces, the label can be designed according to the customer's requests.

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



## WHEN LIGHT SHINES THROUGH WOOD

At the company Kuhnert, veneer is treated using a patented method which makes it break-proof, water-repellent and fire-resistant. But at the same time, it is so thin that candle light can still shine through it. Each of the three sides of the veneer lights can be designed with individual motifs by placing a logo, a greeting, or products on them.

48061 • Drechslerei Kuhnert GmbH Erzgebirgische Holzkunst • Tel +49 3746 2636410  
frank@kuhnert-gmbh.de • www.furnierlabel.com

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info@europematch.eu  
www.europematch.eu



## FOR A FIERY TASTE EXPERIENCE

**F**or the Christmas season, DreiMeister has specialties in store, which promise pure indulgence. The drinking chocolate, whose name “Sweet-Hot-Stick” already hints at hot and spicy moments, is available in four flavours: no matter whether you like it hot with Chile, Christmassy with cinnamon, strong with Amaretto or bitter-sweet with dark chocolate; there is something for all tastes. Produced by master confectionaries and using fine ingredients, this chocolate will give you a delicious taste experience when dissolved in hot milk.

44886 • DreiMeister Spezialitäten Hans Schröder GmbH & Co. KG • Tel +49 2922 87730  
gondro@dreimeister.de • www.dreimeister.de

## MOMENTS OF WELL-BEING

**A** massage candle like the one on offer from Kundenpflege is a scented candle and massage oil in one. The wax liquefies in a few minutes, turns pleasantly warm and can easily be massaged into the skin. Thanks to the special scent combinations and the purely herbal ingredients, relaxation and well-being are guaranteed. It comes in three different scents and shapes. A wonderful gift for cold winter nights!

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



## ADVENT, ADVENT ...

**W**ith this new idea from Europe Match, not only do four candles burn, but it can also heat up many additional promotional contacts, for the advertising message stays for a long time in view of the recipient. The product is also suited to other occasions, such as anniversaries and birthdays. The Advent matchbox is 110 x 64 x 19.5 millimetres, and can bear customized printing and finishing. It contains ten fireplace matches, four candle holders and eight candles. This new product idea can be supplied in orders of 500 or more. Along with this box of Advent matches, Europe Match also has more ideas for the Advent and Christmas season on hand.

41137 • Europe Match GmbH • Tel +49 5161788850  
info@europematch.eu • www.europematch.eu





## WOKEN UP GENTLY

**T**he wake-up light from the company Lehoff now makes waking up in the morning a pleasurable experience. The halogen lamp will wake you up gently with a light that slowly becomes brighter. The intensity of the light, which can reach up to 250 lux, and the two pleasant alarm buzzers that can be selected guarantee you a natural way to wake up in the morning and a much nicer way to fall asleep. What is more, the alarm comes with a built-in VHF radio.

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

info@lehoff.de • www.lehoff.de



## AN INSPIRING IDEA

**T**he Firestarter lighter with a long handle from the company Topico has a design that was inspired by the neck of a giraffe. The approx. 29 centimetre long handle ensures that you won't burn your fingers. The lighter can be refilled very easily with lighter fluid. The amount of the fluid you pour into the lighter can be controlled by a small infinitely adjustable control wheel. The stainless steel lighter is equipped with a child-proof safety device and the Firestarter will always be at hand when you need it, thanks to the hook on it, which can be used for hanging it up.

44327 • Topico Handels-GmbH & Co. KG • Tel +49 421 6965470

sales@topico.de • www.topico.de

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## SET THE MOOD AT YOUR TABLE

**T**he Philippi table fire place from HNC promises a truly romantic mood. With its dimensions of 36 x 16 x 22 centimetres, this product not only takes up very little space, but it also looks very stylish. The main body is made out of very high quality aluminium. The flame, which is created by bio-ethanol, burns safely behind little glass windows. On the supplier's website you can find more information about how advertising slogans can be placed on the product and about the wide array of other premium and promotional products for sale at HNC.

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

## A NEW STAR IN THE TEAM

**T**he German importer HNC AG, located in Weiden, is again causing a sensation with its latest developments. The Smartlite Mini Star is probably the smallest torch with a 1 watt high-power Cree LED on the market and is made out of extremely durable and super light aircraft-grade aluminium. This technical masterpiece runs on one simple AAA battery, which lasts, believe it or not, for 48 hours thanks to modern and energy-efficient LED technology. Another new and already very successful product is the Smartlite RetroLED, which is a light that meets consumers' highest demands. This product has a built-in high-power LED and uses the latest collimator technology to produce a light that is as bright as daylight while only using very little energy.

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



## BLAZING EVERGREEN

**M**atches are always needed and therefore are among the classics of the advertising industry. To go with the no longer distant dark time of the year, AS Advertising Support is offering the entire range of matches, starting with promotional matchboxes to matchbooks up to extravagant fireplace matches. The supplier is happy to help design an advertising message.

42676 • AS Advertising Support Werbeträger Vertriebs GmbH • Tel +49 4104 9198356  
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## ECOLOGICALLY FRIENDLY

**A**s a specialist for things related to LED lights, the company HNC AG is taking a stance on environmental protection. Proof of the company's efforts is the "CO<sub>2</sub> friendly" products for sale, like for example, the Dynamo Emergency light, which comes equipped with a crank handle. The energy needed to run the light is produced by simply turning the handle and batteries are not required. The light has three bright LEDs and also comes with a seatbelt cutter and an emergency hammer which basically means that this product is predestined to become a common accessory to have in cars. Another product in the environmentally friendly series is the e-quip Dynamo Star, which is a small masterpiece with impressive efficiency. This light can be recharged by using either the built-in solar panel or the built-in crank handle.

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

info@hnc-ag.de • www.hnc.ag



## HAPPY ADVENT NIBBLE

**A**DV PAX Lutec GmbH is presenting many new cans with Christmas motifs. Clever packaging solutions are on offer especially for baked goods and Christmas cookies, which put gingerbread and other small pastries in the very best light. An absolute eye-catcher is the tea light candle can in gold or blue. Its highlight is that the light of a candle appears in the form of stars produced through cut-outs in the body. The can thus serves first as packaging for baked goods, but then later as a Christmas candle.

46850 • ADV PAX Lutec Vertriebs GmbH • Tel +49 7123 380070

info@adv-pax.de • www.adv-pax.de

## DISCOVER ENDLESSNESS

**W**ith its integrated mirror and three tea light candles, the Lichterspiegel gift set from Römer Präsente creates an illusion of endlessness. The combination of the illuminated mirror and the big, cuddly fleece blanket virtually invites you to dream. Packed in a wooden box with a large decorative bow, it is a present nobody will ever forget.

43892 • Römer Wein und Sekt GmbH • Tel +49 6541 81290

info@roemer-praesente.de • www.roemer-praesente.de







## GIVE A GIFT OF JOY

**A**s the days once again grow shorter, the exclusive present sets from micx-media provide cosy moments with select sounds. Together with creative candle arrangements and other high-quality extras, such as the telescopic candle extinguishing lighter Flame, they make every gift set into a unique experience. Advertising thus remains in memory for a long time.

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

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

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## COOL IDEA

**O**riginally conceived as a traditional bottle cooler, the 0.5-litre bottle cooler from Adoma enchants in the wintertime as a lantern with a unique look and warm light reflexes. Filled with sand, granulated material or other decorations, provided with candle or tea light, the crushed-ice effect turns it into an attention grabber in winter or summer. When the cold season is over, it appeals thanks to its proactive cooling capability, which brings beverages which have not been pre-chilled down to drinking temperature. Especially fascinating are also the constantly changing forms of the filling, which come from shaking it.

43999 • Adoma GmbH Kunststoff- und Metallverarbeitung • Tel +49 7522 97160  
info@adoma.de • www.adoma.de

## ALWAYS AT HAND

**T**he product range of Cermak – specialist for mini flashlights – exhibits a new product which will prove to be a valuable advertising vehicle wherever a source of light needs to be quickly and reliably at hand. The patented Penlight with the integrated, super-bright LED not only has the usual instantaneous contact, but also a permanent contact function switched by turning the head to the right or left. The case of the mini flashlight is made of robust aluminium. Advertising is applied by means of engraving or printing.

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



## PORTABLE BARBECUE FUN

**M**atchpoint Etronics has a very special outdoor item in its product range. This is a portable Thai brazier for charcoal whose dimensions of 19 x 19 x 14 centimetres even let it fit into a hiking backpack. It comes optionally with or without a grate, which is generally made of stainless steel, although grates of “normal” steel can also be supplied. A customer logo can be burned into the clay upon request.

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



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[psi@team-d.de](mailto:psi@team-d.de) [www.team-d.de](http://www.team-d.de)



## RELIABLE COMPANION

**T**he Tikkina² headlamp from Petzl is ideal for nearly all requirements in daily life. This lamp has two brightness levels, maximum and economic, to adjust the brightness to the respective activity. Furthermore, it is equipped with new, powerful LEDs and a push-button switch. Advertising can be applied to the case of the lamp. Tikkina² provides 190 hours of reliability and safety.

46900 • Christoph & Markus Krah GmbH Petzl Deutschlandvertrieb • Tel +49 8821 93230  
Info@petzl.de • www.petzl.de

## MAGIC GLOBES

**A**n original idea to cleverly showcase advertising comes from R&JP International Limited. A TPC rubber globe holds two LED lights, whose colours change between blue to red when nudged. This isn't just fun, it also makes the logo printed on it stand out. The material is hazard-free and can be recycled without any problems. A choice of red, white and blue is available. The minimum volume is 50 and the delivery time is only five to ten working days from receipt of order.

42762 • R & JP International Limited • Tel +44 1296 436565  
sales@rjpint.com • www.rjpint.com



## SET THE MOOD OF ANY MOMENTS

**T**he individualized lanterns from presentissima promise the best in romantic moods. The product is made of strong PP film, comes unfolded and is easy to put together. The translucent film material can be brightly printed, creates a pleasantly dim light and besides presents the CI of the advertiser in the best light. The item is made in two sizes, is washable, can be used as often as desired and comes with customized printing on orders of 50 or more.

15007 • presentissima • Tel +49 8274 691560  
info@presentissima.de • www.presentissima.de

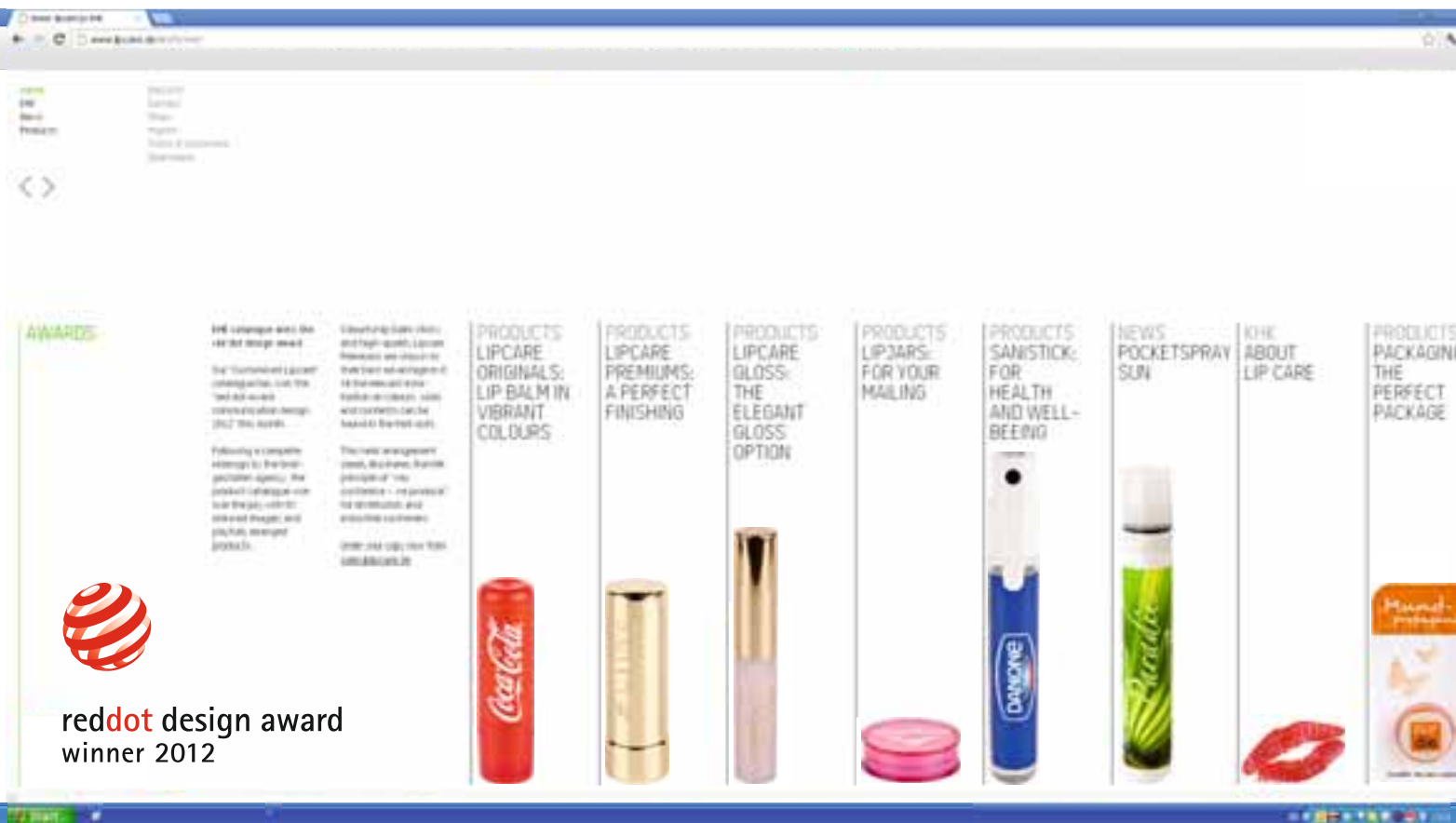




LIPCARE BY KHK

# www.lipcare.de

## LIPCARE MADE IN COLOGNE / EU





## VOLCANO-INSPIRED

**F**ire-breathing mountains are fantastic natural phenomena and exert a magical fascination. So it's no wonder that a volcano supplied the inspiration for the Mood table lamp from koziol. Its soft light can create all kinds of moods, with warm or cool emotions depending on the colour setting. The lamellar structure inside produces attractive patterns on the calendered surface. The three-point support makes feet superfluous and gives the lamp its decorative character.

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



## EXTENDED ARM

**E**veryone knows how a tiny screw will fall down and then have to roll into the darkest corner or under a cabinet. For this sort of predicament, as well as other purposes, there is practical help from team-d: the Genius pick-up lamp. This LED lamp with extendable telescopic arm not only brings light to the darkness, but also has a powerful magnetic head for bringing the lost screw or other metal objects to light again. It is powered by button cell batteries, which are also included. Advertising can be applied to the head of the lamp.

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



## KEYHOLE FOUND

**W**hoever is still looking for a suitable mailing item or give-away should take a look at the Pruner catalogue. Here you can find an appealing keyring pendant made of padded PVC film with an integrated LED. Thus no keyhole or doorbell nameplate will remain hidden in the dark. It is particularly unique because the individualized special stamping and high-definition printing on both sides make the pendant unmistakable. Whether as a product or company logo, full recognition value is guaranteed. Since it is only four millimetres thick, this pendant is a perfect mailing item.

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

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thoughts for food

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## ENERGY AT THE FLICK OF A WRIST

No hiking backpack, tent or car should be without this flashlight: the Lakas from Schwarzwolf, available from iMi. The electricity for this model is produced by a crank conductor so that energy is always available. But that is not all, for iMi includes a USB cable for recharging a mobile phone. The lamp weighs all of 108 grams and its dimensions are 12 x 5.3 x 3.2 centimetres. It comes in a tasteful gift box from Schwarzwolf.

47996 • iMi Partner A.S. • Tel +420 545425411

sekretariat@imi.cz • www.imi.cz • www.schwarzwolf.com

## IMPRESSIVE APPEARANCE

Not only smokers are likely to enthuse over the stylish lighter from the Cerruti 1881 series. Its impressive design, with the elegant contrast between black and silver, clearly distinguishes this product from other sources of flame, setting masculine accents. A discreet hint in the form of a Cerruti 1881 logo additionally enhances the value of the lighter. Advertising logos can be applied as desired by the supplier, Plastoria.

40637 • Plastoria S.A. • Tel +32 2 5219782

info@plastoria.be • www.plastoria.be



## SPECIAL FLAIR

The new kind of wax advertising candles which can bear customized printing are ideal for anniversaries, a special thank-you, as table decoration, invitation or high-quality give-away. The flat shape of the candles alone enables them to radiate a special flair of warmth and trust. Together with the specially printed message and the two wicks, they make for appealing, highly emotional advertising vehicles. As the supplier, Beropur AG, states, advertising applications in digital printing can be had on orders of 50 or more, and multicolour pad printing is possible for orders of 250 or more. Their chief attraction is that printing can also be applied to the holders.

48678 • Beropur AG • Tel +41 71 9662666

mbeerli@traumkerzen.com • www.traumkerzen.com



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## ALL FOUR SIDES CAN BE USED

**F**or over 25 years, Elektronica SM-Handels GmbH, the well-known European supplier of lighters, has been producing and importing all kinds of lighters under its registered name of TOM. In its activities, this company makes quality and function its priority, combining this with innovation and safety. The new addition to its comprehensive portfolio of electronic lighters, the EB-055, is a fully functional metal lighter, boasting a turbo flame. With an innovative form and design, for the first time, this lighter has “four sides” – at excellent value for money. Entirely in metallic silver, while there is a choice of red, blue, green or black caps, printed or laser engraved, these lighters are the perfect basis for permanent advertising messages, as well as a lastingly positive image transfer. Like all products from Elektronica, the EB-055 has been produced using the highest quality standards and with an ISO certification. Free samples can be ordered direct from the company.

44127 • Elektronica SM-Handels GmbH • Tel. +49 2571 578900  
info@elektronica.de • www.elektronica.de

## PUT INTO THE PROPER LIGHT

**A**n original idea for putting advertising into the proper light comes from JHI Hackel. It is a lantern comprising a printed inner glass, frosted outer glass and a tea light. A customer's logo or advertising message is printed with a coloured background as desired by the customer on the inner glass. As soon as the tea light burns, the motif impressively lights up. The minimum order quantity is 150 units.

48291 • JHI Hackel • Tel +49 621 7481466  
info@j-h-i.com • www.j-h-i.com



## MIRACLE LIGHT IN A MINIATURE FORMAT

**T**he small LED lamp from team-d is powerful and can be used for an amazingly wide variety of activities. This miracle light in a miniature format will stand you in good stead at home, in the car or on the bike. The powerful LED light runs on four button batteries, which are included. Also included is a practical mount which is magnetic, to boot. This 7 x 2 centimetre lamp is individually boxed.

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





## MAXI-SIZE EYE-CATCHER

A hot eye-catcher from the well-known Metmaxx product range is the BurniXXL-BBQ, currently on offer from Spranz. This patented, trendy maxi-size lighter with its flexible neck can be used to light lanterns, barbecues, large candles, the fireplace or Christmas tree candles as easy as child's play, without burning your fingers. The large advertising space, the huge gas tank and the integrated LED lamp perfectly round off this item. Of course, the size of the flame is adjustable and the tank refillable. The product fulfils all safety requirements in compliance with ISO standards.

41462 • Spranz GmbH • Tel +49 261 984880  
info@spranz.de • www.spranz.de

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Fritz-Ullmann-Weg 3  
D-77716 Fischerbach



## EQUIPPED FOR BREAKDOWNS

**C**ar breakdowns have the unpleasant habit of not only being unexpected, but also usually happening at the worst times, as in the cold or pouring rain. So it is a good idea to have the Ducati Car Emergency Kit from BSC on board. It consists of an umbrella, a pair of woollen gloves and a powerful flashlight. The set comes in a practical bag with Velcro fastener.

48383 • BSC SRL • Tel +39 0541 811511

corporate@bsc incentive.com • www.thegiftcollection.net

## FIERY ADVERTISING MEDIA

**L**ighters in all variations are still ideal give-aways if they bear an advertising message. KP Plattner has a wide selection covering everything from disposable to high-quality BBQ lighters. The lighters can be customized using printing or engraving right in the company's own printing shop. Free catalogues will gladly be provided, says KP Plattner.

41565 • KP Plattner GmbH • Tel +43 512 2640 64

office@kp-plattner.at • www.kp-plattner.at

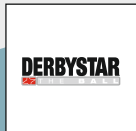
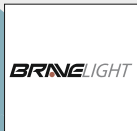


## FLAME RETARDANT

**R**esponders like the fire department or police are responsible for the safety of other people and must therefore be safely clothed themselves. This also applies to other areas, such as the personnel on offshore drilling rigs. They need clothing that not only keeps them warm and is comfortable to wear, but it should also be flame retardant. Brecht Profashion GmbH has an entire range of flame-retardant, functional underwear. There are different qualities for different operating conditions.

48274 • Brecht Profashion GmbH • Tel +49 7252 7900

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



# Mobilität



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E-mail: [contact@kuhnert-gmbh.de](mailto:contact@kuhnert-gmbh.de)





## FIRE DEVIL'S HANDIWORK

**T**he Take 2 team has once again come up with a clever idea: the Feuerteufel (Fire Devil). This item consists of a pair of stainless steel shanks (flat enough to mail). Pressed against and into each other, these tongs fit by themselves over the edge of a fireproof drinking vessel. Just put a couple of sugar cones doused in alcohol on it and let the fiery sweetness drip into your drink. Various models are available, from the simple DIN-size card up to a prestigious gift set.

44574 • Take 2 Designagentur GmbH & Co. KG • Tel +49 8031 233970  
info@take2-design.de • www.take2-design.de

## DOLCE VITA

**A** tasty meal in convivial surroundings: there is no better way to end a summer's day outdoors. Serving homemade pizza makes it a perfect evening. Now La Bottega Toscana is bringing the special dolce vita feeling of Italian wood-fired ovens to patios and kitchens. This not only makes every piece of pizza a delight, but also the special flair of preparing it with natural wood as fuel for the new trend to enjoying food with an eye to health awareness. The ovens are manufactured by traditional Italian companies such as Vesuvio Valoriani or Fontana Forni.

44035 • La Bottega Toscana • Tel +49 6051 67777  
info@labottogatoscana.de • www.labottogatoscana.de





## SAFETY FIRST

**W**hen it comes to the subject of light, safety aspects sometimes play a major part. These requirements are perfectly met in the PowerProSecurity lamp from the current Metmaxx collection from Spranz. Along with the ultra-powerful high-performance LED from 3Watt Cree LED (pre-focused for an enormous illumination range), the lamp also has safety flashers on the side which can also be switched on. This makes the lamp visible not only to the front, but also to the sides. In addition, the lamp can be carried on a hand strap and flashed in a radius of 360 degrees (with having to switch on the main light), which guarantees even more safety.

41462 • Spranz GmbH • Tel +49 261 984880  
info@spranz.de • www.spranz.de

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## INTO THE AUTUM

### INTRACO FORGES NEW STRATEGIC PARTNER

Intraco Trading BV the specialist gadget supplier to the European promotional today announced a number of new trading partnerships. Speaking from its Dutch head-office, Oscar van der Spruit (Director) commented: "We are very proud to announce our new product partnerships with Belkin, PowerTraveller, eego and Valenta we believe these brands will be of great interest to our clients for this autumn and make a real difference to their client's marketing for the 3rd to 4th quarters of 2012." Belkin is one of



the global leaders in consumer technology to connect consumers and their digital devices, their range has a strong focus on supporting products such as iPad, iPhone, Netbooks and the next generation of Ultra books. These new ranges further expand the portfolio of Intraco which already includes Philips, Odoyo, Xoopar and its own original D-vice design range, all these innovative gadgets can be viewed at the company's web site [www.d-vice.info](http://www.d-vice.info). For more info please contact the sales team on +31 75 64754-20.

## AUSTRIAN LAUNCH

### KRASSLER MERGES WITH L-SHOP-TEAM

The Austrian company Krassler/Imprint merged on 1 September with L-Shop Team GmbH in Dortmund, Germany thus creating one of the largest promotional textile distributors in Austria, L-Shop-Team Austria GmbH & Co. KG. The new company started with the familiar extensive L-Shop range of 80 brands. The company's headquar-



ters will remain unchanged in Tumeltsham. Likewise, the existing team of employees will remain. The authorized representative of the new L-Shop Team Austria is Alexander Krassler. Thus a smooth transition and maximum continuity is assured. From now on, the Austrian customers of Dortmund-based L-Shop-Team GmbH will be supported by the new Austrian company. At the same time, all customers

who have previously been supported by Alexander Krassler and his staff now have full access to all products and brands from the L-Shop catalogue selection book 2012. As in Germany, all orders with a net value of € 100 placed online in Austria will be delivered carriage paid. [www.l-shop-team.at](http://www.l-shop-team.at)

## SPRINTIS SCHENK GMBH & CO. KG SALES TEAM EXPANDED

Marina Speyer and Christian Keller recently joined the sales team of Sprintis Schenk GmbH & Co. KG. The



Christian Keller and Marina Speyer

German-based distributor of packaging products thereby continues to grow. As a qualified media specialist, Marina Speyer will assist the sales team as a customer consultant for customised products, especially printed clear folders which are often offered to customers as add-on products by printing companies. As a technical expert with seven years' experience in the industry, Christian Keller is ideally suited to further improve the quality of consultation offered by the family-run enterprise. Christian Keller supports customers to select the appropriate article in the standard range. [www.sprintis.de](http://www.sprintis.de)

## CRIMEX GMBH NEW EMPLOYEE IN BERLIN

At their Berlin branch, the promotional products experts of Crimex GmbH are reinforcing their team with Susanne Mühler as sales and distribution employee. She has already been working for eleven years in the promotional products industry and takes care of a full-service program as well as distributors. [www.crimex.de](http://www.crimex.de)



Susanne Mühler



## RÖHRS WERBE-SERVICE GMBH A BOOST FOR THE FIELD SERVICE



Dirk Stange

The German-based promotional products agency Röhrs Werbe-Service GmbH is reporting a boost to its field service as. Dirk Stange, with many years' experience in the promotional products industry, most recently with Profipresent, is

reinforcing the team of Managing Director Horst Holzschneider in the field service. Dirk Stange will continue to serve his customers from the home office and can be reached starting immediately at the e-mail address [ds@roehrs-kaenguru.de](mailto:ds@roehrs-kaenguru.de).

[www.roehrs-kaenguru.de](http://www.roehrs-kaenguru.de)

## "CREATIVE PROMOTIONAL PRODUCTS" UNIT LOUNGE5 EXPANDS SALES TEAM

Heiko Schwarze has joined the Berlin-based communications agency lounge5, which has been on the market for more than 12 years. Born in Berlin, he has been actively involved in the promotional products industry since 2006 and will be working in the lounge5 unit "Creative Promotional Products" in the area of consulting / marketing. The core competencies of the owner-operated communications agency include the "Creative Promotional Products" unit, which is responsible for the design, production and distribution of promotional products, and the second main line of business. [www.lounge5.com](http://www.lounge5.com)



Heiko Schwarze

## 120 YEARS OF KARLOWSKY FASHION GMBH SAVOURY ANNIVERSARY CELEBRATION



Things got very lively at the anniversary feast together with star chef Stefan Marquard.

anniversary feast became a firework for the eyes, nose, tongue and stomach. The fact that Karlowisky Fashion was also an "Olympian" this year with its professional support and fashionable dressing of the staff of the "German House" in London meant there was no time to celebrate this year with Karlowisky's partners. For 2013, however, the Karlowisky Fashion team is planning another surprise. "It should be a review for all partners of Karlowisky Fashion, so that the success is celebrated together", according to Thomas Karlowisky. [www.karlowisky.de](http://www.karlowisky.de)

A success story with a tradition – and a brand in the corporate fashion segment with a team of professionals to realise visions. 120 years of Karlowisky was fittingly celebrated by the Karlowisky team at an anniversary event at Villa Böckelmann in Magdeburg, Germany: After the opening by CEO Thomas Karlowisky, gourmet chef Stefan Marquard, the "pirate of the kitchen", took command. The star chef kept a betting promise and "rocked" with Thomas Karlowisky and his team in the kitchen. The

## GEIGER AG THE CLICK FOR MORE COLOUR

Does the Smartbook with the modern Future cover in charcoal and the red rubber band fastener match the corporate design of my customer? Or better yet, should it not be the elegant Santos material? With the new notebook configurator from Geiger, distributors can now assist their clients in making this decision even better. With a few clicks, the various versions can be explored and downloaded as an image. Thus, Geiger's partners can, as of now, visualize their customers' needs perfectly and offer the best advice for each CI. Visitors can choose from nine products available from traditional notebooks with sharp corners to the practical roundback binding. There are up to ten different cover materials in nearly 50 colours and a wide colour range of rubber bands, ribbons and bindings available. More than 10 million different configurations are therefore possible. [www.nk.geiger.ag](http://www.nk.geiger.ag)



## “START-UP/PRODUCT/INNOVATION“ CATEGORY

### MAXX PROMOTION RECEIVES “SME LION“

The company Maxx Promotion has been awarded the “SME Lion“ for its achievements. The advertising experts from Hof in Bavaria received the award in the category “Start-up/Product/Innovation“. The ceremony took place at Selber Porzellanikon in front of 200 guests from commerce, politics, culture and administration. German Federal Interior Minister Dr Hans-Peter Friedrich, who presented the awards, referred to SMEs (medium-sized businesses) in his speech as “the soul of the economy.” The Minister and Member of Parliament of Hof was patron of the competition organised by Sparkasse Hochfranken, Frankenpost and the Chamber of Industry and Commerce (IHK) for Oberfranken. The SME Lions were awarded for the sixth time. There is a high-quality porcelain lion of the Hutschenreuther brand, a cash prize of € 2,000 and an advertising voucher from Frankenpost worth € 3,000 as well as a certificate for the grand prize in each category. [www.maxx-promotion.de](http://www.maxx-promotion.de)



Dagmar Kornhaas, proprietor of Maxx Promotion, accepts the award from the German Federal Minister Dr Hans-Peter Friedrich.

## MULTIGATE OPTIMIZES COMPANY MANAGEMENT

### NEW MANAGING DIRECTOR APPOINTED



New management duo at Multigate:  
Werner and Daniel Keltscha (from left to right).

Multigate GmbH, the renowned promotional products company from Vienna, Austria has reinforced the company management since late June: Daniel Keltscha was appointed managing director. He shares the management agendas with his father and company founder Werner Keltscha. Daniel Keltscha (24) has been working at Multigate since 2009 – even while studying for a Bachelor in Business Management and Entrepreneurship at the University of Applied Sciences in Vienna. After graduating in June of that year, he took over the position of management assistant. His entrepreneurial

approach and his successful negotiations in the complex supply market of China encouraged Werner Keltscha to share the burden of management with his son from now on. Daniel Keltscha now heads the sales division and controls distribution; Werner Keltscha is responsible for procurement in China, human resource management, key account management, and all “non-sales employees”. Multigate was founded in 2002 by Werner and Gregor Keltscha. With certification including the sustainability report and the “Child Labour Certificate”, safety and ethical acceptability of the products are guaranteed. In 2011 Multigate received an award in the competition “Actions speak louder than words”. [www.multigate.at](http://www.multigate.at)

## CLIPPER PUSHES SALES

### NEW MANAGER FOR GERMANY AND AUSTRIA

On 1 August Daniel Boza Lamers joined Clipper, suppliers of promotional products, as the new manager. He is responsible for customers in Germany and Austria. Since mid-2011, Clipper GmbH has been



Daniel Boza Lamers

based in Germany. The company can thus provide better service to its German and Austrian customers. Daniel Boza Lamers will report direct to Ron Boer, Chief Commercial Officer of Clipper. “With this change and the hiring of two additional employees in sales, Clipper is ready for the next steps,” claims the company.

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

## FARE – GUENTHER FASSBENDER GMBH

### NEW ADDITION TO SALES TEAM

Bianca Altena has joined FARE – Guenther Fassbender GmbH in Remscheid, Germany. The 29-year-old wholesale and foreign trade clerk was previously employed in the international sales department



Bianca Altena

of the company Refratechnik Steel GmbH in Düsseldorf and will now support the North sales team. During her formative years and while employed she attended intensive language courses abroad to perfect her knowledge of Spanish and English

and is now looking forward to new challenges in the promotional products industry. The FARE team cordially welcomes Bianca Altena. [www.fare.de](http://www.fare.de)





## SCHNEIDER SCHREIBGERÄTE GMBH

### A FLEET OF E-BIKES FOR EMPLOYEES



Schneider employees with the new e-bikes they recently received standing in front of Schneider's main plant.

**S**chneider Schreibgeräte has grown disproportionately during the past two years. As a result, new jobs have been created and the staff was increased by about 10 per cent (40 persons). Of course, the employees need space to work in, and not just for themselves, but also for their favourite vehicle—their personal car. Managing Director Roland Schneider, however, did not want to expand the company's car park. He already made the remark years ago, "The nature around our site is too beautiful to

spoil for building more parking spaces." As a consequence, he decided to set up a free company bus for his employees during the main working hours. He, himself, has been a fan of riding e-bikes since last year and his passion drove him to come up with a new campaign. The company acquired a fleet of e-bikes and is lending them to employees who are interested in riding to work. There is no lending fee and employees are only obliged to use the e-bike to commute to work at least 80 times a year. Employees are, of course, also allowed to use the electric bicycle during their free time, which is quite a joy when riding in the mountainous surroundings in the Black Forest region. The campaign has been very well received by the employees. The e-bike fleet has already grown to 18 bikes. Significantly more than 10,000 driven kilometres per year are being saved this way. The E-bike campaign is listed as one of the environmental goals in Schneider's latest Environmental Declaration, and the company's long-term goal is for them to reduce the kilometres driven by at least 20,000 kilometres. [www.schneiderpen.com](http://www.schneiderpen.com) <

## LM ACCESSOIRES GMBH

### NEW FIELD SERVICE CREW

**A**lexander Derosas returns to LM Accessoires GmbH as a sales representative and will support customers of the promotional product supplier in northern and central Germany. Alexander Derosas has been around for many years in the promotional product industry and already knows LM's customers from the past. He is looking forward to resuming friendly contacts and the willingness to provide feedback. Looking after customers in the west is now Michael Sauer, who has been with LM Accessoires in the field since 2010. He succeeds Uwe Wagenknecht in southern Germany, who has withdrawn from the field to assume new responsibilities. [www.lm-accessoires.com](http://www.lm-accessoires.com) <



(from left to right) Alexander Derosas, Frank Krüger (Sales Manager Germany), Michael Sauer.

## CLUB CRAWATTE CREFELD SOCIAL COMMITMENT

**S**ocial commitment and a big heart were again demonstrated by the traditional company Club Crawatte Crefeld at the sixth "RETT Charity Day". While this year the traditional rewirpower team of VfL Bochum faced the RETT Dream Team on the Roomersheide ground for the benefit of children affected by the RETT syndrome, the sponsor, Bernd Koch, CEO of Club Crawatte Crefeld, along with other benefactors did their best off the pitch to support the "Elternhilfe für Kinder mit RETT-Syndrom in Deutschland e.V.", (the



In the evening of the RETT charity gala, the sponsors presented their donations.

parent's initiative helping children in Germany with the RETT syndrome. At the RETT gala evening, Bernd Koch presented a cheque for several thousand euros, contributing his part toward promoting the idea of charity. With its commitment, the Krefeld-based company wants to assume even more social responsibility and make a contribution to help sick children and to support the work necessary to tackle this disease. "When you have the opportunity to support great projects that offer help where it is urgently needed, you must not hesitate. I hope that as a result of the RETT Charity Day 2012, more people have become aware of this disease and will get involved," says Koch. The RETT syndrome is a severe genetic, physical and mental handicap which occurs almost exclusively in girls. The affected girls need care and support around the clock.

[www.club-crawatte.de](http://www.club-crawatte.de) <

## V o r t e i l e   i m   F o k u s

*"Wir sind Mitglied im bwg..."*



**Ralf Hesse**

m.e.s. Marketingservices GmbH  
bwg-Mitglied seit 1992

*... weil er der einzige Verband ist,  
der die Interessen der  
Werbeartikel-Händler vertritt.*

*Eine gemeinsame Positionierung  
führt zur Stärkung der Branche  
und zum Erhalt ihrer Strukturen.“*

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## VISCOM 2012, 25–27 OCTOBER IN FRANKFURT

### PSI MEMBERS CAN VISIT THE VISCOM FOR FREE



**P**SI 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](http://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.

## NEW PRODUCT SERIES

### DEONET PRESENTS ROLL-UP BANNER

**D**utch supplier Deonet is known for personalized promotional products. Along with printing USB sticks, ballpoint pens, keyring pendants and other items, Deonet is now going to start concentrating



on producing roll-up banners, a quality promotional product made in its own factory, to further expand the range of products and services for its resellers. Rob van Berkom, CEO of Deonet, says, “We are constantly looking for new products for our trading partners. Roll-up banners fit in well with our strategy of offering high-quality products.” Roll-up banners fulfil the highest Deonet standards: clear, full-colour print quality, a luxurious look and a long service life. “Our advertising banners are not made of plastic or vinyl, but textiles that do not crease or crimp. Thanks to our innovative digital printing technology, we can guarantee sharp, full-coloured printing without streaks or spots,” adds Rob van Berkom.

Deonet’s entire production process runs at its own plant in Eindhoven. The company supplies promotional products distributors, marketing and advertising agencies, as well as resellers in the IT sector, but not directly to end consumers. Deonet has branch offices in eight countries and exports its products to more than 60 countries around the world.

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

## EMPEROR

### NEW EUROPEAN SALES OFFICE IN FRANCE

**E**mperor, a promotional products supplier specialized in USBs, has recently opened a European sales office in Nice, France, to cope with the growing demand for promotional items in Europe through PSI. Already the fourth location of Emperor worldwide, the Nice office illustrates the explosive growth of activities Emperor is experiencing. Emperor’s President Stephen Peters has placed French national Harrison Porte and Wouter Savelkoul from The Netherlands in charge of developing a solid platform for future development of Emperor’s activities in Europe. Both Porte and Savelkoul have backgrounds in International Trade with knowledge of the market and a vast network with promotional product distributors. Much of the original management of Emperor’s American office has been moved to Shenzhen, China. In Shenzhen, Emperor acquired an office and a co-ownership of a USB production facility to provide both American and European customers with a direct link with the factory. “The decision to move our American staff to China was made to guarantee our customers with top quality products. It is just not possible to guarantee a good product when you are not able to even look at the products because of the fact you’re on the other side of the worlds,” Stephen Peters commented. More information about Emperor and contact under [wsavelkoul@emperormktg.com](mailto:wsavelkoul@emperormktg.com) – [www.emperormktg.com](http://www.emperormktg.com)







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The location for the product show was in the Bergpark, right next to Wilhelmshöhe Palace in Kassel, Germany.

**BK BESTECK + KAPPEL GMBH**

# PROMOTION POWER ON THE WILHELMSHÖHE

A literally “princely” appearance was made by the German company bk besteck + kappel GmbH team, who held their promotional products show in the immediate vicinity of the princely summer residence, Wilhelmshöhe Palace. A successful forum for exchanging ideas.

**S**tanding high above Kassel is Hercules, the landmark of the north Hessian metropolis. For the city’s residents, this copper-green giant, along with the Bergpark Wilhelmshöhe, is something unique, something to present proudly to the visitors of the documenta city. The bk besteck + kappel GmbH team thought the same, apparently, so this was the address on the invitations to their promotional products show held in the nearby Schlosshotel Kassel on 23 August. In a pleasant at-

mosphere, the team provided its guests with a few “hours of highly effective advertising”.

## A “FAREWELL EXHIBITION” TOO

The event was to be something extremely special to Managing Director Klaus Kappel, as well. After all, he will be saying goodbye to his career life, his company and his partners and customers at the end of this year. This agile businessman wants to retire from active business on December 31, 2012 and put bk besteck + kappel

GmbH into younger hands. One more reason to enjoy the event to the full. And this he did. He devoted himself heart and soul to his customers and supply partners. In doing so, he had professional help from his team and his fellow partner and successor Holger Falk.

## MANY CUSTOMERS FROM THE EARLY DAYS

Together with 33 supply partners, the consultants at bk besteck + kappel GmbH presented all the industry has to offer in the





The pleasant, casual atmosphere encouraged fruitful, constructive talks.



bk besteck + kappel GmbH has a large number of customers of many years' standing, which makes Klaus Kappel especially proud.

Klaus Kappel, who founded the company fourteen years ago, will help bk besteck + kappel GmbH in an advisory capacity starting next year.



way of time-tested, original and new products. Around 150 customers took advantage of the opportunity to convince themselves of the great number and variety of products and the many ways they can be used for promotional purposes. What made Klaus Kappel particularly happy was that so many customers from the early days of the company attended the promotional products show. They recalled the birth of bk besteck + kappel GmbH.

#### THE BIRTH OF BK BESTECK + KAPPEL GMBH

Klaus Kappel first came into contact with the promotional products distributor Besteck GmbH in 1997. He joined the long-established

company, which today looks back at 60 years of business, as distribution manager. Here he discovered a unique opportunity. After he had been with the company for only six months, the management offered to sell him Horst Besteck GmbH for the price of only one German mark. But after obtaining in-depth legal advice, he decided to start anew, facing supplier demands which were quite difficult at the start. He put his soul into building up a full-service promotional products agency which today stands for the best service, highest quality and reliability in the industry. A reputation to which the product show was to do justice.

#### A SUCCESSFUL EVENT

The team of bk besteck + kappel GmbH received a great deal of positive feedback for its event. For instance, exhibitors praised the fruitful, constructive talks, the good frequency and the pleasant, convivial atmosphere. Visitors proved to be thoroughly satisfied with the mix of exhibitors and the service of bk Promotionservice. Much to the gratification of Klaus Kappel, who summed up the event with a smile, saying, "The location, suppliers and visitors were a perfect match. The event was successful for all involved and simply has to be repeated some time in the next two or three years."





Schönbrunn Palace, Vienna, a unique in-house fair location.

## KOLIBRI HANDELSGESELLSCHAFT MBH

# PROMOTION MEETS HISTORY

A broad range and crammed notebooks: The second “Info Day” held by Kolibri Handelsgesellschaft mbH from Austria has raised managing director Konrad Godec’s hopes of a positive end to the year. Approximately 400 customers followed the invitation to the in-house promotional products show at Vienna’s Schönbrunn Palace: 35 supplier partners were similarly inspired to show off their competence.

**K**onrad Godec had already piqued customers’ curiosity before the second in-house show had even started: for, no sooner had the announcement been made that the product show would be taking place at the famous Schönbrunn Palace than many an invitee started asking, with anticipation

and a little inquisitiveness, how the host had managed to initiate an exhibition of promotional products at such a history-laden location. Obviously, that was no problem for the team from the full-service promotional products specialist. The team showed creativity and organisational tal-

ent when planning and implementing its project. The successful outcome was a perfectly staged product show in the baroque ambience under the motto: “Promotion meets history”. “A great result, that was preceded by a year of preparation, three months of that with one employee putting





Consulting is the basis on which good concepts are delivered: the suppliers at the Kolibri in-house show did their best.



in work full-time,” says Godec, indicating the major preparatory effort.

#### A WINTER CLASSIC IN BAROQUE AMBIENCE

Beneath sumptuous, stylish chandeliers, 35 supplier partners, for the most part from Germany and the Netherlands, exhibited the trends that can be anticipated by the 395 customers from 310 companies that

had confirmed their attendance: “We deliberately timed it for the end of August in order to give our supplier partners enough time to organize the orders that can be expected,” explained Konrad Godec. The bustling businessman, together with his entirely purple-clad employees to match the corporate colours, had placed the emphasis on the imminent winter season. Thus,

a multitude of Christmas products in the widest variety of forms were up for selection, including, for example, a comprehensive collection of warming clothes.

However, writing implements, calendar products, various ranges from the electronic products segment – still in strong demand – and a range of giveaways that can be used in all seasons, also met with





The Kolibri team in front of the Palace.



Corporate design down to the smallest detail:  
Schönbrunn Palace looked good in violet.

great interest among the visitors.

#### COLOURFUL SUPPORTING PROGRAMME

Anyone wishing to indulge in a break had the opportunity to recoup strength in beaming sunshine with plentiful catering in the botanical garden. Inside, a magician clad in mysterious black, walking on enormous stilts, ensured a light mood, and anyone who had turned the giant wheel of fortune on entering received, in the event of a win, attractive accessories such as wellness kits, high-quality handbags, sunglasses, wash bags, and many other attractive prizes. At the end of the day the Kolibri crew were happy to proclaim that they had set up a sales-promising presentation with high visitor acceptance and demand. After all, the majority of the suppliers had generated abundant contacts and intensively advised interested visitors. "The good mood among my fellow campaigners had already announced itself the evening before," reveals Godec. After all, the Kolibris, together with the participating suppliers, had got themselves set for an excellent show day with a humorous evening in a hip Heurigen wine bar in the heart of Vienna.

[www.kolibri.eu](http://www.kolibri.eu)







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# WIE SIEHT DAS "OBERTEIL" *der Frauen und Männer* DES 21. JAHRHUNDERTS AUS?

Kleider machen Leute: Wir vertrauen instinktiv eher den Menschen, die gut gekleidet sind, als denen die es nicht sind. Aber ein guter Look kann für noch viel mehr sorgen, denn wenn wir uns attraktiv fühlen, dann fühlen wir uns selbstsicher und sind „Herr der Lage“. Für dieses Feeling müssen viele Details beim Tragen von Hemd oder Bluse stimmen. „The Shirt Culture“ von B&C ist aus dieser Idee geboren. Entdecken Sie unsere Kollektion von 20 qualitativen Hemden für Mann und Frau auf unserer neuen Webseite. Be inspired.

WWW. BC-THESHIRTCULTURE.COM // B&C COLLECTION, BE INSPIRED

## SIMPLIFICATION IN TAX LAW

# GWW SUBMITS PETITION

Due to numerous law amendments, German tax law has become increasingly complicated, making it ever more difficult to understand, even for tax law experts. A clear message in favour of a simplification in tax law to the benefit of medium-sized enterprises is being presented by the Gesamtverband der Werbeartikel-Wirtschaft e. V. (GWW) in collaboration with the Bundesverband Großhandel, Außenhandel, Dienstleistungen e.V. (BGA). With the petition, GWW and BGA are seeking an effective reduction in tax rules and regulations.

**P**atrick Politze, Chairman of GWW, emphasizes: "By submitting this five-point plan for a simplification in tax law to the benefit of medium-sized enterprises, we are very clearly underlining our call for a reduction in tax rules and regulations. Companies are having to go to ever greater administrative lengths to meet the state's tax requirements. This puts a particular strain on the many small and medium-sized enterprises." In order to communicate a clear message, GWW and BGA believe the following five principal simplifications need to go through the legislative process:

**1.** The retention periods in commercial and tax law must be reduced again to six years at most and standardized.

**2.** The obligations to produce supporting documents for tax purposes urgently need to be revised and simplified. The example of the introduction of the confirmation of arrival (Gelangensbestätigung) as the sole proof of tax exemption for intra-Community deliveries with simultaneously tightened requirements underlines the considerable uncertainty arising from failed measures by policy-makers and tax authorities that are based on distrust towards the many companies that are honest about their taxes.

**3.** Audits put a great strain on companies due to long and frequent, sometimes perpetual audits that often involve time periods that reach far into the past

and frequently also relate to outdated tax regulations. Companies should have the certainty that audits will be closed within a period of not more than six years after the taxpayer has submitted their tax declaration in accordance with the retention periods.



**4.** The income tax treatment of travel expenses is impracticable for companies and leads to a considerable administrative burden for them. The growing number of court decisions shows the considerable complexity and the need for simplification.

**5.** A simplification of the taxation of promotional products is also urgently need-

ed. Pursuant to Article 4, para. 5, no. 1 of the German Income Tax Act, promotional products are only deductible as operating expenditure if they do not exceed € 35 per recipient within the calendar year. Material benefits from the employer to employees for particular reasons are, on the other hand, tax-exempt up to a value of € 40 as gifts. In addition to this, the monthly exemption limit of € 44 must be observed, up to which the employee can be given material benefits by the employer within the meaning of Article 8, para. 2 of the German Income Tax Act.

These regulations lead to an enormous bureaucratic burden. This is particularly the case if companies choose the lump-sum regulation within the meaning of Article 37b of the German Income Tax Act for gifts to business partners and employees. In this case, gifts up to a value of € 10 as promotional giveaways are not subject to taxation. These different regulations simultaneously affect the record requirements. The tax-free threshold in Article 37b of the German Income Tax Act with the lump-sum form of taxation should be brought into line with the other exemption limits and increased to € 44 or at least to € 35 as in the corresponding regulation within the meaning of Article 4, para. 5, no. 1. In this way, the number of limits to be observed and, consequently, the number of case configurations could be reduced.



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# EVERYTHING FOR WINTER OPTIMALLY POSITIONED

Winter is coming again this year faster than anticipated. According to the calendar on 21 December, meteorologically on 1 December, and in times of climate change slightly more approximately. But the fact that it will come is clear. The promotional products industry is prepared in any case.

**E**ven if the weather-related situation is becoming increasingly diffuse and the transitions are often abrupt, the temperate regions are still dominated by a lively change of seasons. Now at the beginning of October, the vibrant autumn colours still dominate the landscape, but thicker jackets are again hanging on the coat rack. Some people are already thinking about changing their car tires when the morning frost occasionally appears. So winter will be coming this time, too. Incidentally, the word originated from the old German term “Wintar” which meant “moist” and referred to the “wet season” – which is of course appropriate in view of the many places where winter is dominated by rainy weather. However, whether it is severe or mild, rainy or icy, man defies the rigours and knows how to enjoy the pleasures of this season. The promotional products industry is well prepared for all aspects of winter. This is demonstrated on the following pages. Of course, Christmas also belongs to winter. That is why we have also included some articles that are appropriate for the festive season. <



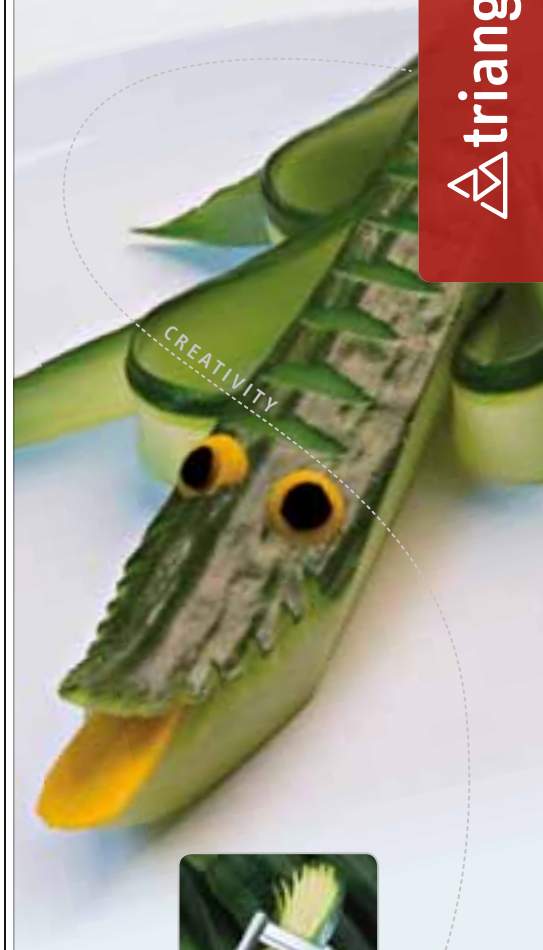
## FEEDING GROUND FOR FREQUENT FLIERS

**B**ird feeders are needed every year in winter for feeding birds. Multiflower is selling a winter bird feeder made out of terracotta which has the product number 4403. It can be easily attached to a branch or pole. The feeder comes packaged in a protective gunnysack without a fat ball and with a hemp cord and small label card enclosed. On the label card there is a small space available for placing advertising on a standard motif. Alternatively, your own personal design can be placed on the card for orders of 250 units or more.

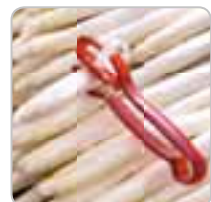
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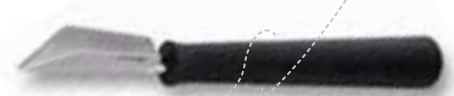
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## WELLNESS AT HOME

**F**rancos Image Cosmetics & More turns your own bathroom into a wellness temple. With its high quality and dermatologically tested cosmetic products, the company guarantees the best customer care and promotion of your company's image. Its product range includes massage soap made by hand in the EU using natural ingredients, which are only made from natural oils and are free from animal fat and preservatives. Various versions of soap are for sale, including soap made from goat milk for sensitive skin and milk-honey oatmeal for all skin types. There are also soaps with fruity scents, such as grapefruit and cherry. A chocolate version is also available, which promises a special scent sensation. The massage soaps are even more elegant when they come packaged in a box with a window face and a single-colour imprint placed on them..

47463 • Francos Image – Cosmetics & More! • Tel +49 2521 8255112

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

## ALWAYS APPROPRIATELY DRESSED

**T**he jackets and vests from James & Nicholson for women, men and kids are perfect for all kinds of weather. The product line includes everything from cosy fleece jackets and functional softshell jackets, to weather-proof parkas that come in a variety of different colours and styles. The functional and practical jackets, as well as many new products for fall and winter, are listed in the new winter catalogue and in Daiber's Compendium 2012. All products can be personalised either by printing or embroidery. The company's real all-round talents are the practical softshell jackets, such as the Men's and Ladies' Hooded Softshell Jacket (JN 1043/JN 1042). There is even just the right model for extreme weather conditions, like the Men's and Ladies' Outer Jacket (JN 1010/JN 1011). James & Nicholson's functional apparel is the perfect companion to take along when camping or while on hiking excursions in the mountains.

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## WARM AND SNUG FEET

**M**ultiflower is presenting its snug socks among the wide assortment of winter promotional products using the product number 4027. The lambswool socks warm cold feet during long winter evenings, making them a “must-have” for any wardrobe. The pair of socks comes with a transparent gift box and a rolled up greeting card with a story and Christmas salutations printed on it. The standard version has an advertising space of 79 x 240 millimetres available on a standard motif. Alternatively, Multiflower offers customers a 240 x 240 millimetre space where their own design can be placed on the greeting card for orders of 250 units or more.

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\* steviol glycosides from stevia leaves

## SMART ADVERTISING

**T**he Coveritup product from the company Industriewerbung Promotia is a new and colourful promotional product idea for winter that can be personalised in a variety of different ways. The attractive and practical ski helmet cover, which is part of the Austrian company's product range, is a real eye-catcher and is ideal for increasing the attention that promotional slogans get. The protective and promotional helmet cover can be easily placed over the helmet, and when it has a four-colour imprint on it, it is an effective advertising medium during the wintertime.

45569 • Industriewerbung Promotia GmbH • Tel +43 1 4068851  
www.promotia.at • www.hotshop.at



## AN ATTACK AGAINST WINTER ICE

**W**intertime means that it is time to scrape ice again, which for many car drivers is a horror scenario. The Crystal ice scraper, which is being sold by elasto form, has a glove on the end of it, making it an effective tool for scraping hard-to-remove ice from windshields. The glove has an elastic border and a fleece lining which both ensure that cold fingers are a thing of the past because they protect the hand of the person using it from the cold and the ice which is being scraped off. The removable scraper has a handle and is equipped with a smooth scraping edge. This product can be finished with several colours using pad and transfer printing.

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



## A COMPACT AND ECOLOGICALLY-FRIENDLY ICE SCRAPER

**E**co-promo combines usefulness with the highest demands on ecology and quality with its sturdy ice scraper, which comes in a handy business card size. The practical companion for road trips during the cold season is made in Europe using recycled CD cases. The mini-ice scraper fits in any bag or compartment and, if desired, the practical hole on it can also be used to attach it to a keychain or the rear-view mirror. The smooth scraping surface and sharp jagged edges guarantee that you will have a clear view when there is frost and snow. This product comes in several attractive colours and can be printed on with a customer's logo.

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## DRINKING PLEASURE WITH A CHRISTMAS THEME

**E**asy Gifts is sending greetings in the pre-Christmas season to everyone who wants to make their customers happy by giving them a sweet Christmas cup called Halmstad, which has a filling capacity of 350 millilitres. The cup selling under the product number 8977 will surely set the Christmas mood when you see it. The image of Santa Claus on the front side will immediately attract people's attention to it. Easy Gift places the advertising message desired on a label, which is then put on the individual packaging. Each cup comes individually packaged in a white box.

47300 • Easy Gifts GmbH • Tel +49 911 8178111

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## RED BOBBY BOB

**T**he Big Bobby Bob is the ideal steering sledge for all ski slopes and sledge tracks because this robust snow slide for children has all the best design elements of the Big Bobby Car. The suspension in the steering axle effortlessly offsets the unevenness of the ground. The built-in horn on the ergonomic contour of the handlebars ensures for additional safety. High quality metal blades also protect the Bobby Car from wear and tear and guarantee the sledge's long use life. Just like its archetype on four wheels, the steering sledge also has a knee recess which makes it possible to have other driving positions when taking off in addition to the normal sitting position. Lehoff offers a comprehensive service package, which includes everything from consulting and purchasing options to delivery to end customers. More information is available on the internet on the company's homepage [www.lehoff.de](http://www.lehoff.de).

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**NEU**

**NEU**



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**NEU**



Kerzenständer DALA | 090 2330

# Fest der Lichter



Zündende Präsentideen gibt es im aktuellen Weihnachtskatalog Christmas Special 2012. Lassen Sie sich auch von der eingebundenen Picoworld Christmas Selection inspirieren.

Jetzt bestellen! Tel.: +49 421-5227-0  
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 Oder unter [www.promotiontops.com](http://www.promotiontops.com) anfordern!

Inspirion GmbH, Zum Panrepel 39, D-28307 Bremen

**NEU**



Leuchttüten-Set DAYLIGHT | 090 2326



## A COMBO AGAINST THE FROST

**F**rank Bürsten ensures a clear view through car windows during the winter with the Snow & Ice Boy, which efficiently removes snow and ice from cars. This product comes in blue, red and white, and is listed under the product number 1032. With a simple twist of the hand, snow can be swept away from the roof and windows with the snow brush and ice can be thoroughly removed with little effort by using the ice scraper, which has both a jagged and smooth edge. An imprint of a personalised advertising logo rounds off the combo snow brush and ice scraper, turning it into an interesting promotional gift for the winter months.

41853 • Frank Bürsten GmbH • Tel +49 7673 88865-0  
info@frank-brushes.de • www.frank-brushes.de

## SIGNPOST FOR EXTREME CONDITIONS

**W**ith its scrunchable, weatherproof map, JHI Hackel is launching a one-of-a-kind product for the world of the great outdoors, which will draw attention on hikes or bike tours and a wide variety of other outdoor activities. TY-MAP is a promotional product from which everyone can benefit unendingly. It is A2 or A3 size, made of up-to-date Tyvek material, can be printed on one side in four colours and is easy to fold. This strong material for maps holds its shape even under extreme conditions; it can even be scrunched up without permanently losing its shape. It is waterproof, dirt repellent, antibacterial, fully recyclable and printed with environmentally compatible ink. More information at JHI Hackel.

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



## FESTIVE DECORATING

**T**he right accessory for cosy evenings of cooking during the cold season is ready to take up a preferred place in the kitchen cabinet: the professional decorating pen from Cuisipro, which can be used to whip up sweet or savoury decorations on soups, cupcakes and many other delicacies as if by magic. The fineness of the lines can be adjusted by lightly pressing on the sides of the silicon case. The right kitchen tool for turning over the holiday roast is the Roast & Serve Roasting, which is guaranteed to make lifting and serving the holiday roast as easy as pie.

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

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## HEAT AGAINST THE COLD

**T**he Crema vacuum flask from Inspirion enables customers to take their favourite beverage along with them wherever they go. The double-walled stainless steel mug has an insulating layer of air to keep drinks like coffee or tea nice and hot. And the capacity of around 400 millilitres lets you swig down many a mouthful. The lid has a screw top and sealing ring to make sure that nothing spills along the way. The colourful drinking spout in the plastic top is fun to drink from and easy to flip up. The rubber-coated sleeve above the cup also provides colourful accentuation. And the rubberized, slip-proof bottom promises to keep it from sliding on smooth surfaces. This mobile stainless steel vacuum flask comes in four colours in the current Christmas Special 2012.

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

info@inspirion.eu • www.promotiontops.eu



## UNOBSTRUCTED VIEW

**S**ometimes the ice and snow of winter come sooner than you think. The Artic scraper from Topico, with an integrated snow brush and a comfortable grip, ensures that drivers always have a clear view. The sharp scraping edge of this commercially customizable ice scraper keeps the entire windshield ice-free and provides a clear view of the road. Moreover, the ice scraper has a snow brush with an extendable telescope system so that users need not stretch excessively to keep the car roof free of the weight of snow.

44327 • Topico • Tel +49 421 6965470-0

sales@topico.de • www.topico.de



## FLAWLESSLY BRIGHT

**T**he new X-Wide magnifying glass from Kasper and Richter scores points with its threefold LED illumination and high-quality acrylic lens. Many competitors' products pale in the face of these features. The product enlarges 2x, whether with or without illumination. The light can be switched on and off with a simple lever adjustment. X-Wide comes in a beautiful cloth case and is often taken along in handbags and the like. Its elegant, high-quality design enables men as well as women to make use of it. It also has 50 x 22 millimetres of space available for customers' advertising messages.

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

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

## Werben mit Emotionen

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## FESTIVE DINING

**T**he MYdrap brand cloth napkins from Profino create a festive mood on the table like magic. The clever concept in the accessory segment shows up in the form of the first washable napkin made of cloth with a practical tearing edge. MYdrap comes in many different colours, patterns and sizes. They can be washed up to six times and are guaranteed to be biodegradable. Along with 11 x 11 centimetre cocktail napkins in rolls of 50, the new products also feature rolls of 26 20 x 20 centimetre lunch napkins and the premium dinner napkins, which come in rolls of 12 and measure 40 x 40 centimetres.

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

info@profino.net • www.profino.net

## THE BEST FOR EVERY NEED

**A**utumn with its unpredictable weather is fast approaching. But as varied as the weather can be, the selection of soft shell jackets in the range of Falk & Ross Group Europe GmbH is equally versatile. In the soft shell segment, the most important things are workmanship, materials and features. From wind resistant to windproof, or water repellent to waterproof, up to breathable, everyone will find just the right soft shell to suit their needs. The assortment ranges from the sensationally low-priced SG43 models made of three-ply soft shell material and the Result R209X made of breathable, windproof textile material, to a large selection of classics in the mid-range price segment, up to high-performance Stormtech brand models: the windproof, breathable Epsilon H2EXTREME soft shell (HS-1), for instance, is a top product suited to every kind of weather. Last but not least there is the extremely robust Stormtech Expedition soft shell for men (XB-2) and women (XB-2W) with a polyester-spandex blended fabric on the outside, a TPU membrane in the middle and a brushed lining for pleasant, lightweight wearing comfort. Comprehensive information on the collections can be found at [www.falk-ross.eu](http://www.falk-ross.eu).

42720 • Falk & Ross Group Europe GmbH • Tel +49 6303 800-100

info@falk-ross.de • [www.falk-ross.eu](http://www.falk-ross.eu)





## LIP PROTECTION AGAINST THE COLD

**G**ood lip care products really play their trump card in rough wind and weather. The high-quality lip-balm sticks from the specialist KHK GmbH protect you from dry and cracked lips. The lip balm called Planty, which is free from any mineral oil or wax, keeps your lips smooth even when it is raining and cold. For especially discerning customers, there is also LipNature which contains ingredients from organically grown raw materials. The lip-balm sticks with a sun protection factor of 20 or even 30 are suitable for alpine or water sportsmen. The quality- tested products from KHK are made exclusively in the EU according to the Cosmetics GMP guidelines and the European Cosmetics Directive 76/768/EEC. The products come in 14 standard colours and have many special features.

46131 • KHK GmbH • Tel +49 221 9854730

info@khkgmbh.com • www.khkgmbh.com



## A HOT PACK

**T**he hot packs or bag warmers from A.I.D.A radiate wonderful warmth for about a half hour. The warming process is activated by activating the liquid inside the pack, which is done by bending a metal clip. Afterwards, the small pouch is placed in boiling water where it is heated up, and then it will be ready to

use whenever you need to warm something up. Hot packs can be reused as often as you like. A.I.D.A, a company from the Ruhr region in Germany, sells hot packs in many standard shapes with individualised imprints on them. Special editions, like having the hot pack come in the shape of a special customer product, can also be realised. There are currently many motifs fitting for the Christmas season, such as Santas, Christmas trees and snowmen.

45917 A.I.D.A GmbH • Tel +49 234 298770

info@aidagmbh.de • www.aidagmbh.de

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info@quatron.de | www.quatron.de



ART. 82 100 Twinx



## A STRONG ADVERTISING PRESENCE

Following the trend of tablet PCs and iPads, e-books are also getting a greater share of the book market and they have been changing the book sector significantly. The media specialists at the company micx - media in concept have put together a selected e-book library for promoting a strong and effective advertising presence and, if requested, they can also add individual interactive customer wishes. Advertising messages are literally “served on the tablet” by means of placing them on download cards or attractive USB cards. The new e-book special packaging with the micx-Card slider also offers an impressive variety of designs and surprising effects. A special highlight is the micx Winter Fairy Tale with the Charles Dickens’ Christmas Story, which comes either as an e-book for interactive reading enjoyment or as an entertaining audio book.

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

## WARM, SOOTHING HANDS

X-tra BooX has released a new generation of hand warmers that remains forever soft and smooth. Gel packs containing metal disks that are snapped to create soothing warmth are thus a thing of the past. Because they have the disadvantage of becoming as hard as stone and are only able to warm either the front or back of the hand. The new generation of heat packs can instead be squeezed and played with throughout the entire warming period. This means that the customer doesn’t need to carry a “brick” in their pocket, but rather a warming anti-stress ball which encourages circulation in the hands and really keeps the fingers warm. The new generation is available in all of the usual familiar shapes.

48101 • X-tra BooX GmbH • Tel +49 6181 945910  
xtra@xtraboox.de • www.xtraboox.de



## SCRAPING OFF ICE IN STYLE

The design ice-scraper 2K, given the Promowolsch product number 413, is a beautifully shaped product “made in Germany”, and it now comes with several new colour applications. For orders starting from 5000 units, the customer can select one of the two additional colours available, and by ordering twice this amount of ice-scrapers even both colours can be selected. Members of the Lebenshilfe organization, which is an organization for the mentally or physically disabled, assist in the production of the ice-scrapers. The scratching surface on the front is slightly concave, and for the most part, it conforms to the shape of a windshield, which pretty much eliminates the risk of scratching a car’s laminated safety glass. There is a version of the 2K with a brass blade, which is perfect for using as a vignette slider in the alpine countries.

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





## AN UPLIFTING EXPERIENCE FOR SURE

**T**he nights are getting longer again, and when it gets dark early, many people go to bed earlier. And for anyone who does not go to bed alone, AS Advertising Support has condoms on offer which come in promotional packets. So that no wishes go unfulfilled, the company from northern Germany is selling condoms in a variety of different versions and styles. The packets can have an individualised imprint placed on them which meets a customer's special wishes by using offset printing.

42676 • AS Advertising Support Werbeträger Vertriebs GmbH

Tel +49 4104 9198356

info@as-advertising.de • www.as-advertising.de



## A JITTERING BEAVER

**K**oziol's beaver prefers snow and ice: after all, this hard-working beaver is the company's functional ice scraper called "beaver", which features excellent leverage. The handle fits really nicely in your hand, and its wide blade will free your windshield from ice in a flash, guaranteeing you a clear view through the windshield and a safe trip in the car

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

Katrin.bode@koziol.de • www.koziol.de

-Advert-



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## PERFECT TREKKING

A modern design coupled with a high level of functionality is what characterizes Schwarzwolf's fashion accessories for the leisure time segment. The waterproof leg protection called Schwarzwolf Siera offers extra additional value for bikers, hikers, mountain climbers, campers, and any other outdoor enthusiasts: this product made out of nylon and polyester is very durable, and comes with a zipper and elastic straps for flexibility when adjusting it to the legs of the person wearing it. The leg protectors are individually packaged in a nylon bag. Personalised advertising is done by means of silk screen printing.

47996 • iMi Partner A.S. • Tel +420 545 4254-31

tomas.kaderka@imi.cz • www.imi.cz • www.schwarzwolf.com

## A SHINY SAFETY MODEL

The Realflex Arm from the company Regine is a one-of-a-kind reflective accessory, which is more than 50 times bigger than the standard for a minimum reflecting surface. It offers consumers the highest wearing comfort and top safety standards: it is made out of a smooth reflective fabric, certified according to EN13356, and has maximum all-round visibility. The Realflex Arm, which recently appeared in a public television report, fits over pullovers or jacket sleeves, and there are models for children and adults, as well as an extra wide biker version for motorcycle riders. The Realflex Arm can be finished with line printing using several colours

42130 • Regine GmbH • Tel +49 7432 907110

info@reginegmbh.com • www.reginegmbh.com



## WARM LITTLE FEET

Sanders Imagetools has many classic promotional products for sale which include the alluring wellness and cosmetic products in the form of footbath tabs inside a blister card, which is made in the shape of little feet. The tabs can be used for a refreshing footbath to cool you off from the summer heat or to warm you up from the cold winter weather. There is a brand new smart packaging option for the footbath tabs now available with the lime and mint version. The two

tab footbath set comes in see-through sachet packaging, which is furnished with a customer's personalised, high-quality paper banderole label that has a 4c CMYK imprint on it. For this set, a minimum order of 200 units is required. Thanks to its compact size, it is perfect as a handy give-away or as a gift for any occasion which reinforces a number of different communication strategies. Small orders can even be delivered to customers two weeks after they are placed..

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

welcome@imagetools.com • www.imagetools.com



# Tacx



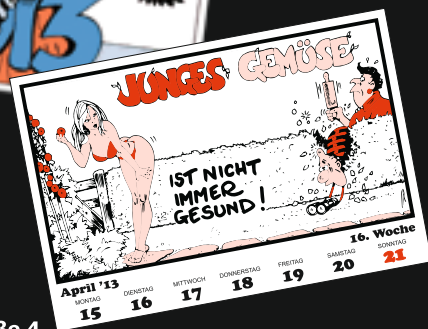
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## A COLOURFUL CHRISTMAS FELT

**D**ecorative accessories are very popular give-aways for the celebration of love. Different standard colours for the products in the MaxiXpress product range, which are made out of synthetic felt from Maximex, are very quickly available. In about three weeks small orders produced in the Far East are ready to be given as attractive Christmas presents. One product, for instance, is the Christmas tree mailing supplement that can be assembled and placed on a desk or used as decoration for a Christmas tree. The standard range of products has many motifs available, but it is also possible to realise your own special creations at short notice. There are also attractive special offers for last-minute orders, early bookers or bulk buyers.

43332 • Maximex Import – Export GmbH • Tel +49 212 23065-0  
info@maximex.de • www.maximex.de

## A FAR-REACHING HELPER FOR THE WINTERTIME

**A**nyone who adds the practical snow shovel from Xindao to his advertising repertoire will be prepared for the next hard winter. The telescope snow shovel, which has the product number P239.271, is the ideal helper to have at hand when trying to remove the snow that has fallen on the ground. It comes with a practical cover and is ready-to-use. This product and the many other winter products for sale can be seen on the internet at the company's website [www.xindao.com](http://www.xindao.com).

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



## ATTRACTIVE SUN SHADE SHIELD OR VISOR

**W**hoever is looking forward to hitting the glistening white slopes during alpine sports lovers' favourite time of the year, has the inexpensive and versatile ski glasses from Hardwork right before their eyes. The lenses of the glasses are made out of blue laminated polycarbonate. The frame and arms are also made out of plastic. Minimum orders of 5,000 units are required.

48569 • Hardwork International Ltd. • Tel +34 670 466894  
info@hardwork-ltd.com • www.hardwork-ltd.com

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## A STYLISH WINTER CLASSIC

Anyone who wants to really spoil their customers during the cold winter season will prove themselves to be a true gentleman by giving the elegant scarf made out of 100 per cent wool as a present. Some of the new products in the Belgian company's product range include various stylish versions of the scarf, which will attract a lot of attention and make optimal use of their splendid features especially in winter. In addition to belts and scarves, the Jean-Louis Scherrer Collection also has sunglasses and even earphones for sale, which are carefully packaged in an elegant Scherrer scarf box.

40637 • Plastoria S.A. • Tel +32 2 5219782

info@plastoria.be • www.plastoria.be

## THE ALL-IN-ONE SPECIAL OFFER

Customers will survive the winter nice and warm with Nilton's fleece all-in-one winter collection, which is being sold by Araco. This special offer includes placing embroidery on one place on selected fleece products with a maximum size of ten by five centimetres and includes the different models. By collaborating with a Romanian subsidiary, the products can be sold at attractive prices and with short delivery times of three to four weeks. Araco customers have the opportunity to get more information on the special offer by downloading a neutral PDF flyer from the internet at [www.araco.nl](http://www.araco.nl).

44291 • Araco International B.V. • Tel +31 53 4305255

info@araco.nl • www.araco.nl



## A CHRISTMAS TOP SELLER THAT SETS THE MOOD

Just in time for the Christmas shopping season, Emsa has enticing products for the dining room table and for baking Christmas cookies for sale, as well as for the Wintertime Promotion 2012 season, which will take care of the holiday spirit at a POS with its two new designs. Lovers of the classic Christmas colours red and white can find their favourites in the Idyllic Country House series and trendsetters can help themselves to the dark red Modern Style series with its reindeer and chequered designs. And to spark customers' passion for collecting matching pieces, all products harmonize each other perfectly. Wintertime turns a POS into a table for presents with strong bestsellers for enjoying a cup of coffee during Advent or for a winter breakfast for two. The collection includes, among other products, holiday serving platters, plates and dip bowls, as well as trays which are just as scratch-free as the little cutting boards, which each come in two decorative versions. These products, as well as many other bestsellers, are available until December 2012.

42692 • Emsa GmbH • Tel +49 2572 130

info@emsa.de • www.emsa.com

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Art. Nr. 2510



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www.adamodesign.de • info@adamodesign.de



## A PROTECTIVE SHIELD AGAINST THE WINTER

**T**he Spanish company Clipy is known for making sun shields for cars with an attractive design that protect the inside of cars from strong sunrays. Now Clipy also has a winter shield for sale that extends across the entire front windshield of a compact car. It has a special laminated layer to protect it from frost and ice in the wintertime as well as from the heat and sun in the summertime. The shield has a large surface totalling 130 by 70 centimetres, which is ideal for placing individualised imprints on it, turning this product into an excellent, eye-catching promotional product.

45619 • Clipy Artur Begin, S.L. • Tel +34 91 5238206  
clipy@clipy.com • www.clipy.com

## FOR PEOPLE ADDICTED TO ADVENT SWEETS

**T**he company Zuckersucht from Bavaria is one of the trendsetters for sweets in the promotional products industry, and it makes all of its products in its modern in-house production facility. Original gifts are remembered for a long time, such as the various calendar products which are filled with premium Belgian chocolates. The individual chocolate duos are printed on using 4c food colouring. 24 different motifs can be realised, and an imprint can also be placed on the box using four colour printing. One of Zuckersucht's new products is the employee advent calendar for the office that has "24 little doors for me" and "24 little doors for my colleagues". Each little door can be individually printed on.

47517 • Zuckersucht GmbH • Tel +49 89 32195541  
post@zuckersucht.de • www.zuckersucht.de



## DELICIOUS LITTLE CHOCOLATE STICKS

**Y**ou can really enjoy cold winter evenings while drinking a cup of delicious hot chocolate in front of a crackling fire in the fireplace. For just this occasion, Chokolissimo is selling two versions of the original Choco Sticks: cinnamon and bio Christmas. The cinnamon series made out of mouth-watering milk chocolate turns into a wonderful hot drink with a delicious spicy cinnamon flavour when dipped in hot milk. The bio Christmas Choco Stick is made from white organic chocolate, and whoever dips it into hot milk gets a divine chocolate drink with a vanilla flavour and a hint of cinnamon. The net weight is 35 grams.

48316 • Chokolissimo by MM Brown Deutschland GmbH • Tel +49 69 25427127  
info@chokolissimo.de • www.chokolissimo.de





## COFFEE TO GO

**T**he successful collection Aroma from koziol, which includes practical and beautifully shaped thermal cups with a lid, now also has a non-breakable version which is ideal for the popular "coffee to go". Thanks to a flexible locking ring, the lid fits the cup perfectly and makes it possible to enjoy your warm drink while on the go. This cup made out of an insulating material lies comfortably in your hand, and it brings style and even a better mood to the streets with all of its special features. Even the friendly "barista" at your local café will have something to smile about in the morning.

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## LITTLE CHRISTMAS TREAT

For the traditional festive season MyMinis has dressed its classic minis as a Christmas tree featuring a small, customised advertising space. Without pre-print costs, the supplier designs and creates the space needed for the company's logo or a Christmas greeting. Not only the Christmas tree, but also the little 20 millilitre bottles can be supplied with an individual corporate design. And, if they wish, customers have the option to choose from 47 different liqueurs and fine spirits to create Christmas flavours such as apple & cinnamon or Christmas brandy. With a delivery time of approximately two weeks and a minimum order volume of 50 pieces, the minis are also suitable for small companies and those who plan spontaneously. The Christmas tree can be printed on both sides in four colours using digital printing and holds two of the little bottles.

47359 • Erlebnisreich-Besi Abteilung myminis • Tel +49 7570 550  
info@myminis.de • www.myminis.de

## A WARM HANDSHAKE

No cold hands ever again," is the motto of Easy Gifts with regard to its nice hand warmer called Charlston: the cosy knit cover gives off a little bit of warmth in the cold season. The hand warmer has the shape of a hot water bottle which gives the product an unusual look. The company from Nuremberg, Germany places a customer's advertising by means of putting a label on the individual packaging. Upon request, it is also possible to place digital transfer printing onto the knitted cover. The hand warmers are sent to customers individually packaged in a transparent box.

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



## A BASKET OVERFLOWING WITH GIFTS

The Dutch company RMS Kersten Thermopakketten presents a large gift basket packed full of wintery accessories for a prime place on the present table. The basket's woollen collar features blue and white decor. It contains a bottle of "mulled wine", a bag of tortilla chips, a tin of salted peanuts, a box of milk chocolate sachets, whipped cream, marshmallows as well as two cups with winter decoration and an ice scraper with glove. The ensemble is rounded off with a stylish accessory from Jack Frost in a shell.

47738 • RMS Kerst- en Thermopakketten B.V. • Tel +31 71 4034866  
oscar@rmskerstpakketten.nl • www.kerstpakkettenweb.nl



**A.W.**  
AUTUMN / WINTER  
**'012**

**PERFORMANCE MIT  
URBAN ELEGANZ**

**B&C KOLLEKTION  
HERBST-WINTER**

In dieser Saison dreht sich bei uns alles um das Mehrschichtprinzip. Von Bodywarmern bis hin zu Daunenjacken, von 3-in-1- bis hin zu Softshell-Jacken – mit 42 verschiedenen Styles sorgen wir dafür, dass Sie modisch gekleidet und gut gewärmt den Winter überstehen.

Hier werden präsentiert: das **B&C Hooded Softshell Duo** – noch immer führend mit 4-Way Stretch, 3 Materialschichten und extra Kapuze.

**B&C-Collection  
Be inspired**

Entdecken Sie weiterhin, wie wir für den Unterschied sorgen:



## HEAD PROTECTION IN A TUBE

**T**he high-quality designer tube by Brain Promotion contains the smallest umbrella in the German-based company's range. It comes supplied without the annoying umbrella cover and is specially designed for the promotional market. The McRain // TUBE A1 is a designer piece, developed with the aim of carrying the customer's advertising message out into the world: and in all types of weather. At the same time, the cool aluminium tube serves as a solid umbrella handle, upon which permanent and weather-proof advertising can be applied using modern digital direct printing or laser engraving. Thus, the customer's message also remains visible when it isn't raining. Incidentally, the umbrella only makes an appearance when it is needed: in no time at all it opens up to its full size and the tube, printable with screen or all-round printing, turns into a practical handle. The TUBE A1 can be designed at [mcrain.de/werbung/](http://mcrain.de/werbung/) with the help of a TUBE Design Tool – personal advice included.

40585 • Brain Promotion GmbH & Co. KG • Tel +49 212 393-0

[info@brain-promotion.de](mailto:info@brain-promotion.de) • [www.brain-promotion.de](http://www.brain-promotion.de)

## WOOLLY WARMER

**B**ühring produces winter themed decorative items in cuddly wool felt “made in Germany”. The tags called Hang On with yarn loop are punched and can be supplied in the existing standard shapes or in customised forms according to customer preferences. The colour selection ranges from harmonious natural through to cheerful bright colours. Advertising can be applied effectively using screen printing. Shapes in the range include a bell, rocking horse, fir tree and shooting star, as well as a star, an ice crystal and a heart. The products are packaged separately in individual poly bags.

40807 • Bühring GmbH • Tel +49 4154 795400

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## FUNCTIONAL CLOTHING WITH A PERFECT FIT

**T**he underwear by Brecht Profashion made of Thermolite, a high-tech polyester material with outstanding insulation properties, keeps the body dry as it dries 20 per cent faster than other insulating materials and, amazingly, twice as fast as cotton. Perspiration that builds up is brought to the fabric's surface quickly due to the excellent transport properties of the fibres. Here it evaporates quickly and without odour. Thanks to its light weight, Thermolite is the ideal, soft and breathable functional fabric for cold days that's comfortable to wear.

48274 • Brecht Profashion GmbH • Tel +49 7252 7900

[info@brecht-profashion.de](mailto:info@brecht-profashion.de) • [www.brecht-profashion.de](http://www.brecht-profashion.de)







## DEFYING THE COLD

**D**on't give winter a chance with this practical winter set in a modern plastic hard case from the Baccara-EL series by artLine. The customer is free to choose the contents: in addition to work gloves, reflective warning vest and first-aid blanket, there are many other useful tools that may be needed spontaneously in winter. These include important items such as an ice scraper, anti-freeze and window defroster, to name a few. The winter accessories in a modern plastic hard case are available upon request in different sizes, colours and combinations.

48642 • artLine Manufacture GmbH • Tel +49 7771 916474  
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-Advert-



# Bunter Herbst

*Da bekommen nicht nur die Blätter mehr Farbe!*



**2032-2 B-WORK**  
So macht Heimwerken Spaß: 32-teilige Bitbox (52 HRC), farblich sortiert. Druckfläche 65 mm x 35 mm.



**2020-2 COLOURTOOL**  
Nicht nur für Elektriker: 20-teiliges Elektronik-Schraubendreher-Set in einer Box, farblich sortiert. Druckfläche 65 mm x 40 mm.

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zentrale@selter.com • www.selter.com



## HYGIENIC NOSE CARESS

**T**he tissues from cosmetics specialist i.p.a. cosmetics are available in the handy mini version with eight tissues per pack, as well as the proven classic version with ten tissues. The packaging ensures that the four-layer cellulose tissues are adequately protected, remain clean and lose none of their effectiveness and fragrance. The packet can be printed by flexo printing in 3c and in white. Using pad printing, prints with up to two colours are possible. Alternatively, a customised 4c digital label on the back is also available. For more information about other products with spoiling comfort, call or visit the internet at [www.i-p-a.de](http://www.i-p-a.de).

42567 • i.p.a. cosmetics GmbH • Tel +49 2521 83000  
info@ipacosmetics.de • [www.i-p-a.de](http://www.i-p-a.de)

## WARMING UP COLD HANDS

**T**he 2-in-1 hand warmer distributed by JHI Hackel Industrievertretung puts an end to cold hands. The practical helper for the winter months, featuring a premium aluminium look, can be engraved with the customer's logo and supplied in a colourful fabric sock for minimum orders of 500 pieces. A mini USB port allows the hand warmer to be recharged up to 500 times. 40 to 45 degree Celsius warmth is radiated in two to four hours. The device, which weighs only 45 grams, is equipped with an on-off switch for simple operation and comes in the standard varieties black, silver, green, pink, orange and blue. Special colours according to the Pantone scale can be requested for orders starting at 1,000 units. The minimum order with engraving is 500 pieces.

48291 • JHI Hackel Industrievertretung GmbH • Tel +49 621 74814-66  
info@j-h-i.com • [www.j-h-i.com](http://www.j-h-i.com)



## THE CENTRE OF ATTENTION

**T**o keep hands soft and supple during the cold winter months and to protect them against premature ageing, Francos – Image Cosmetics & More! offers soft hand creams based on aloe vera and olive oil. The aloe vera soft hand cream and olive oil soft hand cream provide the skin with a balanced mixture of fat and moisture and thus protect them from dryness and cracking. The high-quality, dermatologically tested beauty products from Francos are produced and bottled in Germany according to GMP guidelines. The little 25 millilitre standard tube is available in white or transparent from a minimum order of 2,000 units and an individual label, special colours and sizes can be realised from 5,000 units.

47463 • Francos Image – Cosmetics & More! • Tel +49 2521 8255112  
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The company Stroetmann's old factory building closed its doors in 1986. A social-cultural centre is now located on the grounds.



**STROETMANN FROTTIER GMBH**

## 150 YEARS TOP-QUALITY SERVICE

This year the German company Stroetmann is celebrating 150 years of doing business. The textile supplier steeped in tradition has consistently focused on two pillars for success: closely orientating itself to the needs of customers and meeting high-quality standards.

Only a few companies in the promotional products industry have such a long history like the company Stroetmann Frottier. In 1862 it was founded as a “weaving, dyeing and finishing business”, and while it has been doing business for more than one and a half centuries, it has been progressively modernising itself, even during difficult times. Even after 150 years, Stroetmann is still making up-to-date products.

### HOW THE FOUNDING OF THE COMPANY CAME ABOUT

The history and the founding of the company are closely linked with the development of the weaving industry in the Munsterland region, which had its beginning in the early 19th century. Even in the pre-industrial era, domestic linen weaving, basket-making, and tub-making were the most important industries in Emsdetten. Custom-

ers were consumers or traders, like for example, the businessman Bernhard Wilhelm Stroetmann, whose family had been living in Emsdetten for many centuries. Back then the traders or “issuers” delivered raw materials to the producer and also were responsible for the entire sales operations. The construction of the railroad and the access to the raw material markets associated with it opened the door for cotton and



Hard-working seamstresses doing their work – a picture from the 1950s.

A look at the fabric warehouse used during the 1960s.



The old and robust weaving machines were still in use for a long time – until the 1980s.

gave the development of the textile industry an extra impetus. Stroetmann, who was originally a linen trader, worked with his son Friedrich Wilhelm towards building their own production facility for the weavers. The transfer of procuration to his son on 21 September 1862 is the earliest reference to the business and marks the founding day of the company B.W. Stroetmann, which was one of the first and most successful industrial enterprises in the city.

#### THROUGH THE TWO WORLD WARS AND BEYOND

From the booming years until the First World War the company produced raw and bleached linen and half-linen, towels/fabric weaving, grey linen, padded linen, linen bundles, mattress linen, floor cloth, sail cloth, bag cloth, and sacks. The company has remained loyal to producing these kinds of products over the years. However, it did give up jute processing but a terry cloth weaving mill was added to its operations. After the difficult economic times between the world wars, when the company knew to defy the crisis by expanding, modernising and investing in the business, Wilhelm and Wal-

ter Stroetmann, the fourth generation of the family, took over the business in 1951. Then the heavyweight of its product-line shifted to high-quality terry cloth weaving, the quality of which is still highly regarded even today. While using the “weaving crown” logo that still appears on its letterhead, Stroetmann Frottier GmbH is today still acquiring new customer bases, including the promotional products industry. Due to the developments in the international textile markets the company B.W. Stroetmann closed its doors in 1986. A socio-cultural centre was set up on the grounds of the old production facility, but with its name “Stroetmanns Fabrik” the centre keeps the name of the company steeped in tradition alive.

#### SUCCESSFUL IN THE PROMOTIONAL PRODUCTS INDUSTRY

Franz-Albert Koorsen and Jürgen Rust took over the company and kept the company name, which is rich in tradition. The finishing business operating under the name of Stroetmann GmbH moved to its current location in Emsdetten. The new owners felt obligated to keep the tradition alive. In ad-







**Stroetmann Frottier has a large selection of finishing techniques available: all-over weaving, border weaving, high-low weaving, reactive printing, embroidery, and sublimation printing.**



dition to pursuing sales to retailers, they were also intensifying business contacts with the promotional products industry. Stroetmann became a member of PSI, and while having a presence at the Trade Show it could quickly develop a name as a highly regarded supplier in the industry. In 2010 Koorsen and Rust stepped down from their positions as the company's managing directors due to their age, and they chose Helmut Stegemann to become their successor. Stegemann, who holds a degree in business management for the textile industry, had previously had business connections to the company for many years and was at one point a sales agent for Stroetmann as well. This experience enabled him to know the industry really well. When he assumed his position, he re-founded the company as "Stroetmann Frottier GmbH" and took over the experienced team of employees and the customer base. Stegemann explains, "It guaranteed a seamless transition." With the re-structuring in the tex-

tile markets, most of the production and finishing processes had been sent to the Far East, Portugal and Turkey. But small orders can still be personalised locally. A large portion of the packaging process is also done directly in Emsdetten.

#### A LARGE FLUFFY SELECTION

"Even today the self-image of the company has been shaped by the continuity that has resulted from its long textile history," says Helmut Stegemann. The Managing Director stresses, "Since the very beginning the company Stroetmann has continually built upon two pillars of success: closely orientating itself to the needs of the customer and meeting high quality standards. Thus, the evolution from 'B.W. Stroetmann' to 'Stroetmann Frottier' is proof of the harmonious transition which was achieved by being flexible to the demands of the time and being loyal to its own roots." This is also reflected in the assortment of products for sale which can be seen in the latest catalogue. The fluffy beautiful world of

Stroetmann's terry cloth includes a wide array of products: all variations of towels, a large selection of bathrobes, throw blankets, and theme sets for the wellness or sports segments, which include terry cloth products, fine cosmetics, and matching accessories. All of these products can be elegantly personalized, which will do every company justice and will show off their logos or other advertising messages. In addition, Stroetmann Frottier also has a large selection of weights for their products and finishing techniques available. The clearly arranged catalogue can be requested directly from Stroetmann Frottier. <

#### CONTACT

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Jahnstraße 20  
48282 Emsdetten  
Germany  
Tel.: +49 2572 93300  
info@stroetmann-frottier.de  
www.stroetmann-frottier.de



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## MOLESKINE SRL

# CULT OBJECTS, STRONG ON COMMUNICATION

Italian design – creative, timeless, versatile: This is what Moleskine, Milan’s stationery specialist, stands for. Product highlights from the PSI newcomer are retro notebook classics that perfectly complement digital media. The Italians are now venturing an advance into the German promotional products market.

**T**he Moleskine brand, which has existed since 1997, re-issues legendary notebooks as used by artists and intellectuals of the last two centuries, from Vincent Van Gogh to Pablo Picasso, from Ernest Hemingway to Bruce Chatwin: the familiar pocket-sized travel companion, the

anonymous black notebook, once contained sketches, notes, stories and ideas before they became famous pictures or pages from beloved books. “Today, the name Moleskine is synonymous with a whole range of objects that are typical of our nomad-like life today: notebooks, di-

aries, sketch books, bags, pens, and reading accessories that are fully adapted to our mobile lifestyle,” explains Giovanni Pesce, PR and Event Manager of the company based in Milan, Italy. As indispensable companions to the creative professions and a timeless presentational force, the



Museums, the entire arts and cultural scene, as well as institutions and companies appreciate Moleskine products as brand ambassadors and communication tools.

memory store that is smooth to the touch is closely linked with the digital world.

#### INTERNATIONAL IDEAS FOUNDRY

Since 1 January 2007, Moleskine is no longer only a brand, but also the name of the company: of an ideas foundry that owns global rights on the brand's trademark. Moleskine srl not only designs, produces and supplies the well-known notebook and its many successors, but also a whole range of objects for creative nomads of today. The company was created out of the experience of Modo & Modo, a small Milan-based publishing house that brought out the Moleskine brand in 1997 and thereby rediscovered and renewed an extraordinary tradition. In autumn 2006 Modo & Modo spa was taken over by SGCapital Europe, with the objective to fully exploit the opportunities of the Moleskine brand. Since then, Moleskine srl, the small, creative company in the heart of northern Italy with its approximately 50 employees, has been experiencing continuous growth. The company today comprises a branched network

of partners and employees. Besides the headquarters in Milan, the writing instrument specialist maintains an American branch office, Moleskine America Inc. based in New York, which took up its business activity at the start of 2008.

#### STYLISH, CREATIVE, AND INDISPENSABLE

What started many years ago in Milan with a black softback-book sized object swiftly turned into a success story for Moleskine. After all, few other products embody concepts such as culture, tradition, presentational forces, memories, travel, and personal identities more fittingly than the classic notebook does. The Moleskine undoubtedly succeeded the heritage of legendary notebooks of artists and thinkers of the past two centuries, including Pablo Picasso, Ernest Hemingway, and Bruce Chatwin. A simple, little black book with rounded corners, elastic page holder and practical interior pocket. A nameless object, speaking for itself in perfect simplicity and giving the owner the opportunity to shape his

or her own thoughts and experiences in every situation in such a way that forgetfulness does not get a look in. For more than a century, the coveted classic was uniquely produced by a small French book-binder. For a long time, the whole world's literary and artistic avant-garde bought the sought-after notebook solely in Paris, in order to leave behind in it subsequently unforgettable treasures in the form of sketches, stories, ideas, or pictures, which one day would become famous paintings or book pages. Charles Bruce Chatwin, a 20th-century British author, always used notebooks on his numerous travels that he described as "carnet moleskines". The company ultimately owes its name to this fact. Among other quotes, Chatwin is also cited as saying that, "to lose a passport was the least of one's worries: to lose a notebook was a catastrophe". Chatwin's sculpted descriptions of foreign-seeming environments made him popular among his readers. He regarded himself as a nomad and fascinated his readers with great en-





Even travel author Bruce Chatwin made Moleskine notebooks famous.



Dynamic brand strategy:  
CEO Arrigo Berni.

thusiasm, tinged with cultural criticism, for the nomadic lifestyle.

#### FOR SOPHISTICATED GLOBETROTTERS

The notebook has always remained something special for Moleskine. In it, the past, the individual's unique reality can be recorded, experiences and lessons can be stored. In the IT age of PC and mobile phone, therefore, the Moleskine notebook becomes a beneficial switch for quickly switching off for valuable moments of calm. It becomes a paper battery that stores ideas and emotions and carries them through time with personal style. However, at Moleskine, the world does not consist solely of notebooks. The Moleskine brand, which is synonymous in both the real and digital world with personal identity, imagination, and culture, additionally comprises a wide variety of diaries, bags, pens, and books,

as well as reading glasses. All these very personal products in a diversity of models are dedicated to a society on the move, as these are things that accompany the user everywhere. Moleskine products thus become partners of creative people who regard themselves, to a certain extent, as nomads and feel at home anywhere in the world.

#### STRIKING DESIGN

The unmistakable Moleskine product design and high product quality have always been a crucial factor of the company's success. The design is characterised by a fine blend of contemporary form and retro elements. The distinctive, striking, and characteristic features of the notebook classic include, besides rounded corners, the black hardcovers, elastic band for closing, ivory-coloured paper, the interior pockets, plus the pages that stay flat after leafing through

– the result of particularly high-quality binding. Moleskine primarily has its many special editions for special customers to thank for its excellent reputation. Thus, renowned companies from the fields of travel, hotels, and culture, plus industry and business, count among the customers for whom special brand products with a cult character have been created. Customers such as Fairmont Hotels & Resorts, Leading Hotels of the World, Shangri La Hotels, or, from the cultural field, the National Gallery London, MoMa New York as well as the Berlinale, plus a range of highly noted blue-chip corporations, including banks and telecommunications companies, speak for the diversity of the customer base and the spheres of use of the product portfolio. A broad spectrum of ideas and experiences that the promotional products industry can also make use of for itself.

### ANALOGUE AND DIGITAL, THE PERFECT MATCH

Moleskine does not regard itself in direct competition with manufacturers from the digital devices field. On the contrary, Moleskine can point to companies such as Apple or Acrobat as major customers from this environment. Experience as an organiser of detour events strengthens the company as a representative of an analogue icon in digital surroundings. After all, in the era of AutoCAD and Photoshop, well-known authors, illustrators, artists, architects, plus designers are participating in the concept of logging out from the digital every day, from time to time, by using haptic media with white paper pages: "The more we deal with digital content, the more we also need analogue tools in order to disengage ourselves from the excessive information flow, at least from time to time," says Giovanni Pesce. "Results of our market research have additionally shown that our customer base is inclined, far above the average, towards digital products, which demonstrates that digital and analogue products complement each other perfectly," continues Pesce.

### JOINING THE PSI WITH AN EYE ON GERMANY

After 15 years on the market with proven expertise in matters of creative stationery, Moleskine is continuously expanding. By recently joining the PSI, the Italians have inevitably embarked on the path to the promising segment of the promotional products industry and this year, especially for the German market, have employed a new Key Account Manager. Their premiere in the promotional products sector with a dedicated booth at PSI 2013 is already firmly booked. "This decision is the consequence of our strategic orientation, which provides for making our brand accessible to the German promotional products market," reports Giovanni Pesce. A price list tailored to the promotional products trade is now available for German distributors. Moleskine has taken the company Exclusive Gifts, based in the Hamburg region, on board as official partner, exclusively authorised con-

Custom-made  
special designs  
still require a lot of  
manual work.



tact, and procurement address for B2B distribution of the product range to promotional product distributors. An interesting fact: customised Moleskine products are realisable in minimal time from a small run of ten units upwards. The name Moleskine thereby symbolises far more than the legendary notebook: for, through its use in

the promotional products area, the notebook by Moleskine becomes an outstanding communications resource, a reliable travel companion for trademarks and their values. A flexible and yet simple tool that companies can use to communicate their own message in an original and creative way. [www.moleskine.com](http://www.moleskine.com) <





The good-humoured DK team (from left): Dorothee Whittaker (production management), Kerstin Patz (distribution in Austria and Switzerland), Oliver Rehme (special sales management) are the people to talk to in the B2B segment.

## DORLING KINDERSLEY VERLAG GMBH

# BOOKS MAKE IDEAL PROMOTIONAL PRODUCTS

Dorling Kindersley Verlag GmbH is the German subsidiary of the famous Penguin publishing house in London. The publishing program covers a broad spectrum of high-quality encyclopaedias and how-to manuals on a wide variety of topics now available to the promotional products business.

**W**hat does Santa like best to put under the tree at Christmas? It is ... a book! Despite all the prophets of doom predicting the imminent demise of the printed book, it is still valiantly holding its own at first place on wish lists and the stacks of presents in the living room. People

like to give books as gifts to family members, friends, colleagues and business partners, for books have a positive image and come in almost countless variations: from low-cost paperback to leather-bound luxury editions or featuring some other special effect. They can be thick,

thin, large, small, for children or adults, and treat a sheer unimaginable range of topics – namely, whatever people get enthused over.

### LARGE VARIETY OF TOPICS

This whole range of topics, the fascination with life and all the things surrounding us,





The publishing house also issues a cooking magazine and a children's magazine twice a year, as well as a yearly gardening calendar, all are promotional products conceived for the book trade, edited and customized on request.



Books are still the most popular Christmas gifts.



The team creating a concept.

is reflected in the unusual non-fiction books from Munich-based Dorling Kindersley (DK) publishing house, a subsidiary of the famous Penguin publishing house in London. And everyone is certain to have at least one DK book on their shelves: a cookbook by Jamie Oliver? Travel with a Vis-à-Vis volume? Lego books or Disney movie books? All these are from DK. Twelve years after its founding, Dorling Kindersley is proud to be in second place among cookbook publishing houses in Germany and one of the most popular publishers of non-fiction for children. A hallmark of the DK style is its illustrated encyclopaedias, the comprehensive step-by-step instructions to impart knowledge and the professional texts which always meet the highest standards. DK books regularly receive awards, such as the World Cookbook Awards from the Gastronomische Akademie Deutschland, Bild der Wissenschaft and the ITB prize of the International Tourism Bourse in Berlin. One of its children's books has been nominated for the German Youth Litera-

ture Prize in 2012, and the entire DK team is keeping their fingers crossed for the award presentation at the Frankfurt Book Fair in October.

#### IDEAL COMBINATION OF WORDS AND PICTURES

Dorling Kindersley was founded in London in the 1970s. The two publishers, Christopher Dorling and Peter Kindersley, developed a revolutionary concept for perfectly combining text and pictures, called lexigraphics. This was based on the then brand-new findings of brain research on how memory works. A great deal of expense went into producing illustrations for the first stand-up displays, and there was even an elephant driven across the British capital into the photo studio. Soon after it was founded, DK was already successfully selling licenses around the world, but particularly for the German market. So it is not surprising that the next step was to set up a German branch and, once a publishing director had been found, the headquarters were also quickly decided

upon a renovated barn near Penzberg in Upper Bavaria to house the firm in its early days.

#### GROWING OUT OF THE BARN

As early as 2000, the young German publishing house was presenting its first program at the Frankfurt Book Fair. This is an amazing accomplishment considering that a year earlier the barn had still been empty, containing neither staff nor even the most basic technical equipment. However, a small, highly motivated management team consisting of four professionals had been helping with great dedication to found the company and working enthusiastically on expediting its development. This management team is still working today with the same line-up, although the publishing house has long outgrown its barn, having moved to Munich in 2007. Today it employs more than 50 members of staff. Its program no longer consists merely of translations from its British parent firm, but was able to be cautiously expanded. For instance, the then very young, unknown cook



Who has not heard of these? Popular titles from Dorling Kindersley.

Jamie Oliver came to DK in 2002. This success attracted other big-name brands, and thus the Munich publishers now publish not only travel, non-fiction and children's books, as well as a large number of Disney and Stars Wars books, but also has quite a successful collaboration with Lego, which produces several bestsellers each year.

#### MORE THAN "JUST BOOKS"

Of course, Dorling Kindersley also carries e-books, apps and such. However, DK can do more than "just books". It also publishes a cooking magazine twice a year, a children's magazine and a yearly gardening calendar. All three are promotional products conceived for the book trade, edited and customized on request. They are extremely popular with the trade, and the number of private persons wanting to order these products directly from the publishing house is constantly growing.

#### MANY IDEAS FEASIBLE

DK also pursues the B2B business, an area in which the firm is constantly expanding with the aid of its own Special Sales Department. The team, headed by Special Sales Manager Oliver Rehme, acts as an intermediary for promotional products distributors, and offers a highly attractive mixture for all budgets, from small orders with a hand-written card to lovingly packaged books up to full-service offerings, such as books tailored to customers' specifications, including conception, editing, production and distribution – anything is possible here. As far as production is concerned, customers can choose from a wide range of different possibilities, from bookmarks or ribbons, to bands or stickers with company-specific printing on them, customized book covers adapted to the corporate design of the customer or changes in format and layout – here the in-house

production department can cater to almost every wish a customer may have. Another advantage for DK customers is the practically immeasurable range of topics, found at hardly any other publishing house and capable of putting life into nearly every product, from the smallest on-pack brochure to the premium coffee-table picture book. In this wealth of topics, almost every walk of business is sure to find something to meet its individual needs, designed with great attention to detail. For instance, how about a package of diapers for new-born babies along with a recipe book including exercises for fledgling mothers? Here are some more ideas: a luxury volume on cars, packaged in matte varnished paper and with a model of the carmaker as a Christmas present for a company's top customers, or a travel guide on all the cities in which the company has branch offices as a gift for employees and business partners?

#### INDIVIDUAL PROJECTS – OPTIMUM SOLUTIONS

And DK offers its business customers another benefit: every project is perceived, managed and monitored individually. The best solution is worked out in close collaboration with the customer in order to tailor the final form and extent exactly to the customer's goals and budget. For instance, it could be that an entire book is taken over and individualized, as happened for a type of dog food for elderly dogs from Nestlé Purina. Rehme's team has also been able to convince other strong brands, so that DK already enjoys quite an impressive customer base. The breadth covered by DK, coupled with the creativity of an international team, as well as the possibilities for customization, are what makes the Munich publishing house and its team so interesting for business customers. If this has aroused your interest, you can get an idea of the world of Dorling Kindersley yourself simply by visiting HALLE 13 at the next PSI, where DK will again be exhibiting.

[www.dorlingkindersley.de](http://www.dorlingkindersley.de) and  
[www.dkcontent.biz](http://www.dkcontent.biz)





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## RÖMER WEIN UND SEKT GMBH

# AN EAR TO THE HEARTBEAT OF THE TIMES

Since the Moselle region in Germany has the world's largest areas of Riesling cultivation, people there are deeply concerned about wine. On Mont Royal in Traben-Trarbach, however, the main concern is promotional products. With Römer Präsente, Kundenpflege and Promotio-ndrinks, Jürgen Römer has set up several mainstays at one and the same time, providing his customers with small culinary gifts since 1985, and adding wellness products a few years ago.

**I**f we think of Römer Präsente, we automatically think of fine wine. Nor is this so far off the mark. After all, Römer Präsente is located in one of Germany's major wine-growing areas – the Moselle. And indeed, the company founder, Jürgen Römer, has his roots in wine-growing. Together with his brother and his wife, he founded the Römerhof vineyard in Traben-Trarbach nearly thirty years ago. At the same time, he set up Römer Wein und Sekt

GmbH, which primarily specialized in exporting high-quality wines and upgrading labels and bottles. When trade with the GDR, which had been an important mainstay of the company, broke off following German reunification, Martina and Jürgen Römer supplied large hotel groups all over Germany with high-quality wines, many of which were given as gifts to special guests. In the course of time, this led to trade with culinary presents, which has





Jürgen Römer started out with wine and culinary treats. In the course of time, he has expanded his product range with wellness products from Kundenpflege and trendy drinks from Promotiondrinks.

The Rominox nutcrackers will soon be appearing in various designs. Further products in this new line are also in planning.

grown into a thriving business. Along with high-quality wines, including those they produce themselves, the Römers now distribute culinary dainties of all kinds through Römer Präsente. In addition, the two college-educated teachers have broadened their product range to include appropriate accessories. However, the culinary business is even more seasonal than the promotional products industry as a whole. The greater portion of annual sales comes from the Christmas trade. In order to get away from this constraint, Jürgen Römer now not only offers culinary presents, but also useful wellness products, from give-aways

to terry cloth items up to tastefully packaged care sets, through his Kundenpflege company. The Moselle natives also founded a third company under the "Römer" umbrella to lessen their dependence on the Christmas trade: Promotiondrinks offers a wide range of trendy drinks, such as cocktails in fashionable slimline cans, energy drinks, Prosecco to go with a straw integrated into the bottle, and sparkling wine to give the day a golden hue in the true sense of the word. Römer offers the entire range of services, from product to finishing up to packaging. On the roughly 8,000 square metres of space in Traben-

Trearbach, everyone's main concern is presents and attention-grabbing promotional products.

#### STANDING STILL MEANS GETTING BEHIND

If you think Jürgen Römer is working to full capacity with his three companies and a constantly growing product range, you are mistaken. In the past few years, he has also opened up three climbing parks under the name of Adventureforest. At his vineyard, he not only offers wine tasting sessions, but also grape harvest events, sensory seminars and guided tours for the whole wine experience. This entrepreneur





**Jürgen Römer offers the entire spectrum of services from product to finishing to packaging on 8,000 square metres.**



is certainly not lacking in creativity: a few months ago, Römer and his team made the headlines with an extraordinary wine tasting session. Under water, it was possible to test how different one and the same wine can taste in another element and using various senses. Jürgen Römer wants to give his customers good service, which also includes constantly enlarging the company's product range. For instance, nutcrackers in the form of a squirrel and a rabbit will soon be appearing under the Rominox brand. Further products in this new line are in planning. Jürgen Römer would also like to add more year-round products to his product range. Mainly, however, all-encompassing customer service takes priority.

#### **BREAKING NEW GROUND**

On his service page, this distributor offers the opportunity to link to the White Label Shop. In this way, distributors can incorporate the Römer product range into their own websites and thus always have on of-

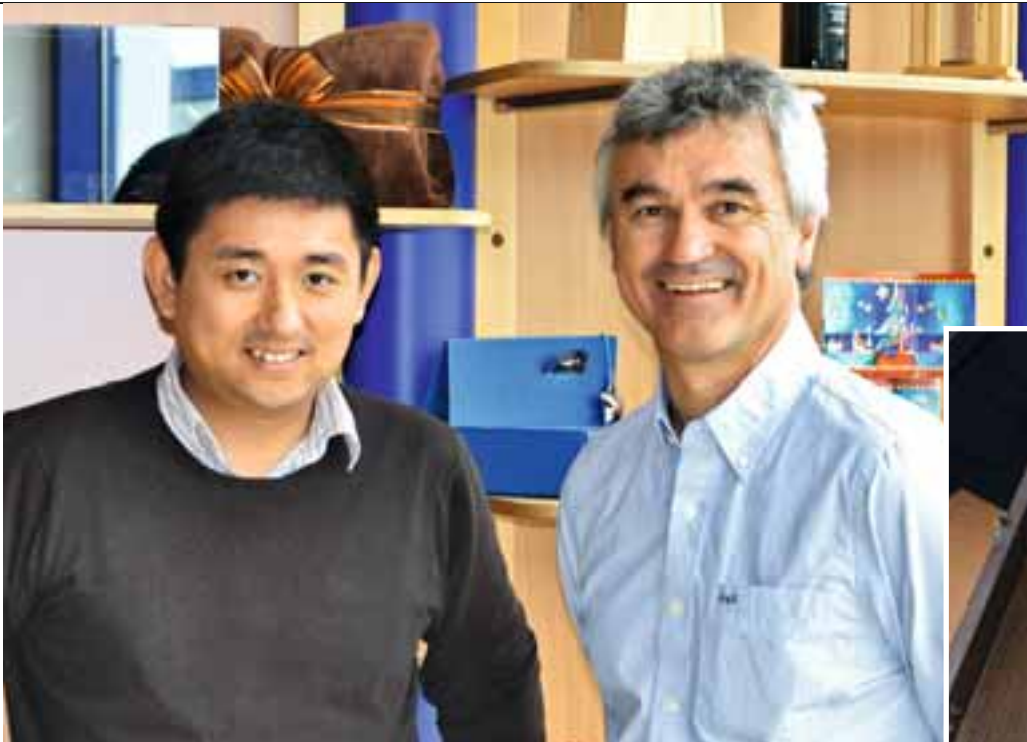
fer the latest in the three product lines of Römer Präsent, Kundenpflege und Promotiondrinks. Distributors can customize the shop to meet their own needs, even supplying their own data and matching it up with their corporate identity. Further services are, for instance, the neutral online catalogue as well as the annual print or PDF version of the product catalogue. Martina and Jürgen Römer would also like to change geographically. They plan to export the good Moselle wines to China. In general, existing relationships with Chinese suppliers are to be further expanded. Jürgen Römer's latest idea is to have his own import department, headed by his Chinese staff member Lei Zhang, take over imports from China for other companies, as well. Jürgen Römer's Römer Präsent has been a member of the PSI since 1994. In this time, the company has gone through several developments and been constantly growing. The seasonal and crisis-rela-

ted sales fluctuations in the industry have not been able to get Jürgen Römer down. He has looked around, sought for new opportunities and kept his ear always on the heartbeat of the times – with success, it would appear.

[www.roemer-praesente.de](http://www.roemer-praesente.de)







Jürgen Römer (right) wants to further expand his own import department with his staff member Lei Zhang (left).



## CREATE INDEPENDENCE FROM THE SEASONAL BUSINESS

In recent years, the importance of Christmas has changed in our society. A short time ago, it was a holiday exclusively for the family, at which several generations got together under one roof, but now vendors of trips to exotic vacation sites enjoy a boom at Christmastime. The value of the Christian Christmas holiday has changed and thus also the significance of giving gifts. Many companies have decided to donate a certain sum to charity organisations rather than give “presents” to loyal customers. These are developments which are hitting the promotional products industry hard. Jürgen Römer tells the PSI Journal what opportunities are still open to the industry.

***The promotional products industry has always been very seasonal. This applies particularly to you as a specialist in higher-quality presents. How do you get a grip on this extremely seasonal business?***

In our more than twenty years of experience with this seasonal business, we have developed a sophisticated logistics system. We get started packing up parcels in February, and thus always have any number of individual presents on hand

and ready to send from one day to the next. Every evening we take inventory and specify the quantities we need to pack the next day in order to restock. Thanks to our own cold storage warehouses, we can also keep large quantities of sensitive products in stock.

***Yet the importance of Christmas is changing. Is this affecting you?***

Yes, of course. But we can compensate for this by broadening out. This makes us less dependent on seasonal business. We also are the first to notice a crisis, because one of the first things people do is to cut back on Christmas presents. But the massive decrease in Christmas presents is also an opportunity for distributors to make it clear to their customers that giving Christmas presents is now a way to get noticed. Presents used to get lost in the shuffle or land in a piñata or raffle, but now giving out Christmas presents can sometimes even be a USP.

***How do you deal with this?***

We cannot do anything about the change the Christmas holiday is undergoing in society. So we just have to keep getting better. We offer

all-encompassing service, the best possible sales promotion support, creative products and unbeatably dependable delivery.

What is more, we have created further mainstays in the form of “Kundenpflege”, “Promotionaldrinks” and “Exclusive Weine & Spirituosen”, so that we now have many year-round products in the give-away segment.

***The trend toward correcting the distortion caused by the seasonal business is, of course, desirable. How can the industry adjust?***

We must offer end customers additional ideas for gift-giving occasions during the rest of the year. For instance, we offer a year-round birthday dispatch for promotional products distributors. The same holds for trade fairs, product launches, sales campaigns, anniversaries or the like. However, I would ardently plead in favour of showing customers that the number of gifts customers get at Christmastime has dropped so far that it is quite possible to use Christmas presents to make a very positive impression compared to the competition.



**PATRICK DÖRING**

## EXPERTISE AND A PINCH OF LUCK

Product manager, marketing specialist, managing director – Patrick Döring has steadily climbed the career ladder. For the past year, he has been leading the company Acar Europe, which offers the promotional products market functional, custom-designable notebooks and calendars with a clear design and in many colours.

**P**atrick Döring knows how to sell and how to present products in an effective setting. Since the end of 2011, he has been dedicating his expertise to the Turkish Acar Group that had already become a household name after just a few months in the promotional products sector. How did he manage to make the high-quality

notebooks and calendars of the Arwey brand so well-known in such a short space of time? One aspect is undoubtedly the product portfolio itself, which is exceedingly attractive and stands out through its modern design and the wide range of colours alone: “A clear style, innovative product design and well-thought-out function-

ality are what define our products. And the wide spectrum of colours from fresh, modern colours to more classic, serene ones provides many options for customisation,” Döring explains. At this stage, you can already sense the managing director’s enthusiasm for his products and what he does: “We have the highest standards of

quality and workmanship. A correspondingly high, constantly monitored quality level ensures that the customer will take pleasure in our books and calendars for a long time to come. In combination with the diverse and flexible customisation possibilities, our items become highly effective, personal promotional products.”

#### STATE-OF-THE-ART PRODUCTION

Patrick Döring places great importance on first describing the product portfolio and its communicative capacities before he starts talking about himself. After all, the constant expansion and honing of the range of products and how they are presented have formed the basis of his activities for a year now. The company has invested several million in its “state-of-the-art production”. Alongside supplying specialist retailers, Döring has created a clear market focus on the promotional products trade, thereby opening up a new channel of distribution for Acar Europe. The marketing specialist is extremely well acquainted with this field and the new challenge seems to be a tremendous source of energy for him. “Our Arwey books consist of high-quality, FSC-certified paper on the inside and a mixture of PU and canvas on the outside. This is extremely robust, has a pleasant texture and can be finished in almost any way. NoteEco, our notebooks made of recycled paper, are also true masters of transformation. Their front and back covers can be designed completely in accordance with the customer’s wishes. The many interesting combinations possible make these recycled paper notebooks, with their environmentally responsible production, ideal communication tools that additionally convey a sense of responsibility.”

#### APPEALING COLLECTION

What made the collection so unique, we asked. Döring was ready with a prompt and clear answer to this, too: “The professional and very high quality of the binding and the functional layout. Thanks to our special binding technology, the opened book lies completely flat. Even when it is well used and the opened notebook is under pressure, it remains stable and dura-

ble.” This professional quality, together with a clear, honest design, many well-thought-out details, such as hidden magnetic closings, integrated pens, pockets or info pages and countless possibilities of variation – all of this is what makes the Acar range so special. The motto here is “Mix & Match” and you cannot help but have fun in the process. What it is that puts Acar in a position to provide such an attractive set of product building blocks is something that Döring discloses to us a bit later.

#### GROWING INTO THE PRACTICAL SPHERE

Patrick Döring was born and grew up near Fulda, a city in Hessen, Germany and is still at home there today. During his school days, the passionate tennis player dreamed of having his own tennis school, but after finishing high school, his father insisted that he first train as an industrial clerk. During these years of training, which are known to be no holiday, he had his “first stroke of luck”. Happy coincidences seemed to keep reoccurring later on, too, whenever he needed them. This was seen, first of all, when the trainee was given special responsibility within a department due to internal restructuring and because of his dedication. Even before he could begin studying business management, chance would have it that just the right challenge came along again and he remained true to the practical sphere that he had come to appreciate: a horticultural engineering company was looking for an employee in product management. What was initially intended as a waiting period turned into a full-time job with extensive responsibility which he did not leave until two years later, having gained yet more experience, this time in product management and export.

#### MAKING THE MOST OF OPPORTUNITIES

After that, Patrick Döring moved to a company that was a licensee and manufacturer of Camel luggage and small leather goods. There he was head of export and was responsible for marketing and for coordination with the licensor – a highly interest-

ing field that took him, among other things, to manufacturing facilities in China. In these two years, in which he worked in licence management, he gained the tools of the trade that were indispensable for his further career. From today’s point of view, perhaps the most important event during this period was when he met Can Haak at a trade show, laying the foundation for the friendship and business partnership that connects the two of them today. During a subsequent stage of his career, he gained valuable advertising and product expertise at a promotional products agency. Following that, his path led to Senator. There he was initially responsible for sales to specialist retailers for two years and then as Vice President for Sales and Marketing. After a total of six years, Döring left Senator in the middle of 2011.

#### FRIENDSHIP BEARS FRUIT

Once his parting from Senator had already been decided in 2011, happy coincidence showed up again just at the right time: “My friend Can Haak, who had founded Acar Europe at the beginning of 2011, phoned me because he needed ballpoint pens for a project. We had now known each other for more than ten years and got on well. I told him the latest news and we postponed our meeting.” A short time later, when Can Haak introduced the Acar Group and its products to Döring, the latter immediately thought: “These are great promotional products!” and worked out a business plan in which he incorporated his experience from indus-





# PATRICK DÖRING IN PERSON

## What was your first thought this morning?

Super, the sun is shining! Here we go ...

## When is your day a good one?

When everything goes better than planned. Privately: spending a day with my son.

## What gets you in a good mood?

A project or plan that I have successfully implemented. Satisfied customers who show their gratitude.

## And what drives you crazy?

Unreliability and laziness.

## What are you most likely to forgive yourself about?

A mistake that happened accidentally. I also forgive others in such a case.

## When do you lose track of time?

Under water and on a snowboard.

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

Two weeks snowboarding in the Monashees in deep snow and then two weeks diving – to while away the time. In between: a weekend home on the terrace.

## What do you like spending your money on?

On everything that excites me!

## Do you let yourself get seduced by advertisements?

Definitely by good advertising.

## When is a promotional product a good promotional product?

If it is authentic and of high quality and provides a benefit.

## What is the best promotional product you have ever received?

There are so many – there is no best one.

## What do you find irritating in relation to promotional products?

Unimaginative and carelessly made promotional products.

try, sales and marketing. At a meeting in Istanbul, home of the company's headquarters and production location, the plan was discussed a whole day long with the founding family and the shareholders of the Acar Group. At the end of the day, he was included in the "family" and the expansion of Acar Europe GmbH was decided on.

### ALWAYS CLOSE TO THE CUSTOMER

Acar Europe GmbH, which is today responsible for international sales and marketing, is based in the centre of Bad Homburg, Germany in modern, bright and tastefully furnished rooms. Here a small, well-established team supports its customers thoroughly and personally and is able to draw on the entire service portfolio of the parent company in this process. "It was and is really exciting to establish something new. Here I am fully involved in the day-to-day business and always close to the customer. I like that very much," says Döring, who appears relaxed and cheerful, despite the heavy workload. The secret: he has obtained for himself the scope for individual creativity which he uses to benefit the company goals and which simultaneously enables him to achieve a good work-life balance. His management style therefore also gives his employees a lot of flexibility, which, as a result, improves both motivation and the sales figures. Working dynamically off the beaten track, always side-by-side with the customer, who is given prompt and individual advice and service – this is Acar Europe's recipe for success, which clearly works: "The PSI 2012 was a great success; we had a lot of good contacts that have now led to orders and distribution partnerships. For next year, we have already significantly increased our stand space. We have a lot planned for 2013 and will be coming to the PSI with a few surprises."

### MAXIMUM SERVICE AND INDIVIDUALITY

The fact that Acar has so much to offer to both promotional products distributors and specialist retailers has to do with the structure of the Acar Group, founded in 1980 in Istanbul as a printer and bookbinder. The company, which now employs around 200 people and exports to 35 countries, has additional branches in Moscow and Almaty, alongside the German subsidiary. Acar began with the production of books for publishing houses. This is where the core competence of its own professional, high-quality binding technology comes from, which is also utilized within the other branches of production: Acar is additionally a producer for several well-known manufacturers of branded goods. The main focus, however, is on its own brands of Arwey and NoteEco. Here customized non-standard products in many material and colour combinations are possible and can be realized even in very small numbers. All the products have uncompromising quality in common. "We are not the cheapest and we do not want to be. We offer our customers maximum options, service, flexibility and individuality with an outstanding price-performance ratio." <

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# INNOVATIVE PROMOTIONAL PRODUCTS



## GLOSSY LOOK THAT TURNS HEADS

**M**oynd GmbH, the well-known specialist for sticky notes, is now offering glossy or matt film lamination for all sticky notes with soft cover at no extra charge. This gives the covers a particularly high-quality appearance, coupled with additional scratch resistance and a smooth surface that's inviting to touch. The advertising message on the covers is particularly eye-catching due to the finishing and, in addition to the practical uses of the sticky notes, also makes them an eye-catcher on any desk.

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info@moynd.de • www.moynd.de

## A POSITIVE START TO THE DAY

**C**ustomised breakfast boards made of melamine by Global Innovations bring a smile to the face, spreading good cheer in the early morning hours. The large advertising space makes an impression at the start of the day and remains in the user's mind throughout the day. Of course, the boards conform to the provisions of the German Food and Feed Code (LFGB), are pressure-resistant, acid and heat resistant, food-safe and dishwasher-safe. Additional information about the promoting company or specific campaigns can be attached via stickers on the back surface. What's more, the manufacturer offers the possibility to request different designs in a single order, so that promotional activities for several branches or business areas can be covered at the same time. The boards can be supplied in standard sizes as well as customer-specific shapes.

46626 • Global Innovations Germany GmbH & Co. KG • Tel +49 6502 930860  
info@globalinnovations.de • www.globalinnovations.de



## A SMALL THANK-YOU GIFT FOR ANY OCCASION

**F**or upcoming holidays, the Advent calendar specialists at CD-LUX are showcasing many new products in their latest seasonal catalogue, in addition to their wide assortment of Advent calendars. The company is now presenting a small thank-you gift from Lindt & Sprüngli that can be used for any occasion. The delicate pralines come in individual gift packaging, which can be designed and printed on according to a customer's wishes. This gift is sure to leave the recipient in seventh heaven. This thank-you gift only contains treats made by well-known, brand name chocolate manufactures, such as Lindt, Sarotti, Milka or Bahlsen, which are known for their top quality products. What is more, distributors can rely on the full-service that the company provides for this product and its Advent calendars, including everything from the printing to professional individual shipping.

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





## ORGANIC FRUIT GUMS

**T**he new mini Advent calendar with delicious fruit gums by Kalfany Süße Werbung is now also available with organic fruit gums as an alternative to the classic Christmas fruit gum mix. It contains certified organically grown ingredients and features a varied mix of colours and tastes. What's more, these natural fruit gums are produced in-house. The mini desk calendar is 130x130x15 millimetres in size and, thus, has the same format as a conventional CD. As such, it can be posted as a large letter, keeping costs low. The clever corporate messenger is not only available as a completely customised version but now also on the basis of a business template supplied by the manufacturer that can be personalised with the customer's own image.

42706 • Kalfany Süße Werbung GmbH • Tel +49 7643 8010  
info@kalfany-suesse-werbung.de • www.kalfany-suesse-werbung.de



## THE T-SHIRT AS A WAY OF LIFE

**F**ew items of clothing display so much about the wearer as the T-shirt. Reason enough for B & C to offer this fashionable piece in an amazingly diverse selection of varieties. 45 current styles with 69 colours ensure that everyone can find their very own, ideal T-shirt, which can also be custom printed. An added extra is B & C's "duo concept" which addresses the different anatomical characteristics of women and men and makes the T-shirts a perfect fit. With its new Only line, the manufacturer caters specifically to female T-shirt fans. The adaptations start with particularly feminine colour combinations for Women-Only to feminine cuts for Women-Only Tattoo through to the ruffled sleeves for Women-Only Magic.

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## Pocket pack tissues



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## FEELING WARM AND DRY

A heating pillow is a dry alternative to the classic hot water bottle and is just perfect when it comes to showing someone your goodwill. The grain pillows from Multiflower are placed inside a fluffy and washable cover. The pillows can be heated up in a microwave in just a matter of minutes, and then they can be used exactly where the cold of the winter is affecting you most. Your feet, neck, knees or hands will benefit from the long-lasting warmth it radiates. This special alternative to a hot water bottle comes in a tasteful gift box, which can have an advertising imprint placed on it, or a completely self-designed greeting card can be custom-made. By the way, this dry version of the hot water bottle is a good and soothing source of warmth not only during the cold part of the year, but any time you need it.

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

## CHEF JACKETS FOR HIGH PERFORMERS

Karlowsky Fashion is setting trends in the world of workwear with its high-quality, custom uniforms. The company's wide array of products also includes chef jackets, which are impressive because of their cut, various colours and quality, as well as their unusual design combined with high functionality. This is true for the chef jackets in the basic series for entry-level workers, the premium models of chef jackets, and the head chef jacket called Rock, which was developed in collaboration with the German TV star chef Stefan Marquard. All models are perfectly in tune with the needs and demands of customers. The products being sold by this family-run company are the perfect promotional mediums to use, whether as uniforms for the German House at the Olympic Games in London, or as casual outfits while trying to set the grill spit world record.

47464 • Karlowsky Fashion GmbH • Tel +49 39204 91280  
info@karlowsky.de • www.karlowsky.de



## A POWERFUL SCREWDRIVER

The screwdriver from Wera called Kraftform Kompact Vario RA has a ratchet function which lets you work with precision and force at the same time. The small back swing angle of only eight degrees makes it possible to work in even a small space with this tool. The torque of up to 50 newton metres gives it a one-of-a-kind load bearing capacity. Speed and comfort when using the screwdriver were top priorities when this device was designed. This vario set contains six double blades with twelve different sizes, as well as an ergonomic Kraftform handle.

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

# 2013 PSI FUARI

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09. – 11.01.2013, Düsseldorf

### 1 numaranız Düsseldorf'ta!

09. – 11.01.2013 günleri arasında uluslararası lider fuarı ziyaret edin ve reklam malzemeleri sektörünün en büyük agından yararlanın.

Sadece burada:

- **Sektörün en büyük ürün sergisini bulabilir,** 30'dan fazla ülkeden 1.000 reklam malzemesi üreticisi ve ithalatçısıyla karşılaşılabiliyorsunuz!
- **150 yenilikçi şirketin** eşsiz sunumu ve yaklaşık **40 uluslararası mucidin** yepyeni ürün fikirleri HALLE13'tedir!
- Yeni **International Associations Area**, yani Uluslararası Birlikler Alanı'na ait yaklaşık 1.000m<sup>2</sup> üzerinde uluslararası sektör dernekleriyle buluşabilirsiniz!
- 800m<sup>2</sup> büyüklüğündeki makine parkımızda son işleme ve ambalajlar konusu ile ilgili birbirinden ilginç bilgiler alabilirsiniz. Salon 12'deki genişletilmiş **Technology Forum** uzmanlar kendi aralarında toplanıyor!

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## NEW MATERIALS FOR GREAT BAGS

**T**he company Trendbagz, which is a specialist for promotional bags made out of truck canvas covers, has announced the gradual expansion of its extensive product line in the coming months. The positive resonance in the market for its existing products and the successful first half of the year in 2012 has brought about their decision to add bags to their product line which are made out of other materials, like nylon or the natural material felt. Some of the products currently being planned include stylish shoulder bags, rucksacks, sports bags and innovative shopping bags, among others.

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

## THE PERFECT MIX WITH AN EXTRA GRIP

**T**he “perfect mix” has now become the “absolute perfect mix”: the writing instruments producer uma Schreibgeräte has added a black rubber gripping area for even better handling to the well-known 2-in-1 metal twist pen that has a built-in highlighter. This zone gives the pen a completely new feel and guarantees you a better grip which will prevent it from slipping out of your hand. The aluminium pen still has the pull-out highlighter and is available in the colours black, white, silver, red, blue and charcoal grey. The fine, new metallic varnish gives the uma model a particularly high-quality appearance. What is more, the 2-in-1 also comes as a set: the set includes the twist pen, extra highlighter refills in yellow and a black ink D1 re-fill. The set is packaged in a practical case with a transparent plastic slipcase.

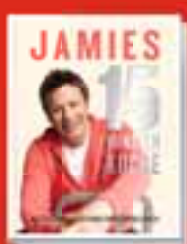
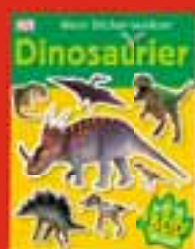
41848 • uma Schreibgeräte Ullmann GmbH • Tel +49 7832 70740  
info@uma-pen.com • www.uma-pen.com



## THE RIGHT COVER FOR EVERYONE

**S**martphone covers not only serve as protective packaging, but they can also become real eye-catchers, like the new models being sold by the leather factory Garnier. The high-quality covers, which are all made in Germany, are more than just a cover for smartphones. There is just the right cover for everyone: whether they want something colourful or that comes in discrete colours instead; they want a cover made out of real leather or imitation leather; or they are looking for something exclusive or something inexpensive. As a producer of sustainable products, Garnier can also make all the products out of ecological, pure vegetable tanned leather upon request. Successful promotional finishing by means of embossing or printing is also possible and it is done according to each individual customer's special wishes.

42592 • Lederfabrik Garnier GmbH • Tel +49 6172 75126  
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Ganz individuell nach Ihren Vorgaben zu Einsatz und Budget entwickeln wir Werbemittel von der kleinen Broschüre als Streuartikel für Promotions bis zum exklusiven Premiumartikel für Key Accounts. Wir setzen Ihre Ideen von der Konzeption bis zur Geschenkverpackung und Versand perfekt in Szene. So bringen Sie Ihre Kunden und deren Marken nachhaltig in beste Erinnerung. Denn Bücher begleiten Menschen – oft ein Leben lang.



**Dorling Kindersley**

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



## MEMORY STICKS FOR SENDING GREETINGS

**U**SB memory sticks from lifestyle + promo it can be used for a variety of different purposes: to transport IT information in a promotionally successful way, to send greetings for the upcoming Christmas holiday, or to share a lot of other information, news, photos, videos and catalogues with others. Ipi is selling numerous, high-quality and unique USB sticks with a memory capacity of one to 64 gigabytes which skilfully sets them apart from other USB sticks on the market. When imprinted with a company logo, each individual stick is turned into a sophisticated business card for a company. Of course, the individualised sticks make for a wonderful giveaway, even after Christmas, and are available for orders of 100 units or more.

48388 • lifestyle + promo it • Tel +49 7633 925220

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

## CULT FROM OLD SHOES

**O**ld, worn out sports shoes from Nike will now receive a new life on the desk. At Intraco stylish and yet environmentally valuable accessories for everyday office life are being created out of these shoes, no matter what the series. The shoes are completely recycled and processed into Nike Grind. Among other things mouse pads, pen holders and other helpers for everyday worklife are then created from these granules. The product range from Nike Grind is continuously being expanded and other accessories are to follow. Thus, the affinity for this sports brand can also be maintained at work. Customisation is of course possible by printing.

43540 • Intraco Trading bv • Tel +31 756475420

info@intraco.nl • www.intraco.nl



## TIES INCREASINGLY POPULAR

**T**oday they are just as fashionable in business as in leisure. Trendsetters and idols in the entertainment industry wear a tie and the tie is again common in casual wear. In its in-house design studio the traditional company Club Cawatte Crefeld designs their ties and accessories to meet the individual demands of their customers and their fashion wishes. Through the use of advanced processing techniques they can respond to every trend very quickly. In particular customer wishes are meaningfully fulfilled at CCC. In the classical field of men's fashion, style and elegance are essential. Accordingly, the colours grey, charcoal and black with traditional cuts dominate the season. Fashionable accents are set with the tie and handkerchief.

43606 • Club Cawatte Crefeld • Tel +49 2151 7812990

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



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## SMARTPHONE ALWAYS IN FOCUS

**W**hether it be a smartphone, iPod or MP3 player, with the new, portable mobile phone stand Flippy or the adNOTES mobile phone set made of polypropylene from the house of Notes, the displays on the desk will remain permanently in sight. Instead of having to stay in your briefcase, shirt pocket or jacket pocket, the devices can be placed in direct reach and sight. Videos and photos can be ideally viewed and any smartphone is temporarily turned into a digital picture frame. Thanks to the extremely slim and flat shape, transportation is not a problem. Even in the hotel on the bedside table, the smartphone and mobile phone stand replace the alarm clock. If required, the high-quality mini pen including 100 adNotes sticky notes of size 100 x 62 millimetres offer adequate space for notes.

44879 • Notes GmbH & Co KG • Tel +49 4106 76580

info@notes-international.com • www.notes.sh

## NATURAL CASES

**F**ine-grained and soft leather radiates a sense of exclusivity and turns everyday items into exquisite treasures.

This description certainly applies to the promotional products by Eurostyle which include wallets, iPad and iPhone cases and many other leather goods. A particular eye-catcher is this year's newly released Torri series. The carbon look on finest cowhide is truly impressive. The iPhone and iPad cases in this series are manufactured in Germany. Customised embossing, printing or the application of emblems is possible for all Eurostyle products, boosting the promotional impact. The company not only offers this personalisation option for the series in current production. Upon request, individual creations can be specially designed and manufactured for the respective customer.

41857 • Eurostyle Emil Kreher GmbH & Co. Lederwarenfabrik • Tel +49 921 789520

info@eurostyle-lederwaren.de • www.eurostyle-lederwaren.de



## GLASS WITH A FROSTED EFFECT

**L**istawood is showcasing a new series of eccentric glasses under the name Colour Coat which have been finished with an elegant frosted effect. The special glazing on the outside of the glasses can be completely adapted to match a company's corporate design. Managing Director Alex Turner stresses that the on-going development of new and innovative products at Listawood is beginning a new round with this product. This one-of-a-kind product can be personalised for orders as small as 288 units. ColourCoat glasses can be branded by means of silk screen printing, varnishing or etching. In addition to these new glasses, the company is also selling the Glas PhotoMug, which can have a photo-realistic motif placed on it for a minimum order of 96 units.

43765 • Listawood Ltd. • Tel +44 1485 529100

magic@listawood.com • www.listawood.com



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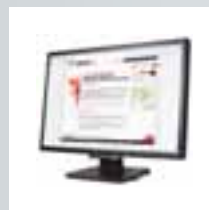
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ASOCIACIÓN DE IMPORTADORES, MAYORISTAS Y FABRICANTES DE ARTÍCULOS PROMOCIONALES  
Association of Importers, Wholesalers and Manufacturers of Promotional Goods





## FESTIVE 3D TOYS

In addition to the popular playing or memory cards and puzzles, ASS Altenburger now offers individual snap-together figures in 3D as personalised promotional messengers. The figures, which can be printed with a logo or advertising message, can be selected from an existing pool or designed according to customer preferences. Whether it's a Christmas angel, Christmas tree, Halloween ghost or Easter Bunny is entirely up to the customer. The 3D snap-together figures come supplied flat as paper or cardboard sheets. Thus, they make practical and inexpensive mailing inserts and not only serve as advertising messengers but also make a fun toy for the recipients who get to put the figures together. Further information can be found at: [www.werbespielkarten.de/stanzformen](http://www.werbespielkarten.de/stanzformen).

41169 • Spielkartenfabrik Altenburg GmbH • Tel +49 3447 5820

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

## FUNCTIONAL BUSINESS LUGGAGE

Structured polyester 1680D is the name of the material used to produce the Molina bag series by Eurostyle. In addition to its extraordinary look, the material impresses due to its light weight and durability. The series consists of four models and is available in black and cafe. The business trolley offers ample room for a laptop, various office tools, and has extra storage space for accessories and clothing for an overnight stay. Laptop bag, shoulder bag and briefcase also provide adequate protection for a laptop and feature well-arranged compartments for easy organisation. The briefcase and laptop bag can be transported with ease on the trolley due to the supplied Smart Sleeve. The inner lining in contrasting colour helps to provide a better overview in the carefully structured interior of the bag.

41857 • Eurostyle Emil Kreher GmbH & Co. Lederwarenfabrik • Tel +49 921 789520

info@eurostyle-lederwaren.de • [www.eurostyle-lederwaren.de](http://www.eurostyle-lederwaren.de)



## CHRISTMAS BAKERY

Hans and the Stars is the name of koziol's gift set "Kleine Weihnachtsbäckerei" (little Christmas bakery). The set consists of two star-shaped cookie cutters and a dough scraper – the aforementioned "Hans". It comes packaged in a transparent box and includes a recipe for mouth-watering butter cookies, so that one can get straight to work in the kitchen. With little effort and without the need for prior knowledge or experience, the house can be filled with the familiar scent of Christmas cookies, bringing back childhood memories. That's pure emotion!

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

incentives@koziol.de • [www.koziol.de](http://www.koziol.de)



## THIS BOX IS SIMPLY A MUST

**T**he classic lunch box made out of aluminium has always been a practical nice-looking object for everyday use, and now Troika is presenting a lunch box in a new design. Its name – “This belongs to me” – it is simply a must. The box designed by Anne Rieck is fitted with a practical flip top lock, which is partly responsible for keeping the food inside fresh. While lunch boxes used to be used for “only” carrying sandwiches around, now they are also being used for many other purposes. A lunch box is perfect for using as a box for storing sewing kits, tools, change or screws, as well as for keeping delicious Christmas cookies fresh.

46311 • Troika Germany GmbH • Tel +49 2662 95110

a.bauer@troika.de • www.troika.org

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## REFRESHING AROMATIC MIST

**N**eed a refreshing spray mist? Or would you prefer a fragrant lavender spray, or a spray to cool off your feet instead? You can select the contents which are most useful for you when purchasing the new seven millilitre spray stick from i.p.a. cosmetics. Some of your options include sun protection with SPF 15, a hand disinfectant, or an anti-inspect spray. What are always useful to have around are the wipes for cleaning glasses or the spray for cleaning screens, and the defrosting spray is a real favourite in the cold winter months. The label on the spray stick can be printed on using four colours, or as an alternative, the manufacturer is selling a card cover where customers have the opportunity to place their advertising on a much larger surface.

42567 • i.p.a. Kosmetik und Handels GmbH • Tel +49 2521 83000

info@i-p-a.de • www.i-p-a.de

## ADVERTISING MESSAGES WITH STYLE

**E**legant and at the same time cool – this describes the writing instrument series called Stabilo Profile, which was designed for modern, professional users. This elegant series with a sleek design includes a ballpoint pen with a twist mechanism, a pencil with a twist mechanism and a rollerball pen, in addition to a fountain pen. All four pens come in the colours charcoal grey and satin silver. They can be combined individually in a set, and are delivered in stylish and attractive packaging. The writing instruments can be printed on or engraved directly. The packaging serves as another space where personalised advertising messages can be placed.

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



## HAVING FUN WHILE TAKING NOTES

**T**he new sticky memo pad from Slinky is much more than just a medium for passing on messages quickly. In fact it tempts people to play with shapes and colours. The special patented adhesive technique used for these sticky notes makes it possible to mould the block into the shapes of different objects. The manufacturer claims that due to the resilience of this adhesive technique, these small pieces of art are almost too cute to use. The Slinky brand of sticky memo pads comes in the standard shapes of round, square, heart-shaped, house-shaped, and T-shirt shaped, and they all have different border designs. It is also possible to realise custom-made shapes for customers. The pads can be ordered as blocks with 50, 100 or 250 sheets of notepaper.

48706 • Slinky Note Ltd. • Tel +44 1322 282028

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NEW

We are glad that the following new companies have decided to participate in the 51<sup>st</sup> PSI Show 2013:

blue = International Associations Area

pink = PSI Technology Forum

green = HALLE13

PSI NO.	EXHIBITORS	HALL/STAND	PSI NO.	EXHIBITORS	HALL/STAND
48722	365 srl	11K33	44367	New Wave GmbH	10D32/10E41
48638	3FREUNDE 3f fulfilment AG	13A14	47706	NonvisioN Werbeproduktion	13D07
48714	acris Sportpokal GmbH	13F12	42298	Novia Designs ApS	10A07
48695	ADVERT ANT. Studio Reklamny	13B01	48669	Nunet Ltd.	9H38
48751	AFISA Assoc. Fabric. Import SA	9M46	48673	Original Buff, S.A.	10F75
48686	Air Creative GmbH	13A13	48495	PAUNER OY (Ltd.)	13B17
48693	A&M Kreativfabrik GmbH	13B13	48702	PELKOTEX Textilhandels GmbH	12B33 TF
48737	AMEWI Trade e.K. Inh. Melitta Widerspan	12H46	48650	pemmiproductions Bettina Hennecken	13A08
48725	Anejo Producciones S.A.	9O45	48745	Pernod Ricard Deutschland GmbH	10E21
48734	anna wand® Corinna Berghoff	13G13	46819	PES d.o.o.	12G51
42676	AS Advertising Support Werbeträger Vertriebs GmbH	10H35	48736	phil goods Inh. Philipp Berief	13G08
48738	AuRa Textil GmbH	10F68	45437	PILOT PEN (Deutschland) GmbH	9K38
48731	BesedaAdrian Bereszynski	10A45	48576	P&K Marketing&Promotion Stickerei GmbH	10A54
47698	BOFA-DOUBLET GmbH	13D05	48652	Milacotech digital company S.L. PPC Computers	9B42
48718	BOHEMIA SPORT LION, spol. s.r.o.	9N03	48685	PR Tryck AB	9G14
48423	BRAINSTREAM GmbH	13E05	48727	Promedya Tanitim Matbaacilik Montaj	
48740	brinell gmbh	13F18		San. ve Tic. lth/lhr. Ltd. Sti.	9F17
48719	Camilo Vilas, S.L.	11M22f	48660	Promod Promosyon Reklam	
48732	CARAN D'ACHE S.A.	10F09		Hediyelik Esya San. Ve Tic. A.S.	9M36
48658	CiTRON btl Magdalena Owczarska	9D09	45471	Pomodoro Fashion GmbH	10G04
48743	Columb EU Sp. z.o.o.	11A71	48752	Reclamo del Noroeste S.L.	11M22h
48726	Confiserie Heilemann GmbH	10A20	48675	RedCypress GmbH	13G18
48666	Confiseur Läderach Deutschland GmbH & Co. KG	13A22	48735	Revell GmbH & Co. KG	12M25
45019	Textilhandel-cotton-n-more GmbH	10K49	47630	Shevimpex Ing. Peter Sevec	10D09
48136	Creano GmbH	13A02	48706	Slinky Note Ltd.	11M77f
48505	CreCon Spiel und Hobbyartikel GmbH	9N12	48634	SM DOKUMA KONFEKSIYON SAN.TIC.LTD.STI.	9M13
48723	Crystal Impressions Iberia S.L.	11M22b	48716	specials4fun GmbH & Co. KG	13G14
48715	Die neue Linie GmbH	12L48	42932	SPS (EU) Ltd t/a Supreme and	
48677	DUO-Care GmbH & Co. KG	13C06		Product Source Select	11H46
47301	edv-werbeartikel.de GmbH	13B05	48729	Suki Gifts International Ltd.	11M77g
47581	Encender y Escribir S.L.	10B31	47930	SUNKID GmbH	10E60
47307	Exito Group M. Malczynski, R. Badowski s.c.	9N17	48568	Tastimage.com S.A.S.	12C04
48749	EXTRAGOODS Handelsagentur Horst Ballé	12A12	46329	TEXET GmbH	10D32/10E41
44294	Hermann Flörke GmbH	12N47	46050	that's eli merchandising GmbH	11C44
48668	Formula Cycling BVBA	13D14	48662	The Royaltex Balloon Company S.L.	10F07
48689	Frontini snc di Gianmarco e Fabio Frontini	9H28	48730	Thüringer Baumschmuck SAICO GmbH	13A17
47578	Gimex melamine plus GmbH	9N49	48697	Triangle GmbH	13F01
47893	GK Handelsplan GmbH	13A11	47804	Trotec Laser GmbH	12B45
48687	Gübo & Sohn GBR	13C02	48717	Turrones y Caramelos de Hellin, S.L.	11M22a
48704	Gündogdu Makina Sanayii Ve Ticaret Ltd. Sti.	9K03	48606	V. Fraas GmbH	10B50
48600	Happy Brands GbR		48651	Venter-Glocken GmbH	13A09
	Marek Lackorzynski & Martin Wedekind	13K13	48688	Weber & Weber Sp. z.o.o.	13B15
48616	Happy Bubble BV	13A06	48654	Werbeversand Giesen e.K. Inh. Gert-Rigo Richrath	9O39
47160	Hauff Schreibgeräte GmbH	9E10	47353	Werner Dorsch GmbH	13D02
48699	HERGO Creation GmbH	13C08	48637	Wolpertinger Warenhaus ©	
48672	IKO - Import Klaus Otte GmbH	12E30		Eine Marke der Gute Gesellschaft mbH	13A10
48692	Industrial Wear srl	10G03	48603	YCH YONCAHES PAPER PRODUCTS &	
48703	IN-SPIRIT GmbH	13E06		LUXURY BOXES	11C41
48713	invocem	13H09	48742	Yoomig KG	13H13
48709	Jaeger Accessoires Inh. Thomas Jaeger	13E01			
48667	JBS Highlights Frau Jeannette Bieger	13B07			
48639	Kaiserstuhl Chocolaterie GmbH & Co. KG	10G20a			
48698	Kröll Verpackung GmbH	12N27			
48683	LACUNA d.o.o.	10B32			
48748	Lederwarenfabrik A. Willemsen B.V.	9M31			
48747	Mameks Tekstil San. Paz. Ltd. Sti.	9H18			
48696	Mario Peche Fernandez (Iron)	9N38			
48670	Markenreich GmbH	12G26			
48728	Mathilda Kuchen im Glas				
	Inh. Martina Sulzmann-Schilling	13B09			
46503	MAXIM Ceramics GmbH	9B13			
48690	Maxima Sports B.V.	9N48			
48710	Modulstudio 6 srl	9K10			
42478	MOHABA GmbH & Co. KG	12M39			
48679	Moleskine SRL	11F51			
48646	M&S Textilhandel e.K. Inh. Sohail Mushtaq	10B15			
47749	MyClock by BRISA Entertainment GmbH	13F05			

Up-to-Date: 10<sup>th</sup> September 2012

# PRELIMINARY EXHIBITOR LIST OF THE 51<sup>ST</sup> PSI TRADE SHOW 2013

## 9<sup>th</sup> TO 11<sup>th</sup> JANUARY 2013 IN DÜSSELDORF

**W**e would like to thank our longstanding exhibitors for their loyalty! The following companies exhibit again at the next PSI Show:

blue = International Associations Area

pink = PSI Technology Forum

green = HALLE13

PSI NO.	EXHIBITORS	HALL/STAND	PSI NO.	EXHIBITORS	HALL/STAND
47761	3T-Transfers Technologies for Textile	12A35 TF	48494	BHS Binkert GmbH	11C52
44226	52 Orange GmbH	11E74	47943	Biltur Basim Yayin Vehizmet AS	9L50/9M49
47670	Abanicos Jose Blay S.A.	9E03	46839	Bio Laboratories Ltd.	9F28
44655	Abanicos Aparisi, S.L.	9E41	48466	Bite Promotions	9F28a
48359	ABC Promotion s.r.l.	9K25	40774	blomus GmbH	10G73a
48055	Acar Europe GmbH	11F41	40861	BMI BAYERISCHE MASSINDUSTRIE A. Keller GmbH	10K73
45561	achilles concept GmbH & Co. KG	10C16/10C20	41435	Böckling GmbH & Co. KG	9B14/9C13
40604	Ackermann Kunstverlag		47566	BOLA GEMA	9K04
	Merkur Marketing Services GmbH	11A58	48401	Bon Goût Eli Katzenstein	11K63
42299	adamo design GmbH	10D10	48043	Boogaard Textiles B.V.	10K64
44329	aditan Werbe- und Organisationsmittel GmbH	12K29/12K37	41855	BOSCHAGROUP GmbH & Co. KG	11G44/11H43
43999	ADOMA GmbH Kunststoff- und Metallverarbeitung	9L38	47770	Boss Promosyon Ürünleri San. ve Tic. Ltd. Sti.	11K52
46850	ADV PAX Lutec Vertriebs GmbH	9E32	45767	Bottle Promotions a Tacx International Company	9K32
44897	AERO d.d. Celje kemnica, graficna in papirna industrija	9M18	PSI Association	BPMA	
PSI Association	aimfap - Asociacion de Importadores, Mayoristas y Fabricantes de Articulos Promocionales	11M76	40585	British Promotional Merchandise Association Ltd.	11M77
45448	Ätzkunst GmbH & Co. KG	9C14	46304	BRAIN PROMOTION GmbH & Co. KG	12G14
46059	Afkim Ltd.	10F03	46116	The Brand Company, S.L.	9G31
47976	AGB Promotion Productions GmbH	13H07	46432	Brand Promotion CZ s.r.o.	12D40
PSI Association	AKW Arbeitskreis Werbemittel e.V.	11M70	48361	brandbook.de NEXT design+produktion GmbH	11H51
44533	Albene GmbH Marketing Handel	10A13	46905	BrandCharger Europe VOF	10B19
47800	ALFA TEKSTIL PROMOSYON PAZ. SAN. VE TIC.LTD.STI. MAPPA IS MERKEZI	11H42	43076	Brauns-Heitmann GmbH & Co. KG	9A25
45590	aloga gmbh	11C27		ehemals Krebs & Sohn Vertriebs GmbH & Co. KG	
PSI Partner	alpexx GmbH	9O52	41141	Joh. Brendow & Sohn Grafischer Großbetrieb und Verlag GmbH & Co. KG	11L33
41542	Althans GmbH & Co. KG Plüschtierfabrik	10C10	47769	Hugo Brennenstuhl GmbH & Co. KG	11H20
44355	A.M.P. S.R.L.	11A45	40567	Brumley Tex Inh. Uwe Brumley e.K.	10A78
45753	Anda Present Ltd.	11H22	48383	BRUNNEN Baier & Schneider GmbH & Co. KG	11D03
48454	Angels Business Center SL	10D15	48045	BSC SRL	9D08
48443	Annaburg Porzellan GmbH	11E66	47672	B-TOKEN BVBA	12H24
46521	Anvil GmbH	10E16/10E20	40710	Bulb-Bottles-Jkaplast AG	11E54
44291	Araco International B.V.	11F24/11G29	45956	BULLYLAND GmbH	9B52
48360	ARCIERI s.r.l.	9L41	47952	burger pen AG	9D52
46920	ARENA PROMOSYON ve OTOMOTIV ÜRÜNLERI SAN.	10D18	PSI Association	Büyüksöy Bayrak Ve Semsie San. Tic. A.S.	9G02
45615	ars Design GmbH	11E65	PSI Association	bwg Bundesverband der Werbemittel-Berater und -Großhändler e.V.	11M74
45895	Artihove Regina B.V	10H64	48052	BWL Bundesverband Werbeartikel-Lieferanten e. V.	11M70
47506	Condom Message ASHA INTERNATIONAL	13B02		CANTATURK Kandemir Deri ve Tekstil Ürünleri Ambalaj San Tic. Pazarlama	11D54
45428	Asia Pins Direct GmbH	9L51	46643	Caramelos Cerdán S.L.	9F14
47525	A-Solar B.V.	11G33	42482	Cartamundi Turnhout NV	11F65a
41169	ASS, Spielkartenfabrik Altenburg GmbH		43811	CDH Computer Division Heinemann GmbH	9A32/9B31
	ASS Altenburger Spielkarten	11F65	47456	CEMERTAS TEKSTIL PROMOSYON INDUSTRIAL AND FOREING TRADE COMPANY LTD	9B01
48571	ASSMANN Electronic GmbH	11C29	47689	Thomas Faisst	
PSI Association	ASSOPROM c/o Confindustria Federvarie	11M33		C/O CEOTRA Vertriebs- & Handels GmbH	9A04
47330	Atlas Design GmbH	9D41	44668	R. Cermak - Penlights (Made in Germany)	12M47
46148	ATUT & PRIMAR s.c Golab, Rackiewicz	11A63	46125	CG International GmbH	9G52
PSI Association	AVIRSU Association of Manufacturers and Importers of promotional gifts Ukraine	11M38	47791	CHILI CONCEPT SARL	9C41
46204	Axpol Trading Sp. z.o.o. Sp.k.	12K10	48316	Chocolissimo by MM Brown Deutschland GmbH	9L14
46781	AXXEL Sp. Z.o.o.	9D18	48348	Christophorus Verlag GmbH & Co. KG	13F10
47716	AYFLY SARL	9D35	42811	CITIZEN GREEN BOOMERANG S.A.	12G46
47411	badge4u Wojciech Pawlowski	9B41	46851	Classic Line Warenhandels GmbH	9O17
45371	badgepoint Namensschilder Systeme GmbH	9E14	48047	Clean Promotion UG	9F35
41338	Bären-Luftballons GmbH	9H22	46153	Clipper A/S	10A22
48049	Bahar Tekstil San. Ve Tic A.S.	9L27	40511	Clipper B.V.	11A66/11B73
47779	Ballograf AB	11E52	48345	CMA Global Inh. Young Sun Kim	11K44
48006	BAM BAMS LLC	12L47	46789	CoMo Europe B.V.	9M52
48350	Barbara Hofmann Cosmetic-Pinsel GmbH	9K14	41490	COMPAKT-WERBUNG GMBH	12C54
45434	Bartl GmbH	9F07	46835	Concert-Merchandising GmbH	11K15
48503	BASICS WEAR A.Y.A.		48456	Contop Sp. z o.o.	9M25
	International Trade & Investments Ltd.	10D27	41421	COOLIKE Regnery GmbH	9E31
45934	bb med. product GmbH	9C32	45500	Coriolis Baladeo SARL	10H26/10K27
47646	BergHOFF Worldwide N.V.	11H54	45939	Corthogreen bv Greengifts & Seedpromotion	12A04
47453	Beta Plastik Sanayii ve. Tic. As Mr Davit Ozmizrahi	9F09	48440	Crazy Bags Ltd.	11B44
48159	Beutler Verpackungssysteme GmbH	12L26	48445	CTP SpA	12B58
			47701	Culto GmbH	12M45



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47722	Cup Concept Mehrwegsysteme GmbH	12G39
42819	Gustav Daiber GmbH	12D14/12G25b
45676	Dan Way Design Lizenz GmbH	12L19
PSI Partner	dedica Dr. Harnisch Verlagsgesellschaft mbH	9004
44487	Demapen srl.	9C31
46660	DEONET GmbH	9G04
48449	Der Zuckerbäcker GmbH	13G10
41826	Deumer GmbH	11D51
PSI Partner	Deutsches Patent- und Markenamt	HALLE13
41734	Giuseppe Di Natale S.p.A.	
	Arti Grafiche Cartotecnica	11G34/11H33
47107	Diarpell S.p.A.	10K44
42562	dietronic Computer-Service Ralf Dietrich	10D14
46535	DIPLOMAT Eine Marke der helit	
	innovative Büroprodukte GmbH	10F74
48471	disc on demand GmbH	11A54
47097	EMBALAJES PUBLICITARIOS NT	
	Diseño y Aplic. del NT, S.L.	12D19
48615	DIZAYN ETIKET San. ve Tic. A.S.	9M37
46519	DNS Designteam Neth Schäflein GbR	
	waterbelt / nautiloop / mykii / banduo	11F14
40723	DOM POLYMER-TECHNIK GMBH	9L52
43461	DOPAN S.A.	11C53
48259	Dopper Merjin Everaarts	13K04
41752	doppler H. Würflingsdobler GmbH	11E41
48489	Dorling Kindersley Verlag GmbH	13C14
46897	Dosenspezialist GmbH	11G37
45720	DreamPen, Polish Ball-Point Pens Producer	
	Inh. Dariusz Libera	11G66/11H73
48061	Drechserei Kuhnert GmbH Erzgebirgische Holzkunst	9E39
44886	DreiMeister Spezialitäten	
	Hans Schröder GmbH & Co. KG	9C51
47414	BOBINO B.V.	11A30
48122	Dubi's Promotionartikel Service	9D32
48467	Dunelm Glass Limited	9H39
46391	EASY - Haushaltsprodukte Inh. Jochen Petereit	9N46
48594	EBERLE & OSTERRIED GMBH	10G75
41430	Eckenfelder GmbH & Co. KG	11D24/11E29
46994	ECO Keyrings Hubbes Verktad AB	9A41
47503	eco-promo GmbH	12L12
48395	ECUMENICUS di Secchi Sergio	11G31
48339	efbe Elektrogeräte GmbH	12L54
41387	EHRENBURG GmbH	9F04a
48023	Eichsfelder Technik eitech GmbH	9M41
48318	EKV GmbH	13F08
41369	elasto form KG	11F54/11G73
44127	Elektronika SM-Handels GmbH	12H02/12K11
44736	ELITE Srl	9L04
45340	Elliot GmbH	12M48
42200	e+m Holzprodukte GmbH & Co. KG	11A19
45997	emotion factory GmbH	12B30
42692	EMSA GmbH	11G17
46834	Emzed Promotions	9M14
47403	Ender Tekstil Sanayi Ve Ticaret Ltd STI	9D28
PSI Association	eppa - European Promotional Products Association	11L23
42480	ERGA Srl	10C02
48529	Erteks Kadife Tekstil San. Ve Tic. Ltd. Sti.	9M28
41768	ESC - Europa-Siebedruckmaschinen	
	Centrum GmbH & CO. KG	12B13 TF
40684	ESKESEN A/S	11B61
47128	E.T. Technologies Deutschland GmbH	10C49
47057	ETITECNIC.	9K13
41857	EUROSTYLE - Emil Kreher GmbH & Co. KG	
	Lederwarenfabrik	11C34/11D41
45339	Everts Pol Sp.z.o.o.	9E27
46537	Exner Fashion GmbH Mode mit System	10K70
PSI Partner	Expo Reclam Reed Exhibitions Iberia, S.A.	
46163	ExpoGraf CardKeep International AB	9D03
47558	E-Z UP Europe B.V.	9M42
48521	F&F Verpackingen Foppen Grafische Bedrijven BV	13B06
43144	FARE - Guenther Fassbender GmbH	12D14/12G25
47960	Feniks Sp. z.o.o.	9N25
47973	Ferdinand Bethäuser GmbH & Co. KG	9O49
47123	Fides Druck und Medien	13C01
46874	Cokoladovny Fikar s.r.o.	9B04
47391	File Sp. z.o.o.	11E46
47964	First Editions Ltd.	10A03
41002	Alfred Fischer	9E18
48315	fischertechnik GmbH	9A35
48158	Flameclub Europe BV	12B14
44389	Floringo GmbH	10C22
42743	FOL International GmbH	10C73
47628	Framsohn Frottier GmbH	11F20
47348	Maurizio Franco	9O31
47463	Francois GmbH Image-Cosmetics & More	12G02
41853	Frank Bürsten GmbH Bürstenfabrik	9N42
47595	freie-produktioner Münster/	
	Osnabrück GmbH & Co.KG	9G18

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PSI Association	FYVAR - Asociación Nacional de Fabricantes y Vendedores de Artículos de Reclamo	11M22
47833	Gecko Europe S.A. PENTAGRAM Polska sp. z o.o.	10K50
41615	Geiger Aktiengesellschaft	11C54/11D63
47324	Get Impressed srl	11F34
46306	GEZI Druck GmbH	9N13
45737	Giving Europe B.V.	12F30/12G37
46847	Gizben Promoting & Advertising / Printing	9B32
43242	Göckener GmbH	9M17
40969	Jakob Göschl GmbH	10K22
44530	Frottierweberei W.F. Gözze GmbH	
	Produktion Werk II Werbemittel-Vertrieb	11K42/11L41
44615	Golfball Bussjäger Florian Bussjäger	10G53
47707	Goprom Handelsgesellschaft mbH	9D50/9E49
46517	Gorenler A.S.	9D02
46895	Gottschalk V.O.F.	11B52
43808	Goudmit Magnetic Design B.V.	10K63
48266	Gourmet Leon Feinkostmanufaktur	9H42
47197	GPE A. Ardenghi srl	9H04
47265	GRASPO CZ, a.s.	11G04
48410	GRAUPNER GmbH & Co. KG	11D75
48277	Green Earth Products Inh. Helga Nederhoed	11A42/11B41
43990	Guidetti Carlo Ombrellificio di	
	Eredi Guidetti S.N.C.	9F18/9G17
46944	Gutting Pfälznudel GmbH Entwicklung und Herstellung von Logonudeln	9A27
PSI Association	GWV Gesamtverband der Werbeartikel-Wirtschaft e.V. Düsseldorf	11M70
43116	Karl Habmann GmbH	10F13
45107	Franz Hagemann GmbH & Co. KG	10A59
45666	Halfar System GmbH Rucksäcke und Taschen	12D14/12G25
43628	HAMA GmbH & Co. KG	10G62
46496	HAN-Bürogeräte GmbH & Co. KG	9C22
45383	Smartwares Printables GmbH	
	(formerly Hanesbrands Europe GmbH)	10D31
42765	HAPPY bvba	11A14
44954	happyROSS GmbH	11F43
46932	HASGÜL TEKSTİL PROMOSYON ÜRÜNLERİ	
	SAN. VE DIS. TIC. LTD. STI.	11G20/11H29
47570	Hauser GmbH	9A31
PSI Partner	Hauptzollamt Düsseldorf Presse- und Öffentlichkeitsarbeit	HALLE13
48028	Haveco BV	12L25
41756	HAWECO Import GmbH	11A34/11B33
48313	Headwear PL Sp. z.o.o. Sp. J.	11C73
46712	Heibro International BV	12K21
48419	Helmut Niemeyer GmbH	12G26a
44145	helo © Heckelmann Holz und Kunststoff GmbH + Co. KG	9K21
41583	HEPLA-Kunststofftechnik GmbH & Co KG	11A02/11D01
46706	Herbalind GmbH	13B10
41275	C. Jul. Herbertz GmbH	11L53
41016	Heri Geräte-Produktions GmbH	10G40a
48362	HERSOL Willy Herbertz e.K.	13G07
45918	Herzog Products GmbH	11E34
48183	High Profile Plastic Parts Ltd.	9M09
45818	Holffvertrieb Hilbrand	10H20
42919	Siegfried Hintz - MAG-LITE Generalimporteur & Alleinvertrieb Deutschland	11D44/11F51
48407	Hispanica de Globos S.L.	11K34
43891	HNC Import-Export + Vertriebs AG	11H66
41118	HOECHSTMASS Balzer GmbH	11A61
45973	Hörsteler Interior Design GmbH	10B63
41690	Philipp Holle KG Papierverarbeitung Werbeartikel	11F01
43576	HOLTSCH Medizinprodukte GmbH	10D53
47614	Hong Fang „CZ“ Group S.R.O.	10A14
47476	Horizonte UG	12K54
44346	Hummel Germany GmbH	9N24
47349	Hypon BV	12C55
45302	ICO JSC	9D39
48090	Idepa - Industria de Passamanarias, Lda.	12H26
PSI Partner	iENA Messe AFAG Messe und Ausstellungen GmbH	13F02
48229	IF Solutions Ltd.	9G40
46028	IMAGE GmbH	
48513	Image Kompagniet APS	10B18
47996	iMi Partner A.S.	10A28
44740	Impliva B.V.	10C75
43000	IMTC Manufacturing & Trade GmbH	
	The Pad Company	10A53
48038	In-Crystal Sandra Vavelidis	13G09
44659	Infopuls Namensschilder GmbH & Co. KG	11E65a
44898	Jaan Engel AB	9K28
46271	InnoCard International GmbH	12L30/12M37
48193	INOITULOS S.L.	10G17
46924	INPRO SOLAR SYSTEMS Inh. Georg Huber	9O03
42907	Inspiration GmbH	11D04/11F21
44894	Intermed Asia Ltd.	10K02
43540	Intraco Trading bv	11D62

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46999	IN-YO Promosyon Ve Reklam DIS TIC. LTD. STI	9007	41617	MAGNA sweets GmbH	12G45
45893	i.p.a. Sweets GmbH	11D02	44833	Mahlwerck Porzellan GmbH	11H03/11H11
42567	i.p.a. cosmetics GmbH	11D02a	48283	Maikii s.r.l.	9B18
46848	Ipeknuur Textile Clothing Co. Ltd.	9E02	47808	Perfecto Candle Experts	10E74
47410	Ipekyolu Kagit San. Tic. A.S.	10E09/10E13	48309	Manufacturas Arpe, S.L. ARPE	11C63
PSI Association	IPSA Institute of Professionals in Specialty Advertising	11M42	40755	Marbo-Werbung Norbert Bokel GmbH	9G03
44613	ISSUETISSUE ® / Consuma-Issuetissue BV	12A13	47455	Marines d.o.o.	10C28
46922	Istanbul Tekstilve Promosyon Ürünlerl, SanTic.Ltd.Sti	9N28	46766	Marsanam BV	9G41
48347	IT2U GmbH	11F44/11G51	45721	MASAS METAL AMBALAJ San. Ve. Tic. A.S.	11G03
48357	IVB TransferDruckSysteme Norbert Koch	9B27	43478	Masquant, S.L.	9F12
47446	IVM SignTex GmbH	10A74/10B73	48485	MASTER Gartenhandgeräte und Zubehör GmbH	12K14
47696	Jamara e.K.	12D05	45014	Master Italia SPA	10E54
47258	Jasani LLC	11A67	47648	Mattina Display + Werbung GmbH	9L34
46742	JHK Trader S.L.	9A52	46457	MAXEMA Srl.	10C64
46672	Joy Investment S.A.	11A26	46736	maximplus mugs, cup & more	
41990	Joytex GmbH & Co. KG	11F04		Inh. Dipl.-Ing. Ilona Wentzlaff	12K53
41170	JÜSCHA GmbH	9F50/9G49	43332	Maximex Import - Export GmbH	10A16
41545	JUNG BONBONFABRIK GmbH & Co KG	12D29	47483	MAXX Promotion Inh. Dagmar Kornhaas	10E04
47998	Jute statt Plastik Rohwedder GbR	9F31	42020	MBW Vertriebsges. mbH für Werbeartikel und Spielwaren	12D48
48180	Jute Trading Limited	9K31	46460	ME AND MY GmbH	9B50
46091	Kaai Kalender GmbH	11H76	48018	MEDEURAS GmbH	12M26
42706	Kalfany Süße Werbung GmbH & Co. KG	11D34/11E33	47238	Mega Promosyon Ve Hediyeelik Esya San. Ve. Tic. Ltd. Sti.	9013
48425	Kambukka BVBA	11G19		Mellert SLT GmbH & Co. KG	10A32
46232	Kandinsky Deutschland GmbH	10C21/10C27	41009	MEMORY K., S.L.	9N04
48037	Karcher Industrial Products Horst Karcher	12G48	43570	Memory-Clip world wide GmbH & Co KG	9D27
47464	Karlowsky Fashion GmbH	12D30	48219	Merkel GmbH	9D01
40043	KASPER & RICHTER GmbH & Co. KG	10H74	45861	Messiaen NV	9E22
44401	Georg Kayser	12N53	41836	meterex - Karl Kuntze (GmbH & Co.)	10G63
48148	KeepMe Promotions Ltd.	12D11	41680	METRICA SPA	9N45
47413	Kelnet	9E28	41581	michel-toys Handels-GmbH	9G50/9H49
47270	Kerler GmbH	10A73	45899	micx-media in concept gmbh & co. kg	10G73
48417	Keya Europe BVBA by Kamp Europe BVBA	10K31	43444	EDWIN MIEG OHG	9C18
46131	HKH GmbH	12G47	47780	Mimaki Europe B.V.	12B55 TF
43737	Kimetec GmbH	12M53	47582	Mindtwister AB	9E07
47903	Kimpeks Tekstil San. ve. Tic. Ltd.	9H13	47665	Miraplast Kunststoffverarbeitungs GmbH	9011
43358	Kleen-Tex Industries GmbH	11L67	48364	MIYO MENDIL VE GIDA SANAYI DIS TICARET LTD STI	12H48
40823	Klio-Eterna Schreibgeräte GmbH & Co KG	10G64/10H73, 10G76	44940	MK-Haushaltswaren - RICOLOR	9F27
41614	KM ZÜNDHOLZ INTERNATIONAL		47798	Thomas Mayr-Kiessling	
	Karl Müller GmbH	9L13		MKM media Verlags- und Medien-produktionsges. mbH & Co. KG	11C51
41794	Karl Knauer KG Verpackungen-Werbemittel	10E64/10F71	48035	Möbius + Ruppert KG	11G39
47607	Knirps Media GmbH	11D42	40661	Mohn media Kalender & Promotion Service GmbH	11F42
41119	Knops Acryltec	9O41	48393	More Kagit San. Ve Tic. Ltd. Sti.	11K67
47732	P.H.U. KODER Waldemar Sikora	9C28	46708	moynnd GmbH	12K13
44071	Könitz Porzellan GmbH	10C04/10C08	47776	MSW Lasertechnik GmbH	12B57 TF
42087	Kössinger AG	9A18/9B17	48527	MTS Sportartikel Vertriebs GmbH	13B08
47639	Köksal Canta ve Saraciye San. Tic. Ltd. Sti	10B16	41702	MÜBOPLAST Müller GmbH	9H50
47941	KOSMOS Franckh-Kosmos Verlags-GmbH & Co. KG	9E07a	47774	Müller Werbemittel GbR Andreas & Matthias Müller	12N46
47406	koziol «ideas for friends» GmbH	10E53/10E61	45974	Multiflower GmbH	10G61
46770	KREITER GmbH	9N34	44983	Murat Tekstil	10B22/10B28
47203	Krüger & Gregoriades Im- + Export GmbH	12K26	47673	myfitmix GmbH - Gesunde Werbung	11G13
45352	Kümmel & Co. GmbH	10B27	45109	F.X. NachtmannBleikristallwerke GmbH	10C43
41027	KUM GmbH & Co. KG	9N14	48432	NAR SAGLIK HIZMETLERI LTD. STI.	9L02
46887	Kundenpflege Wellness & Care GmbH & Co. KG	13F06	46486	Nath 2004 S.L.	10C15/10C19
45736	L.A. Larsen A/S	10B21	47956	NAV Enterprise LLC Cosmos Exports	9C36
44678	L&D Aromáticos, S.A.U.	9F41	48124	NEOFLEX Ltd. + Co. KG	12B31 TF
46523	The Leather Business John R.P. Thorp	9D23	48294	NESA Tekstil San Ve Tic A.S.	10D16
44473	Lecce Pen Company S.p.a.	9E17	40608	MAX NESTELE GMBH & CO. KG „NESPEN“	11G35
42438	Lediberg GmbH	11C14/11D29	41816	Nestler-matho GmbH & Co. KG	12D02/12G01
47073	Leniar Sp. Jawna WYTWORKNIA SZABLONOW KRESLARSKICH	9K08	45411	Neutral.com Fun Tex Clothing Co. ApS	10E08
44742	3e Degré SAS - Les Parfumsables	11A39	46376	J.G. Niederegger GmbH & Co. KG	10D03/10D07
41248	Leser GmbH	9N07	47254	Nimbus Nordic A/S	10B53/10B61
46175	LEUCHTTURM ALBENVERLAG GMBH & CO. KG	11H13	45981	NOEX spolka z ograniczona odpowiedzialnoscia sp.k.	9N08
48484	LE COLOR Levent Ofset AS	11H32	45393	Nordiska Etikettbolaget AB	10H16
45457	Lexon S.A.	10C01	48387	Not-AI Self Stick Paper Printing & Promotional Items Limited Company	11D66
44862	Licefa Kunststoffverarbeitung GmbH & Co. Kommanditgesellschaft	10F16	46403	NOTEDECO K. Fraskunkiewicz-Jankowiak, P. Jankowiak Sp. j.	11H72
48388	lifestyle + promo it Inh. Oliver Henfling	13C09	44879	NOTES GmbH & CO. KG - Niederlassung Quickborn	10G20
48548	Lilalu - Aachen Inh. Imke Buchholz	13C13	42719	Nürnberger-Spielkarten Verlag GmbH	9B28
47965	Listawood AT Promotions Ltd.	10K03	46731	Offene Systeme Software/ Thomas Brecht	11F16
47684	LITEX Promo Sp. z.o.o.	11D66	43341	Editions OLEFFE S.A. Oleffe Kalender Verlag	12M55
42487	LM ACCESSOIRES WERBEMITTEL & EXCLUSIV-ANFERTIGUNGEN GmbH	12B01/12C11	46990	OM-AR Tekstil Promosyon TIC. LTD. STI.	10F60
46104	logolini Präsenste Backhaus Fickenscher	9C42	48451	Onteks Tekstil Makina Gida San. Ve. Tic. Ltd. Sti	12M03
47400	LTP Litschka Toys & Premiums GmbH & Co. KG	9E45	42655	Oppenheim & Jansson A/S	9M03
48100	Lufi Expressz Kft.	12C56	46305	Original Icecup	9E04
48310	Luminaria Products Europe Ltd.	12D55	46305	ORIGINAL LANYARDS sdi publicidade lda	9E08
46095	Lumitoys - GmbH	9E42	48203	Özgec Reklam Promosyon Malzemeleri Imalat Ltd. Sti.	9K53
47814	Lupenmaxx GmbH	13H19	47984	Pack Art Bags sp z o.o. spółka komandytowa	11B65
46414	Lynka Sp. z.o.o.	10D54/10D62	47816	PackshotCreator Sysnext SARL	12K25
40974	LYRA Johann Froescheis		45288	Pacor - Pamerio BV	10D04/10D08
	Lyra - Bleistift - Fabrik GmbH & Co. KG	9K33	47226	PAD'S World S.L.	9F40/9G39
47002	MaCookie	9A17	48381	Pamir Havlu Pazarlama San Ve Tic LTD Sti	11G11
48040	Macseis Corporate Services Ltd.	10A42	45999	PASSATGUMMI Schreven GmbH & Co. KG	12L30/12M37
49054	Mag Instrument, Inc.	11D44/11F51a	48538	Passion Coton	12M46
45919	MAGIC PYRAMID Brücher & Partner KG	11K20			

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47678	Paul Stricker, SA	11F02/11H01	48152	Saltini's Salzmanufaktur Landkaufhaus Mayer GmbH	9A50
48288	PB ADVERTISING AND PRINTING CO.LTD.	9M38/9N37	48319	same same but Different GmbH	10B75
46454	PDC Europe SPRL	12L46	48107	Sampiyon Sport San ve Tic Ltd Sti	9G32/9H31
46550	PENKO GmbH	9K02	43756	SAMSONITE Häusser Europe OHG	10D44/10E43, 10E76
48371	Pfaff - Die Masken Manufactur / Nasenpfeifen Inh. Bernd Kaltenbach	13C07	47967	Sanders Magneet Service	11B13
47667	Piel Urbana, S.L.	9D31	48125	SANIMAR ic ve Dis Tic. Ltd Sti	9B39
45291	PIKO Spielwaren GmbH	10A69	46525	Sanjuan Hermanos, S.A.	10F20
48070	PIM TEKSTIL SANAYI VE PROMOSYON LTD	10K45	47541	Rudolf Schaffer Collection GmbH & Co.KG	9A14
45595	PIXIKA SAS	10H26/10K27a	47514	Schärfer Werben GmbH	9M11
PSI Partner	Museum Plagiarius Aktion „Plagiarius“	HALLE 13	47061	August Schmelzer & Sohn GmbH	9L33
41394	PLANET Schreibgeräte GmbH	12M40	43416	Schneider Schreibgeräte GmbH	10G40
40637	Plastoria S.A.	10B04/10C13	45805	DropStop® Schur Pack Denmark a/s	10C21/10C27a
41565	KP Plattner GmbH	11A52/11B51	43287	Schwan-STABILO Promotion Products GmbH & Co. KG	9K50/9L49
48564	PLUS Europe GmbH	13D06	48140	Screentex International SA	11G41
46070	Zaklad Produkcyjny „POLY“ Malgorzata Dorosz	9M32	46097	José Albero Puerto, S.L. - Secaneta	11H19
48556	PP high tech	13C05	43799	SEDESMA INYECTADOS	12L02
47573	Pressio BV	11L04	47753	Seidel GmbH + Co. KG Marke Carus	9N21
46679	Pro Feet Functional Wear GmbH	12L40	41650	Selecta Signé B.V.	10K28
42332	produr S.A.	10C74/10E75	40529	Gustav Selter GmbH & Co. KG	9A42
47360	PROMAKS CHEMICAL COSMETIC CLEANING HEALTH PRODUCTS INDUSTRY AND TRADE CO. LTD.	12K02	41838	SENATOR GmbH & Co. KGaA	10E24
46355	Promidata Deutschland	12K40	47593	Sensel Workwear and Textile Promotion	9F39
42547	PROMO SEEDS	9L37	48404	senz® umbrellas bv	11C13
43550	Promoclip International BV	9M27	48384	Shtox Production UG	11H64
48042	THE PROMOLAND s.r.l	10F76	44885	Heinrich Sieber + Co. GmbH + Co. KG Taschenfabrik	9L03
46124	PromoNotes Sp. z.o.o.	9L17	48311	sigikid H. Scharrer & Koch GmbH & Co. KG	9D22
43614	PROMO SERPENTIGRAFF, S.A.	9H32	45300	SINANGIN PRINTING & PACKING LIMITED COMPANY	11D74
44722	PROMOTION PETS GmbH	11A13, 11A18	43807	SIPEC S.P.A.	12K04
48075	PROMOTION4U	12G54	46405	SIPLAST Siegerländer Plastik GmbH	9D42
43775	promo-watch GmbH	12L14	47466	SKINCOM AG	9G01
PSI Association	PROMOTURK Promotional Products Suppliers & Distributors Associazion	11M52	46325	Slodkie Upominki	12B20
PSI Partner	PromZ Het Portaal Uitgevers B.V.	11M02, 9004	45567	SND PorzellanManufaktur GmbH	11D43
	PSI Bar powered by Pernod Ricard Deutschland GmbH	10E27	47752	SOCCER FIRST Inh. Axel Fraunholz	10K73a
	Forum junge innovative Unternehmen		47760	SÖRTEKS Dis Ticaret Paz. Ltd. Sti.	10K15
PSI Partner	Innovation made in Germany	13F06/13K13	43917	Sofrie S.A. ADDEX design	10F54
	PSI Design-Service	HALLE13	47104	Softreflector LLC	9L42
	PSI International Associations Area	11K01/11M76	46518	SOLARES lth. ve Ihr. San. Tic. A.S.	11F53
	PSI Journal	9004	44472	SOL'S SOLOINVEST S.A.S.	10C31/10D42
	PSI Rebooking	9042	47677	Sopp Industrie GmbH	9N41
	PSI Sourcing Services	9002	46493	Sphere Time s.a	9C49
	PSI Media Lounge powered by Mahlwerck	9004	47019	SPOLNOTA - Drzewna Spółdzielnia Pracy	12H53
	PSI Technology Forum	12A14/12B57	41462	Spranz GmbH	10E03/10E07
	PSI Teelounge powered by Plantanas Group GmbH	12H39	44488	S. R. Brothers c/o M & N Group Sushil M. Motwani	9M01
	PSI THE WALL	12D56/12N53	43836	STABILA Messgeräte Gustav Ullrich GmbH	10B13
	PSI THE WALL Kaffeebar powered by Mahlwerck		41108	STAEDTLER MARS GmbH & Co. KG	12D46
		12D56/12N53	42183	STANDARDGRAPH Zeichentechnik GmbH	9C27
	PSI Parcel Service powered by alpexx GmbH	9052	47007	Stefania Zaklad Galanterii Skorzanej	9D40
	PSI VIP Lounge	Food Plaza Halle 10	47785	Margarete Steiff GmbH	9F32
	PSI Webshop	12B52	44393	Steiner GmbH Spielwarenfabrik	9A40
48500	PSP Deutschland GmbH	10F01a	45341	Stereo Holland-Gebäck GmbH & Co. KG	9D04
PSI Partner	PTE Trade Show, O.P.S. srl	11M33	46816	Stieber Stempelwaren	11B66
42073	Pulma Lederwarenvertriebs GmbH	9L06	43567	Stiefel Eurocart GmbH	12B39 TF
48340	Purple Zebra Products Ltd.	11K71	45280	Stiefelmayer-Contento GmbH & Co. KG	9G27
41980	quatron design GmbH	12K30/12L37	44974	Storm Textil Niels Storm	10E14
42109	Quickbutton Badges AB	9L28	45204	Stormtech Europe Ltd.	10A44/10B49
42762	R&JP International Limited	9E40	47268	Stressplanet - Division of Biblio Products Ltd.	9G40a
48056	Ral Tekstil Ltd. Sti.	10K76	48081	Styx Naturcosmetic GmbH Taste & Beauty Manufaktur GmbH	10A41
47458	Volker Rasehorn GmbH & Co.	9C52	43053	SUCCESS - Dr. Rolf Hein GmbH	
44741	RASTER	9D10, 9G51, 9L32		Pustefix - Dr. Rolf Hein GmbH	9C17
46434	Raxy Line Srl	11F12	48447	SUITSUIT International BV	11K14
46051	Reda a.s.	11E20/11F29	41032	Suthor Papierverarbeitung GmbH & Co KG	12L30/12M37a
46261	reeko design gmbh & co. kg	10E63	46111	Sweet Concepts	9H34
42130	Regine GmbH	12D01	44998	Sweetware GmbH & Co. KG	11H75
47182	Reisenthel Accessoires Inh. Peter Reisenthel	11G54/11H63	43648	SWITCHER Textil Vertriebs GmbH	10G01
48510	Reiter Polska Sp. z. o.o.	9A28	47733	SYMPATHIE COMPANY GmbH	
48295	Relags GmbH	10G19		Porzellan, Glas und Emaille	12L53
45612	Remarkable Ltd The Remarkable Eco Factory	11A44	PSI Partner	Taublieb Consulting	12B49 TF
41976	RESPONSOR Srl	11F63	41831	teNeues Verlag GmbH + Co. KG	
48273	Retap ApS	10A43		Abt. Verkauf Industrie	11C66/11C74
44411	REXHOLM A/S ID® Identity	10C44/10D43	44186	team-d Import-Export Warenvertriebs GmbH	10C14
47620	Rheingold - Comet - Sports GmbH	9M04	41207	Teca-Print AG	12B35 TF
40884	Richartz GmbH	11B42	43817	TechnoTrade Import-Export GmbH	9K49
42084	Gerhard Riegraf GmbH + Co. KG Tresor Verlag	12K39	48329	Atmosphere brand of Tecnodidattica S.p.A.	11G14
41211	rio Ballfabrik e. K. Inh. Gunnar Fuchs	9F04	48418	Ted Gifted Lanyards BF Promotion, Bartłomiej Farjaszewski	9B45
44508	Ritter-Pen GmbH	11D65/11D73		Tee Jays A/S	10C54/10C62
47232	Ritzer Beteiligungsgesellschaft mbH magic logo	11F75	45668	Teks Pro Promosyon Tekstil Ürün Leri	
41821	Karl Rodewohld KG (GmbH & Co.)	10E02	48308	San Ve Tic Ltd Sti	10F19
47847	Rösler Ceramtec GmbH	9B49		TEKSPA TICARET Inh. Hakan Kakir	11F18
47729	Roll-Over sp. z o.o.	9O27	47695	Tengler Match, eine Abteilung der	
48426	RÖSLE GmbH & Co. KG	10F01	41647	Tengler Druck GmbH	10H53
47430	RO-WE SNC DI Brusaterra Roberto & C. Produzione e vendita articoli pubblicitari	9D14	42735	TEN-PACK GmbH	11B74
48386	Royal VKB Koninklijke van Kempen & Begeer BV	11B54	48095	TEXmarket GmbH/Srl	9O51
42743	Russell Europe Ltd.	10C53	41875	TFA DOSTMANN GMBH & CO. KG	10K34
44170	Sachsen Fahnen GmbH & Co. KG	9C50/9D49	48207	The Gift Groothandel B.V.	12D54
47489	Safe Pocket® Ad-corner S.A.	11K66	47194	The Glasshouse BV	13C18



PSI NO.	EXHIBITORS	HALL/STAND
46120	The Pen Warehouse A division fo Tancia Ltd.	9C04
46991	Thermopatch Deutschland GmbH	10B44
48137	Thoolen Bloembollengeschenken B.V.	12B56
44104	TM Trend Moden GmbH	10E15/10E19
48118	TMS Tailor-made studios International BV	11A22
41783	TOKAI EUROPE GMBH	11L15
46918	TOPKAPI TESSUTI S.r.l	10E10
46108	travelite GmbH + Co. KG	12F53
46832	K.Z.W.P. Trefl-Kraków Sp. z o.o.	9B40
48336	TRENDBAGZ GmbH	12G30
44970	TRIGON Deutschland GmbH (ehemals SEMO Deutschland GmbH)	12G40
47228	TRIGON Tekstil San.Ve Dis Ticaret Ltd.Sti.	9C02
48334	TrinnoQ Europe Marcus Buijsen	13K01
40846	Heinz Tröber GmbH & Co. KG	10E01
46311	TROIKA Germany GmbH	11D76
46615	Truffe Cendrée (La) Arnaud BIZAC S.A.	10H26/10K27b
46265	TS COM'PACK	9L18
47501	T-SHIRTS 4U s.r.o.	10A62
43722	TÜRMAK Makina Sanayi ve Ticaret A.S.	9K17
47600	Turkuaz Medikal Kozmetik ve Dis Ticaret Ltd. Sti.	11F73
45550	Walter Twistel GmbH & Co. KG	10B04/10C13a
46365	Üretici Plastik Ltd Sti.	11F76
41848	uma Schreibgeräte Ullmann GmbH	12B22/12D25
47548	Uniform Accessoires Bohemia, s.r.o.	9D13
43856	Unilight B.V.	10G54
48506	UNIONTEX INDUSTRIES INC LTD	11B30
45036	United International B.V.	12K01
47935	United Laboratory Group GmbH	13B14
46257	Usar Dis Ticaret Ltd. Sti. - Info United -	10B03
42161	VAERST UHREN Inh. Marc Vaerst e.K.	9M50
46964	Van der Basch BV	11G12
47725	Van der Meulen Sneek BV	11B64
47000	VELA Promotion GmbH & Co. KG	11L65
42941	Venceremos GmbH Hersteller von Papierartikeln	11B34
47448	Vermod K.H. Schieber	9N31
42570	Viborg Ballon A/S	9D05
44281	VICTORINOX AG	11A04/11C11
41801	Paul A. Henckels Nachf. GmbH & Co. KG VICTORINOX	11A04/11C11a
43672	Village Cosmetics GmbH & Co KG Abt. Sonderproduktion	9L31
47555	Vim Solution GmbH	12D13
47869	VINYA NV	11C65
47241	Viola Folienverarbeitung GmbH	9N18
46622	Viva-Plus Joanna Kowalczyk	9G28
48196	VKF Spritzgusstechnik GmbH	10H27
44685	WAGUS GmbH	9A43
41594	Walz GmbH & Co.KG	12B40
40588	Weidner GmbH	11H16
42104	Wellness-Promotion GmbH & Co. KG	12D45
48078	Wera Werk Hermann Werner GmbH & Co. KG	13D08
47968	Werbekonfekt GmbH	9C40
42955	WIL Langenberg GmbH	11H04/11H12
41253	Wild design GmbH	12A09
40450	E. Wilhelm GmbH	10D21
47688	WILK ELEKTRONIK S.A.	10F64
42713	Poul Willumsen A/S	9E50/9F49
48066	WIN BENELUX BV MAKITO BENELUX	11H02
46914	WORLDCONNECT AG	12H14
48382	Wunschhönig e.K. Inh. Robert Schuder	13D13
47740	X-Tra Projects International Marketing & Foreign Trade Ltd.CO.	9F03
48187	Yob Golf Limited Company	10F72
45102	Zaanlandia-Bekkers Blik B.V.	11L43
47817	ZANI DEL FRA' SRL	12C47
41823	Zettler Kalender GmbH	11L51
43702	Zilverstad Holland B.V.	12L04
47457	German's Best Werbezucker und mehr GmbH Zuckermaier	
48535	Zustell-, Transport- und Vertriebsgesellschaft mbH & Co. KG	9D17
44323	Zweibrüder Optoelectronics GmbH & Co. KG	10K41

Up-to-Date: 10<sup>th</sup> September 2012

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## LUNCH & LEARN AT THE 51ST PSI TRADE SHOW

### FOCUSING ON FINISHING TECHNIQUES

A new, exclusive service on offer at the 51st PSI Trade Show is the Lunch & Learn Package, part of the Technology Forum in Hall 12. This is just the place for you if you would like to get together with a small group to discuss finishing for promotional products or talk to visitors about new products and customers' needs in a relaxed atmosphere with a light snack. The Lunch & Learn package includes the following services:

- Daily: from 12 to 1 p.m. in the Technology Forum in Hall 12 on three days
- Small groups: up to ten participants per lecture
- No extra expense: visitors register in advance for only € 10.00 (incl. lunch package) with the PSI
- You receive the participant data by e-mail beforehand
- The Lunch & Learn lectures are widely integrated into the PSI visitor marketing
- Brand communication: design of the wall element with logo, etc. in the Lunch & Learn Forum
- And the highlight: As an exhibitor in the Technology Forum, this exclusive offer is free of charge. (The number of places is limited. They will be assigned after receipt of the registration.)

Starting immediately, specific lecture times in the Technology Forum can be booked free of charge. You can find more detailed information and registration forms to download at: [www.psi-messe.de/technology\\_forum\\_292.html](http://www.psi-messe.de/technology_forum_292.html). Contact person is Isabel Stüber, tel. +49 211 90191-210, e-mail: [isabel.stueber@reedexpo.de](mailto:isabel.stueber@reedexpo.de). <

## EXHIBITOR SERVICES

### INVITE CUSTOMERS AND ENHANCE ADVERTISING APPEAL

Exhibitors can do a lot to make the PSI a success even before the fair begins. This includes inviting existing and potential customers in due time and arousing their curiosity about the products on display there. To this end, exhibitors can use the highly effective PSI marketing tools, such as the Bonus Voucher, a new offer you can use to draw attention to your stand at the fair. Many Smart Services, such as advertising space in the halls, online banners at the PSI websites, visitor brochures, letter stickers or handing out give-aways in the halls or on the visitor parking areas, can be booked on the PSI website. THE WALL in Hall 12 also offers efficient ways to present products. Advice and information on these and other marketing tools and advertising opportunities are available from Kerstin Gebel, tel. +49 211 90191-184, [kerstin.gebel@reedexpo.de](mailto:kerstin.gebel@reedexpo.de). To organize the technical side of their Trade Show presence, exhibitors should make use of the PSI Service Center (OSC) [www.psi-messe.com/psi-service-center](http://www.psi-messe.com/psi-service-center). Here there are many services and aids related to stand planning and preparing for the fair. <

## BONUS VOUCHER

### DISCOUNTS FOR VISITORS AND MARKETING TOOL FOR EXHIBITORS

The PSI has developed an entirely new kind of concept, the Bonus Voucher, to enable suppliers at the Trade Show to offer visitors special terms and discounts. This is how it works: A limited number of exhibitors can deposit discounts and special Trade Show offers in the form of a coupon in a voucher booklet. This voucher booklet is handed out to all visitors at the north and north-east entrances along with a hall plan. Anyone who is interested in an offer takes the Bonus Voucher directly to the respective stand, where information on products and special terms can be had. In this way, visitors have an opportunity to order at low cost – thus making a visit to the Trade Show especially worthwhile. The voucher concept is an interesting model, not only for visitors but also for exhibitors, who can draw visitors' attention to their stands with attractive prices and offers, and thereby enhance sales. Moreover, since only ten exhibitors per hall can take part, those interested would do well to notify the PSI immediately. There is a charge for exhibitors to be listed in the Bonus Voucher. Contact: Kerstin Gebel, tel. +49 211 90191-184, [kerstin.gebel@reedexpo.de](mailto:kerstin.gebel@reedexpo.de). <





## PSI ONLINE TICKET SHOP

### ORDER TICKETS FOR THE 51ST PSI AND THE PSI NIGHT NOW



The 51st PSI is coming up, so it is time to start arranging for tickets. The deadline for the attractive early-bird terms has already expired, yet you should not hesitate to order your Trade Show tickets at the PSI Online Ticket Shop. Because ordering an e-ticket will only cost you € 67 instead of € 77 at the door. These prices also include the PSI Magalog. Important note for all party-goers: not only can visitor tickets be ordered through the PSI Online Ticket Shop, but also the free admission tickets to the PSI Night. So reserve your ticket for the legendary PSI Night right away, because the number of tickets is limited and there is no other way to buy them. So take advantage of the Online Ticket Shop at [www.psi-messe.com/tickets](http://www.psi-messe.com/tickets) to reserve your tickets. The Online Ticket Shop is now available in six languages for the first time.



## SUPPLIER FINDER 2/2012

### UPDATE NOW AND SHOW YOUR CERTIFICATION

The Supplier Finder is an indispensable reference work for many distributors. For even a brief glance at the directory reveals to distributors important information on the suppliers in the PSI network. Ever since the Supplier Finder was revised, PSI members have been able to present themselves even more comprehensively in this reference work. One new feature is the PSI Certification Mark, which helps suppliers show that they see themselves as being obligated to the highest standards of professionalism and customer care. The PSI Certification Mark is not only a quality seal for suppliers, but also a useful service for distributors looking for especially well qualified suppliers. Also new are the QR code links to the Product Finder 2.0 and thus to the products listed there. Suppliers can still update their contact and product data in the Supplier Finder 2/2012 up to 19 October 2012 at: [www.psi-network.de/supplierfinder](http://www.psi-network.de/supplierfinder). Suppliers who run an active quality management system should take advantage of the opportunity to make their competence visible through the PSI Certification Mark. Some of the suppliers already listed with the PSI.



## PSI WEBSHOP

### PREMIERE ROADSHOW GETS EXCELLENT RESONANCE

The Premiere Roadshow through Europe, which included a presentation of the new PSI Webshop, was well attended. From Madrid to Istanbul, the new digital service proved to be very popular with the trade. And for good reason, too, since the PSI Webshop is offering an economical basic system with integrated inventory maintenance at the introductory price of only € 29 per month. This makes it a low-cost helper many distributors can use for an entirely new, always up-to-date sales approach, 24/7. A demo version of the shop module and the admin level are available internationally at [www.psi-network.de/webshop](http://www.psi-network.de/webshop). Personal consultancy for members can be found at +49 211 90191-352 or at [webshop@psi-network.de](mailto:webshop@psi-network.de).





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# PROMOTIONAL PRODUCTS 3.0

**O**nline shopping is booming. Any child could tell you that. Whether from zalando, Amazon or the iTunes store, nearly every wired household has already bought something online – and the upward trend is still going strong. In the past five years, the online share of companies' sales rose from five per cent in 2007 to seventeen per cent this year. An impressive increase.

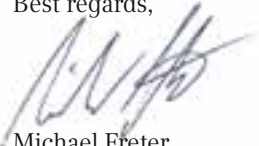
These experiences in the private sphere and pressure due to the recession are also causing an increase in the acceptance of online procurement in the B2B segment. Studies show that, along with focusing on direct marketing, companies are investing more and more in e-commerce solutions.

We have been observing this for two years in the promotional products industry, as well. The number of websites has been rising as well as the quality of the offerings. What we find on the Web is not only the "showroom", but professional shop systems with a large number of features, up to and including online ordering of the type of finishing. The online channel works! Hence we are pursuing the right path in introducing this sort of system for the promotional products trade.

The PSI Webshop has been presented at Europe-wide events and discussed with the trade. Additional requirements and feedback were incorporated into the advanced development. In this way, a professional, low-cost webshop solution for

the trade has been created which simultaneously supplies catalog data. Customers who have realized how beneficial this can be are putting up several thematic shops one next to the other. Promotional products 3.0 is up-and-coming! <

Best regards,



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



»The online share of companies' sales rose from five per cent in 2007 to seventeen per cent in 2012.«





# Reed Exhibitions

## Messen | Trade Fairs 2013

**PSI** 09. - 11.01.2013 Düsseldorf

Die internationale Leitmesse der Werbeartikelbranche  
The Leading International Trade Show of the Promotional Product Industry  
[www.psi-messe.com](http://www.psi-messe.com)

**EQUITANA** 16. - 24.03.2013 Essen

Weltmesse des Pferdesports  
Equestrian Sports World Fair  
[www.equitana.com](http://www.equitana.com)

**FIBO** 11. - 14.04.2013 Köln

Internationale Leitmesse für Fitness, Wellness & Gesundheit  
The Leading International Trade Show for Fitness, Wellness & Health  
[www.fibo.de](http://www.fibo.de)

**FIBO POWER** 11. - 14.04.2013 Köln

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## LIFESTYLE, ATMOSPHERE AND LIVING

It is going to be very cosy in the upcoming issue, which is all about the feel-good factor. In our promotional products guide we will be introducing you to cuddly, snug, stylistic and chic promotional products which will provide for the right atmosphere. We will also be presenting you creative new items from the toys and games segments.

Please give some thought in advance to our title themes of the December issue "Watches, Accessories and Classics" and "Trend and Style" (editorial deadline: 19 October 2012) as well as the title theme of the January issue "New Fair Products" (editorial deadline: 7 November 2012). Please send your product ideas (images and text) to: Edit Line GmbH, Redaktion PSI Journal, Dekan-Laist-Straße 17, 55129 Mainz (Germany), e-mail: hoechemer@edit-line.de.



## BWG TREND 2012

The Trend was hosted by the Euromoda Fashion Centre for the seventh time. More than 100 exhibitors presented individual and innovative products. Once again the event of the German Federal Association of Promotional Product Consultants and Distributors, bwg in Neuss proved to be an ideal platform for cultivating customer contacts and networking. One very special highlight this year was the evening event "Theatre of Dreams". The exhibitors and visitors celebrated together and let the first day of the fair wind down in a relaxed atmosphere.



## PROMOTURK 2012 POWERED BY PSI

The 27th Promoturk event also attracted many international visitors this year. The cooperation with the PSI again fostered positive synergy effects. Industry members from 50 different countries met in Istanbul and added an international twist to the tradition-rich event. Approximately 150 exhibitors presented a wide range of products which the emerging Turkish economy has to offer. Altogether, the exhibited products reflected an ideal mix of traditional and modern themes.



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