

JOURNAL

Torsten Münich
Global Innovations
Passion As The
Driving Force



Burkhard Schulte
Gourmetfleisch.de
Gourmet Delights



Product Guide
Lifestyle, Ambiance,
Living
Games And Toys

Promotürk 2012
Bridging The Continents

Paul Stricker
Inspired By The Past –
Counting On The Future

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CLIENT ORIENTATION
FOCUSING ON
THE CUSTOMER

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EDITORIAL

A LOVELY DAY

Not all citizens of Europe thought it a good thing when the Norwegian committee awarded the Nobel Peace Prize for 2012 to the European Community. For me, it was a lovely day. Often enough back in my school days in Trier, located in the west of Germany, I drove through the battlefields of Verdun to Paris. Often enough my father told me about the insanity of war. Often enough I sit somewhere in the world with my best friend, who is French, and we purposely remind ourselves that our fathers shot at each other. Sixty years of peace on a continent where for centuries bloody battles had always been going on somewhere. Yes, for many people in Europe this community of nations is still a playground for the elites. For those who speak several languages and do business with one another. Europe has not yet really arrived at the bars where cracker-barrel philosophers hold forth.

But what does all this have to do with the European promotional products industry? Where is it to be found, if anywhere, this European promotional products industry? For a time, it looked like the train was heading in the direction of Europe, or at least I saw it that way. It was the time of the PSI Paris. Back then, many companies set out to discover Europe. Not only as visitors looking for products at the exhibition. No, back then people were looking for connections, new business partners, new opportunities. Since then many have had their noses bloodied somewhere in Europe. Not because their commitment was wrong, but because many markets collapsed shortly thereafter. So is Europe today an illusion for the promotional products industry? The PSI alone is now represented by members all over Europe and would be able to brace or even network these markets. But can this succeed? What can we do so that this industry can also benefit from the spirit of Europe and do more to draw in the creative variety of nations and regions?

Now Turkey is the partner country for the upcoming PSI. Not exactly an EU country, but a very close friend who may perhaps show us how to manufacture, present and effectively use promotional products in this land on the Bosphorus. In the same way that we will hopefully benefit from this, we should in the future also learn from all the countries and regions in Europe. To do so we need a great deal of transparency, we must pay more attention and show more understanding for one another, and have a platform to promote this more strongly. The PSI 2013 wants to and will provide motivation in this direction. If we can be successful in this with our Turkish friends, then we will also enjoy three lovely days. <

Keeping this in mind



Manfred Schlösser
Editor-in-Chief PSI Journal



Manfred Schlösser



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A COMFY ADVERTISING FEELING

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With the three buzzwords lifestyle, ambiance and living, we are describing a product segment which the creative forces in the promotional product industry have been focusing on. On the following pages, we will show you innovative and creative products related to these topic groups which have been developed recently. Furthermore, playing games and toys are another focus of the current title theme.



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Customers have become more demanding, not only in terms of quality and ability to deliver, but they are also increasingly looking for competent and personal advice. This was one of the main findings of our "Interim Assessment 2012". This means additional challenges for suppliers and distributors because both want to offer the best service possible to their customers. This is reason enough for us to offer our support by giving a short lesson on "customer focus" with possibly more to follow.

INDUSTRY 40-64



With the onset of autumn, the time for in-house fairs is drawing to a close and the promotional products industry is getting ready for the year-end rally, the Christmas trade. We were out and about at in-house fairs and at the Trend in Neuss, Germany, and have brought back some interesting news.

PROMOTÜRK: BRIDGING THE CONTINENTS 46



From 20 to 23 September, Istanbul will be the setting for the 27th edition of the Turkish promotional products fair Promotürk – now "powered by PSI" for the second time. At the opening of the successful event, PSI revealed that Turkey would be elected as the first official partner nation for the 2013 PSI Trade Show.

FISCHERTECHNIK GMBH: SUSTAINABLE PLAYING FUN 98



Renowned brand company fischertechnik has been a member of the PSI network since June 2011. Many out there, especially men, associate its name with pleasant memories of a playful youth. Here we present the corporate group in greater detail.



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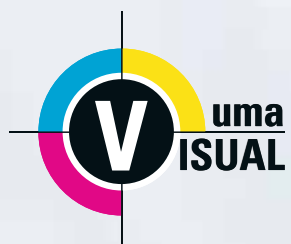
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IT'S IN THE BAG

Handbags are indeed a woman's favourite companion and date back to the Middle Ages. Even back then, people realised how practical it is to transport everyday items in bags attached to their belts. In the 15th and 16th century it was fashionable to have the bags sewn to the inside of one's clothing, so that they could be reached through a slit in the dress. Once clothing became tighter and more form-fitting, the handbag took on a new function – it became a popular fashion accessory. The world's first handbag study, which was conducted by the magazine Petra, revealed that around 95 per cent of women in industrialized nations own between two and twenty handbags. Hardly any woman goes without the practical carrying apparatus when leaving home. According to the study "Bag Stories", women spend an average of 76 days of their lives searching for something in their handbags. We now present you a small selection of practical and stylistic products, which will create some order and are indispensable while on the go.



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COSY ADVERTISING

Winter is quickly approaching. The days are becoming shorter and our clothing thicker. Yet even though some of us will miss the mild summer nights, winter does have something of its own to offer. This is what Germans refer to as "Gemütlichkeit". No other season calls forth so many associations with this emotion. But what is Gemütlichkeit anyway? Some people associate the scent of fresh cookies with the word. For others, an evening together with their loved-ones is the epitome of Gemütlichkeit. In hardly any other language is there a word that comes close to this German expression. If a Frenchman wants to express that he finds something gemütlich, he has to paraphrase it. In English there is also no direct equivalent, although "cosy" comes relatively close. We embarked on a search and selected a few items from the infinite world of promotional products which are guaranteed to call forth associations with Gemütlichkeit.

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For the consultant, customer orientation means listening carefully to the customer and putting yourself in his situation. This is the only way to really respond to their needs.

CLIENT ORIENTATION

FOCUSING ON THE CUSTOMER

Customers have become more demanding, not only in terms of quality and ability to deliver, but they are also increasingly looking for competent and personal advice. This was one of the main findings of our “Interim Assessment 2012”, which you were able to read last month in this same section. This means additional challenges for suppliers and distributors because both want to offer the best service possible to their customers. This is reason enough for us to offer our support by giving a short lesson on “customer focus” with possibly more to follow.

Customer focus is the fundamental principle expressed in many corporate mission statements as one of the most important goals. Customer focus is an art, the art of dealing with customers. Even in difficult situations, a professional knows how to hold positive, constructive and solution-oriented discussions, which satisfy customers and strengthen his relationship with

them. Neuroscience has confirmed with many different research findings something that many sales professionals have been claiming for many decades: Decisions (to buy) are made on an emotional level 90 per cent of the time. Just as interesting is the fact that information is always saved in the brain together with emotions. And the most important part of commu-

nication takes place on the non-verbal level up to 80 per cent of the time. 7 per cent of our communication takes place through words, 38 per cent through the voice and more than 55 per cent through body language. Thus, the relationship to customers is often more of a decisive factor than the price of a product. For this reason, it is essential for companies to have com-

FORBIDDEN WORDS AND EXPRESSIONS

The following words are often used as a matter of course, but they are not very positive and persuasive. They should be avoided when speaking to customers in a meeting because they impart a sense of uncertainty.

- | | |
|----------------|-----------------|
| · Have to/must | · Unfortunately |
| · Could | · Not |
| · Might | · Probably |
| · May | · Maybe |
| · I think | · I'll try |

In other words, replace expressions like "I could check ..." with "I will check ...".

mand of customer focus tools. This is especially true for employees who are in direct contact with customers, be it in sales, office-based sales, service or customer advisory departments, order processing or accounting.

GOOD PRODUCTS**ARE NOT EVERYTHING**

This makes sense – but how does it work in practice? Many suppliers are still concentrating too much on the product. They cling to the outdated idea that a good product which is continually improved upon is the main factor for success. It is part of the basis for success, but there are other factors that also lead to a company's success. Even having a perfectly organised sales department doesn't necessarily mean that a company will be successful, if too little attention is given to the so-called soft

skills. Especially in times of dramatic spending cuts, too little value is placed on vocational and behavioural training for the sales staff concerning the way they deal with customers. This shortfall ends up being quite expensive for some companies in the end. Because it only takes one inappropriate remark, a moment of inattention, an unfriendly tone, or a sloppy mistake and an annoyed customer is gone for good. Rebuilding a relationship based on trust requires a lot of effort and rarely manages to work out in the long run. So that it doesn't have to come this far, we have come up with a good approach together with Armin Marks, our experienced expert in the area of customer focus and communication: This approach is full of concrete, tried and tested techniques, behavioural patterns and methods for all of the situations which an employee in any department that has contact with customers might have.

**NEGATIVE MESSAGES,
NEGATIVE EFFECT**

"No, that won't work. I don't know about that. The colleague is only in the office until 3 p.m., call again tomorrow. That is sold out. You have to know what it is that you want. You have to take a look yourself." All of these statements sound familiar. We have all heard them at the local store around the corner, but we have also heard them from sales reps or consultants and even at trade fairs. Everyone knows them well enough – and the feelings that they stir up. Employees who give these kinds of answers are apparently not even aware of the kind of effect they have on their customers and



the consequences they have on the business relationship. Even the answering machine is pre-programmed for making customers defensive: "You are calling outside of our office hours." This sounds like an accusation. Anyone who communicates in this way doesn't really value customers and there is a concrete need for action to change this as quickly as possible.

**UNCONSCIOUS DEFENSIVE
REACTIONS**

The list of negative examples is much longer than this. Why are we mentioning so many of them? They show us quite plainly the kind of contra-productive remarks we say sometimes, often without being aware of it, but nevertheless they are still disastrous in terms of their effect on customers. "Something like that can't be done quickly. We can't do anything about that. That can't be. You have to be patient. You should have told us. We have never had this situation before." These kinds of remarks make people completely defensive and don't give them any hint whatsoever that there is a "focus on the customer". Let alone having a sense of how to build up and maintain a good rapport with someone calling on the phone. But then again, there are some people out there who have had to face defensive reactions from customers as a result.



Cordiality and courtesy on the phone also open the door to customers because moods can be felt even when you cannot see your interlocutor.

DAMAGE TO A BRAND AND IMAGE

“You have to know what it is that you want. Now just calm down for a second. I have already explained this to you. Yes, everyone knows that, after all it is pretty well-known. I can’t find your file at the moment. What makes you say that?” The devastating consequences that these kinds of statements have on the customer’s temper and thus on his mood and willingness to make a purchase are often not realised even by the department’s supervisors or the company’s management. It is not unusual for stress and mental overload to spark an over-reaction. However, unfavourable circumstances don’t excuse inappropriate reactions. If the negative messages start to accumulate and the situation is spoken about among customers or in public, they can even inflict damage to the image of a company or one of its brands. When you read these kinds of replies you might think that the situation which sparked these strong reactions must involve very aggressive customers or potential customers. However, this is rarely the case: Experience has shown us that the person on the phone is usual-

ly asking fairly normal questions or making an inquiry about a business matter. For instance, “What does this cost? Do you also have ... for sale? I have a problem, what can I do about it? Then how should I do it? Where can I find ...? Can you send a sales rep from your sales field staff? You sent me the wrong invoice. The delivery of the order I placed with you was incomplete. Where is my shipment? Why don’t you tell me about ...? Your colleague told me ...? These are simple questions from customers, for which there should at least be a polite reply. It is important that the customer has a sense that there is a willingness to provide service and courtesy.

LOOK AT IT FROM THE CUSTOMER’S PERSPECTIVE

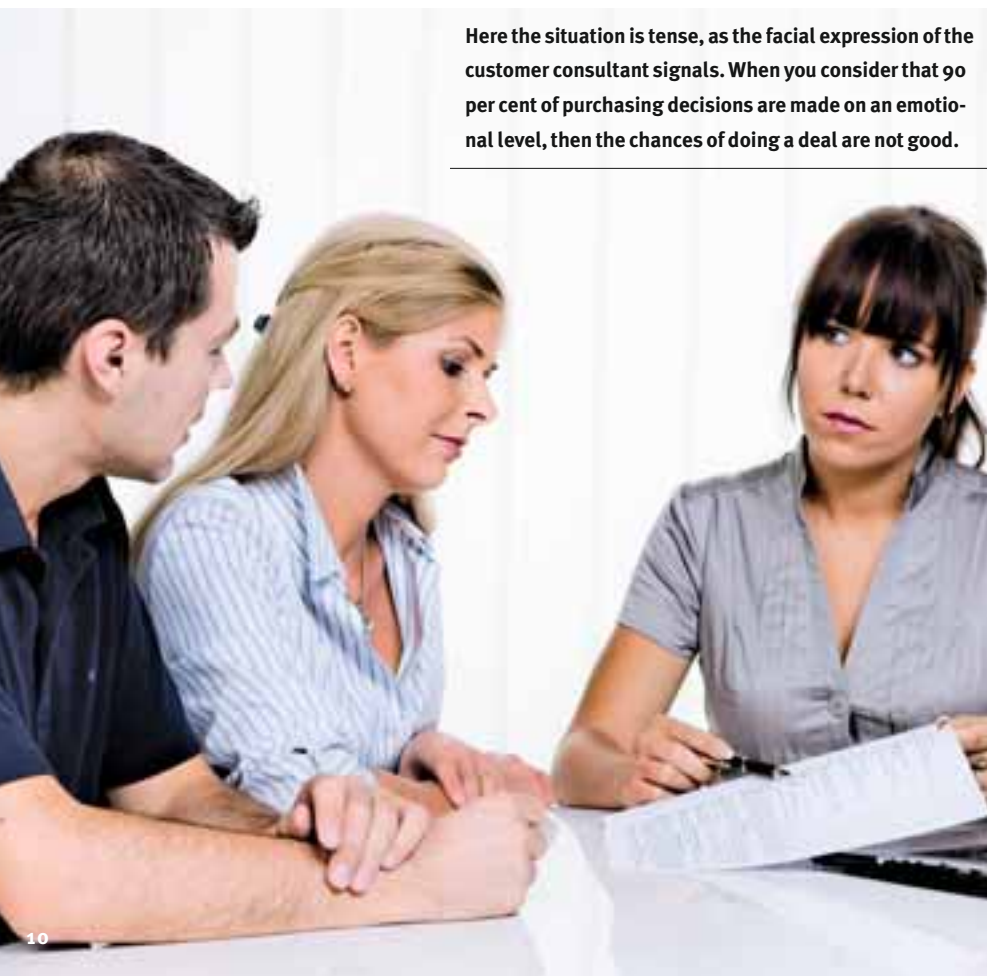
Then how do we focus on the customer? We first have to put ourselves in his shoes. Then we can have a better understanding of how we can make him feel satisfied. We will often discover that the situation resolves itself with simple, friendly and factual information. Defensiveness is often the result of being afraid of doing something time-consuming and complicated that we

don’t feel up to do because of the time or technical nature of the matter. But instead of letting defensive reactions spiral out of control, we should remain friendly and calmly find out what is really expected from us. Then we can assess the situation better and everything is much easier to do. We can practice this attitude by using the words “you” and “your” more often than “I”. Even asking the simple question, “How would I like to be spoken to?” helps someone in this context.

BUILD UP COMMUNICATION EXPERTISE

When dealing with customers, we need professional expertise in addition to communication competence. Facts and information must be “transferred” so that they are linked to positive emotions for the listener when he hears them. When we remember that only seven per cent of communication deals with the contents, it becomes clear that a positive attitude and friendliness are the basis and “nutrients” for having a customer focus. The fact that the tone is what really counts is understandable: A person’s voice is an impor-

Here the situation is tense, as the facial expression of the customer consultant signals. When you consider that 90 per cent of purchasing decisions are made on an emotional level, then the chances of doing a deal are not good.



SPEAK FROM A POSITIVE STANDPOINT

We should avoid speaking about what is not possible or feasible:

- I don’t know
- I can’t
- It doesn’t work
- It is not possible

In contrast, we should emphasize what is possible at the moment or what is feasible right now:

- We can do that
- That is feasible
- We can arrange that
- I’ll take care of that
- I will find out and will call you right back

We don’t turn someone down, but give them a positive response instead. This way we can place less emphasis on what we cannot do – at least at the moment – and we send a signal that we still definitely want to help.

tant instrument and it can actually create a mood through the various tones, word stress, dynamics, intensity and volume that it has. Experienced communicators understand how to reach customers on an interpersonal level and to win them over without even having to bring up any factual arguments at all.

MICRO-TOOLS FOR BEING FOCUSED ON THE CUSTOMER

A look at the customer focus tool box shows us the kind of simple and effective instruments that can be used for maintaining relationships. Sometimes it is only the smallest connotation in how we formulate what we say, which can create a prevailing positive or negative mood.

Subject 1: Friendliness

"Hello, Mr ... Nice to hear from you. Nice of you to inquire about ... Yes, of course. It's not a problem at all. Thanks for your patience. I would be happy to call you back. I am happy to help. Have a nice day and a nice weekend." There is no chance for negative feelings to develop with kinds of these statements.

Subject 2: Solutions

The point is to offer the person making the inquiry solutions and options instead of telling them about the problems and difficulties about why something isn't possible: "I will find out and let you know. Let me see what I can do for you. We can find a solution for you. We'll manage to handle that somehow. We'll find a solution. What I can do for you with this matter is ... I will make the necessary arrangements."

But then what should you do if the customer comes to you with false assertions, accusations or is aggressive? The tools in subject 3 are meant for situations like these. First, ask questions in order to better understand the situation, the concerns of the person calling, and the background. By doing this you show him the respect that he expects and it shows that you take his concerns seriously. Even more important: this way you make him more inclined to behave cooperatively.

Subject 3: Get to the bottom of the problem

"What is the reason for their question? What



A friendly conversation in which all parties feel good usually ends with an amicable handshake. Whoever says goodbye in this way has done everything right.

do they mean? What do you think about the situation? Why do you think that something happened that way? What is the reason for your misgivings? What led you to having these doubts? Can you explain this to me more in detail? What do you mean by that?"

All employees who come in contact with customers should know how to use these micro-tools and should learn how to use

them better on an ongoing basis. This is important because the goal is to continually improve quality, which is something that is taken for granted when it comes to products because companies always want to be a tick better than their competitors. In the next edition we will take a more in depth look at the topics of customer focus and communication and give you many more examples. <



ARMIN MARKS

For more than 25 years, Armin Marks has been working as a consultant, moderator, trainer and systemic coach in a variety of different sectors associated with the capital goods and services industry. His main area of focus include field sales and office sales, customer focus for all employees who have contact with customers, management, communication and cooperation, as well as monitoring change processes and individual development of employees and management. He works on projects with a variety of up-to-date and efficient approaches and methods used in the field of psychology. His motto:

Look for solutions instead of analysing problems.

Contact: Armin Marks | tel. +49 6120 9798398 | armin-marks@t-online.de | www.armin-marks.de



LIFESTYLE, AMBIANCE AND LIVING

A COMFY ADVERTISING FEELING

With the three buzzwords lifestyle, ambiance and living, we are describing a product segment which the creative forces in the promotional product industry have been focusing on. On the following pages, we will show you innovative and creative products related to these topic groups which have been developed recently.

People's living quarters are not only a place to eat and get dressed, or a place where their existential needs are met; "living," in today's form, is one of the main activities of our existence. A large part of our lives is spent inside our owned or rented homes, and the importance of homes in our lives is expressed ever so clearly with the English saying, "My home is my castle." The space where people live encompasses the precious sphere of their private lives. Here we pursue our individual preferences while removed from the pressures of our professional lives. It is not without reason that "home" and "work" are considered opposites. Where we live should be as comfortable as possible. For this reason, we design our surroundings according to our perception of comfort and show our own individual "lifestyle" in our own "ambiance," (which is, after all, another word for surroundings). In these ideally relaxed surroundings, we are open to the discrete appeal of an attractive and good promotional product, provided it increases the cosiness of our homes. We are showcasing several examples of these types of products on the following pages.





FESTIVE PRESENTATION

With the Christmas picture frame Scenery from Inspirion, photos can be presented in a festive setting. The round frame with its Christmas motif and ribbon for hanging will decorate any wall and provide for a Christmassy atmosphere. The picture frame can also be used as an eye-catching decorative element on the Christmas tree. Advertising messages can be incorporated on request.

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With Multiflower, fans of fragrant, hot baths can now also get their money's worth. 20 high-quality bars of soap with a heavenly pomegranate fragrance are namely contained in a small watering can called Camilla. This is a great way to relax, not only in the winter and Christmas season. And when all the bathing stars have been used up, various utensils can be stored in the watering can. Camilla comes in white, pink, green or yellow. Promotional imprints can be placed directly on the little watering can or on the ribbon around it.

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WARM AND COLD

After just a few minutes in the microwave or oven, the grain pillow from mbw becomes an ecological source of warmth. Ideal for your back, stomach or cold feet, it radiates a cosy, long-lasting heat. After a short time in the freezer or icebox, the small, grain pillow can equally become a top-class cooling pillow. Thanks to the loose grain filling, it snuggles up well against your body. Advertising is applied to the cotton fabric of the pillow, which is available in seven colours.

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EATING ON THE GO

With its Snack2Go, Mahlwerck has brought food culture back to the modern mobile world, because even when on the go it should be possible to eat in style from porcelain china. The designers have also kept ecological considerations in mind. The advantages of Snack2Go are obvious: it's an environmentally friendly alternative to plastic and disposable crockery featuring tasteful design, is made of quality porcelain, and comes with a 100 per cent leak-proof lid and an ample holding capacity of 600 millilitres. The product is available in small order quantities in five standard designs. Personalised engraving can be requested for orders starting from 60 units.

44833 • Mahlwerck Porzellan • Tel +49 8031 27470

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KEY MOMENTS

When a cufflink meets a leather loop and a metal ring comes into play, creative designers turn it into an unusual product: the Mr. Elegant key ring from Troika. Ten motifs are available, including the model Cook for anyone who works in the kitchen or is at home in the catering field. These key rings were created for individualists who want to express their attitude to life.

46311 • Troika Germany GmbH • Tel +49 2662 95110

d.roether@troika.de • www.troika.org



EASY STREET STYLES

Whether as cool streetwear, to unwind after sport or simply to relax from the stress of everyday life: the versatile sweat products from James & Nicholson (Daiber GmbH's own brand) in various different colours, shapes and styles are classics that people love to wear in the autumn. The wide assortment of more than 30 sweat products for women, men and children ranges from casual jogging pants and practical sweatshirts with or without a hood to the classic polo sweat or the trendy college-style baseball jacket – available in up to 18 different trendy colours.

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POSITIVE ENERGIES

The new Energy+ wristband from the attractive lifestyle and wellness division of Riverside is ideal for everyday and sporting use. Wearers of these wristbands report many positive effects, such as an increase in their overall sense of wellbeing, a more energetic feeling of life, more restful sleep and reduced perception of pain. The negative ion wristbands have a pleasant wearing comfort and are made of extremely robust, high-quality silicon. The wristband can be customized for orders of 1,000 units upwards and, on request, can be supplied in attractive packaging in the shape of a test tube.

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info@riverside-web.com • www.riverside-web.com

LOTS OF SPACE FOR NOTES ETC.

The note dispenser Triset from Gutter makes quite an impression on every desk with the way it looks and with its capacity to hold a lot of note paper. It is made out of crystal clear polystyrene with light-reflective borders and offers enough space for two notepads with 150 pages of writing paper that come in two different sizes: 10 x 10 and 10.5 x 14.8 centimetres. The decorative notepad holder can also be used to hold business cards and writing utensils. The front and back of the stand can be personalised by means of silk screen printing. The manufacturer is also able to print directly on the notepad paper using offset printing. The manufacture, packing and placement of advertising is done in-house at the supplier's facilities.

41048 • Gutter GmbH & Co. KG • Tel +49 2104 31048

info@gutter.de • www.gutter.de



SIT AND CHILL OUT

This beanbag called Sitting Bull from the company Lehoff provides top comfort in all sitting and lying positions. Particularly after a hard day, this red beanbag made of water-repellent, breathable polyester fabric is great for quietly unwinding. Sitting Bull can be put to use not only as an armchair but also as a lounger or guest bed. The filling consists of especially small EPS beads at the best available quality. The UV and age-resistant triple seam makes it particularly tear-proof.

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

info@lehoff.de • www.lehoff.de



BOOKS ALWAYS AT HAND

Thrilling books to read right where you are at any given moment: No longer just a dream but, in the age of eBooks, an inexpensive reality. According to the supplier Global Player Marketing, the eBook Reader Pyrus is presently being offered „at devilishly good prices with special conditions for PSI members“ and opens a new chapter for the TrekStor eBook Reader. The paper-like display with digital ink technology displays a person's favourite reading material in a very sharp and crystal clear way immediately - and it does this with no flickering in any position in direct sunlight, too. In addition, thanks to intelligent power-saving management, the innovative technology makes a battery life of several weeks possible. Up to 4,000 books fit into the eBook Reader Pyrus, which has an internal storage capacity of four gigabytes. This storage capacity can be increased to a maximum of 32 gigabytes with the help of a micro SD or micro SDHC memory storage card. The eBook Reader retains all common formats such as ePub and PDF and, thanks to a free choice with regard to shops, eBooks can be bought everywhere. Features such as book-marks, search functions and the possibility to choose between a vertical and horizontal format guarantee a high level of reader comfort and that the device is simple to operate. Various awards, such as the „Price/ Performance Winner“ from the Computer Magazine, underline this.

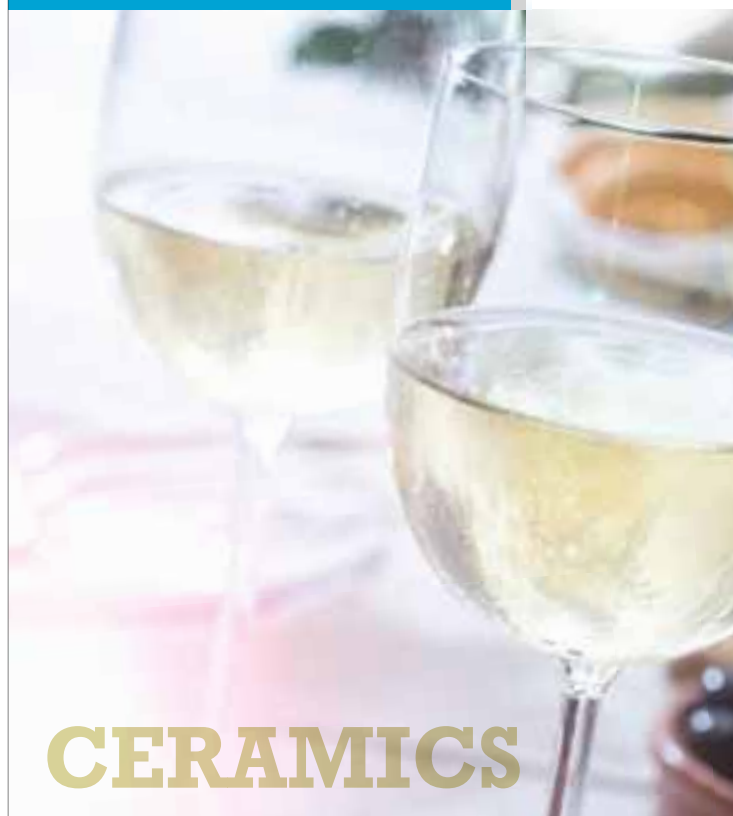
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SHINING MASTERPIECE

Perfect design and well-thought-out functionality are provided by the table lamp in the Bauhaus style from the company Lehoff. This lamp was designed as early as 1924 by Wilhelm Wagenfeld. It still impresses today in this uniquely authorized re-edition. With nickel-plated metal, clear and opal glass, individual numbering and a seal of authenticity, this table lamp is a true masterpiece.

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

LIGHT DESIGN

A completely redeveloped stick, made captivating by its sleek design and high-quality finishing, can be ordered from the company In-Crystal. Its main feature is a glass body, which – by means of the latest ultra-modern laser technology, made in Germany – is engraved as desired; virtually any template can thus be transformed into a three-dimensional model. The 3D effect is amplified still further by means of the engraving's illumination. As soon as the stick is connected with a USB port, the motif is lit up by means of a particularly intense LED. A further promotional message can be applied to the stick's cap in addition.

48038 • In-Crystal • Tel +49 7044 9168160
info@in-crystal.com • www.in-crystal.de



THE DESIGN MAKES ALL THE DIFFERENCE

There's no reason why an umbrella has to look like an umbrella. Well, at least not according to the designers of the McRain Tube A1, the latest addition of the Brain Promotion GmbH. This product increases the demands for unusual product advertising as the customer is able to choose the look of this cool aluminium tube himself, to fit his corporate design. Soon, Brain Promotion will add an innovative digital direct printing process to screen and laser printing methods, which means that every logo can appear in an unprecedented quality.

40585 • Brain Promotion GmbH & Co. KG • Tel +49 212 2801555
info@brain-promotion.de • www.brain-promotion.de



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GERMANY
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FAX: [+49] (0) 221-690 65 8 20
EMAIL: INFO@KREUTZ-ONLINE.DE



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fine Design



LEATHER IN ITS LOVELIEST FORMS

The brand Eurostyle is known for promotional products made of high-quality leather that also meet rather sophisticated tastes. In the almost endless range you can find classic items, for example, with exquisite workmanship that are often given a noble character by means of small details. With divisions ranging from Business to Fashion, at Eurostyle there is something for everyone. Furthermore, the leather goods chosen by the customer can be personalized by means of embossing, emblems or print finishing.

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

info@eurostyle.eu • www.eurostyle.eu



CLEVER COMPANION

His practical wallet by Jutamo in casual, black nappa leather has a little sister that can be quickly and easily detached from the larger via snap fastener. Whether small or large – both models offer ample room for notes, coins, credit cards or identify cards. Tedious re-sorting or even complete emptying is a thing of the past with this wallet. Advertising can be applied on the interior or exterior.

45651 • Jutamo GmbH • Tel +49 6108 799380

info@jutamo.de • www.jutamo.de



ORANGE SCENT IN THE AIR

The gift set Orange Flavour by Kundenpflege contains a decorative ceramic sculpture with three balls as well as 10 millilitres of orange-scented aromatic oil. When the drops of oil are sprinkled onto the sculpture, the surrounding area is filled with the gentle fragrance.

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

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





ADVERTISING WITH SNUGGLE FACTOR

Anyone looking for a promotional idea in the field of wellness, the hotel industry, leisure or health is sure to find something with the Italian company Emmebiesse. For more than 45 years, the specialist of towelling products has been supplying fluffy promotional greetings in all kinds of variants, types and colours. All the articles are of high quality, easy-care and promise to be long-lasting. Promotional messages can be applied in a variety of ways, such as by embroidery, by printing or stitched on. Thanks to its extremely flexible production, Emmebiesse is in a position to realize even large orders at short notice and for a reasonable price.

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

info@emmebiesse.it • www.emmebiesse.com

TWO-IN-ONE

The new ballpoint pen Clic Clac Opener by LM Accessoires offers a practical additional use, which makes it an ideal promotional product for the catering industry. A bottle opener is integrated into the original highlight product. The Clic Clac Opener is available in three different designs.

42487 • LM Accessoires GmbH • Tel +49 2234 99000

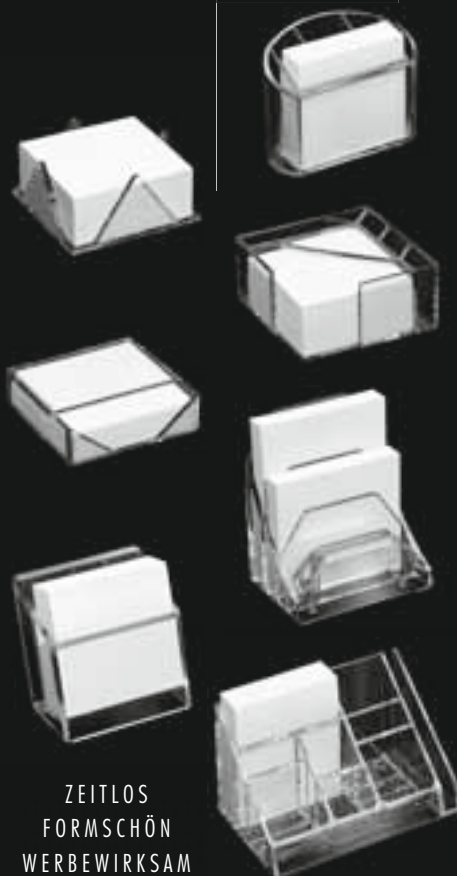
info@lm-accessoires.com • www.lm-accessoires.com



-Advert-

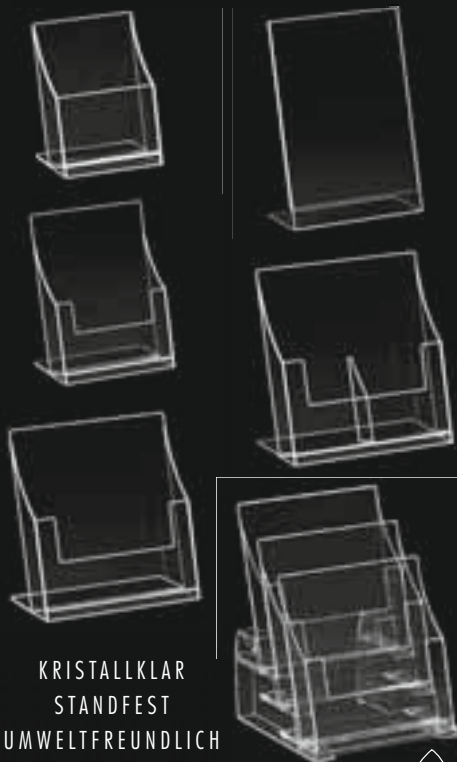


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IT'S TEA TIME

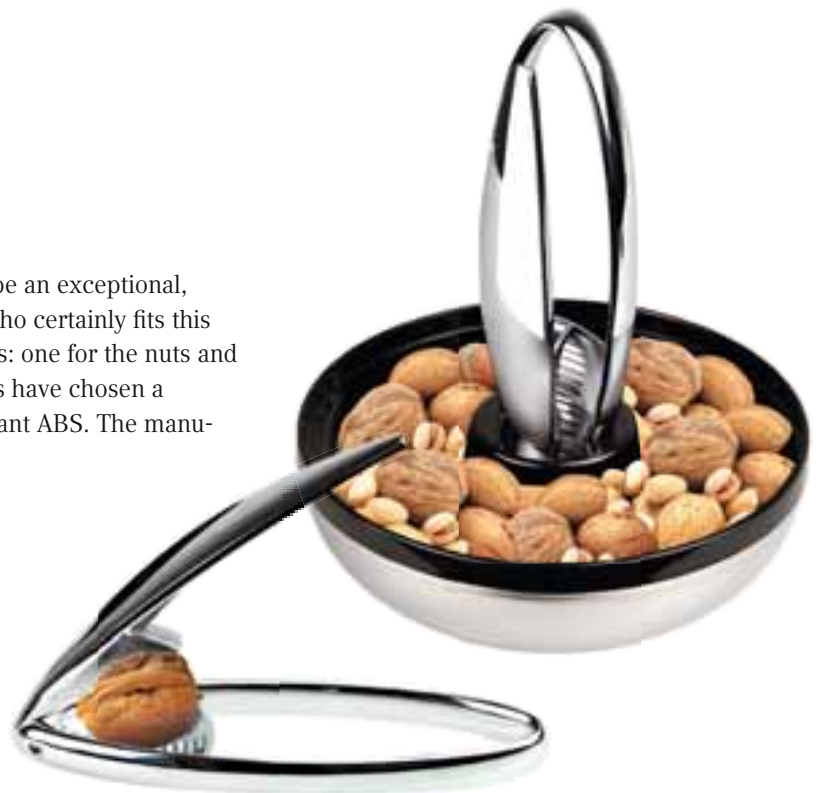
A typical tea drinker usually would consider exclusive accessories to be important, accessories such as tea pots of a particular shape or with special characteristics. Of course, this doesn't make it easy for the uninitiated to find a suitable present for a true tea enthusiast. Now, with the set "Vanilla Season Manipur" from iMi, this is no longer a problem, thanks to this visually pleasing tea set, which uses a material mix consisting of porcelain, bamboo and stainless steel. The set comes in an exquisite Vanilla Season gift box.

47996 • iMi Partner A.S. • Tel +420 545 4254-31
tomas.kaderka@imi.cz • www.imi.cz

CRACKING THE TOUGHEST NUT

When design meets functionality, the outcome should be an exceptional, practical product. The Nutcracker Set by Nestler-matho certainly fits this description. The set consists of a nutcracker and two dishes: one for the nuts and another for their shells. In terms of materials, the designers have chosen a high-quality stainless steel alloy and durable, impact-resistant ABS. The manufacturer can apply advertising to the handle using laser.

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



CARLSBAD QUALITY

A physical promotional tool must meet many requirements: it needs to offer value for money, high functionality and usability, as well as optimal design possibilities; it should be extremely versatile, of good quality and have a high-value appearance. Those who believe it's difficult to achieve all this should take a look at the collection of coffee cups by HNC. From traditional mugs in cylinder form to elegant cups with matching saucers – naturally made of genuine Carlsbad porcelain – there's something to suit every taste and requirement. The colours are applied using an in-glaze process and are therefore dishwasher-safe.

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



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FAVOURITE MUSIC BY PHONE

Spranz GmbH has come up with an innovative solution for the workplace and home: the designer sound station with good, shielded speakers (no "crackling" when the phone is in operation) and telephone receiver for incoming calls (reduces the head's exposure to radiation – effective and beneficial to health). The station offers a simple connection via jack plug and cable for connecting a mobile phone and is suitable for all common smartphones and MP3 players.

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

TIME FOR MEMORIES

Circle, the attractively shaped revolving clock from Topico, does more than just tell the time as it has three fold-out platforms. The integrated picture frame gives you time for memories. The third platform can be used as space for printing or engraving an individual advertising message. And this is not all – this attractive table clock is also able to stand unsupported, looking good in any position. And for those who enjoy working at an open window can even use this clock as a paper weight.

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



SQUARE, PRACTICAL, COMFORTABLE

The large, square seating surface of the Briq stool by kvoziol ensures that this piece of furniture is not only extremely comfortable but also very steady and stable. Briq is equally suitable for indoor and outdoor use and can be securely stacked. Various colours are available.

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



TOUGH AS DIAMONDS

The knife manufacturer Victorinox is expanding its successful product line of white ceramic knives by adding an unusual series which is completely black. This range will appeal to fans of designer products with its silhouette, its application and its stats. As it consists of nearly 100 per cent pure zirconia, the blade is as hard as a diamond, remaining sharp for a long time. Apart from being well-balanced, the Polyamide handle is also ergonomically designed, which provides excellent cutting quality. Other features are its light weight, neutral in taste and smell, hygienic, free from allergens, food safe, easy to clean and stainless. This product range comprises of several types of knives.

44281 • Victorinox AG • Tel +41 418181211

261@victorinox.ch • www.victorinox.com

GRILLING FUN WITHOUT SMOKE

Global Innovations is the exclusive distributor of a digital infrared grill. It provides a lovely atmosphere when sitting around with friends without the nuisance of smoke and this grill makes it possible to prepare food in a health conscious way. Grilled food is heated from the inside out using infrared and it turns crispy brown on the outside. It is ideal for using it to grill in a flat or on a balcony, depending upon the weather and season. The product comes in two different versions and is ready for immediate delivery. It is already being used by several large customers as a high-quality reward.

46626 • Global Innovations Germany GmbH & Co. KG • Tel +49 651 99849950

info@globalinnovations.de • www.globalinnovations.de



DESIGN WITH FUN FACTOR

The Reflects-Horley wall clock by LM Accessoires is 60 centimetres in size and sure to grab attention in every office or home. The sleek, large body can easily be enhanced with a logo using laser engraving or pad printing. The novel feature of the original clock is the little woodpecker that nods silently every second.

42487 • LM Accessoires GmbH • Tel +49 2234 99000

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

-Advert-





MIX AND MATCH

The innovative tea light holder CandleChain 4 line by KHK GmbH offers numerous combination possibilities, as customers can choose from ten different colours when selecting top and bottom parts. The product's highlight is the advertising applied to the tea lights: the image remains visible for the entire burning period. From logos to decorative designs, customers from a range of industries will certainly find suitable images and combinations. The CandleChain 4 line, which is fully manufactured in Germany, comes supplied in a PET box and is available for orders of 250 pieces or more. The delivery time is around three weeks. Samples and information material are available now.

46131 • KHK GmbH Köln • Tel +49 221 9854730

sales@khkgmbh.com • www.khkgmbh.com

COMFORTABLE WITH A STRONG IMPACT

The new cube seat by Malgrado complements the corporate identity of every company and carries the promotional message in a clever and creative way to business partners. The manufacturer produces the cubes out of microfibre velour, tailor-made according to customer preferences (for a minimum of 100 units). The cubes are not only of high quality but also extremely strong and stable. The dimensions of 50 x 50 x 40 centimetres provide plenty of space on the cube for any promotional message.

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

office@malgrado.de • www.malgrado.de



NEVER AGAIN WITHOUT POWER

Löw Energy System presents a new 12/24 Volt Premium USB Car Charger, which is suitable for all kinds of motor cars. This new charger can both provide nearly all Mipow power tubes with energy, even in the car; this Bolt car charger can also charge your smartphone, tablet, GPS system, MP3 player and portable game console while driving. The best bit about the Bolt, though, is the additional 2.5 millimetres jack, which makes it possible to connect another device at the same time. The provider offers to personalise the premium using laser engraving for a minimum volume of 100 items.

47113 • Löw Energy System e.K. • Tel +49 2181 2135966

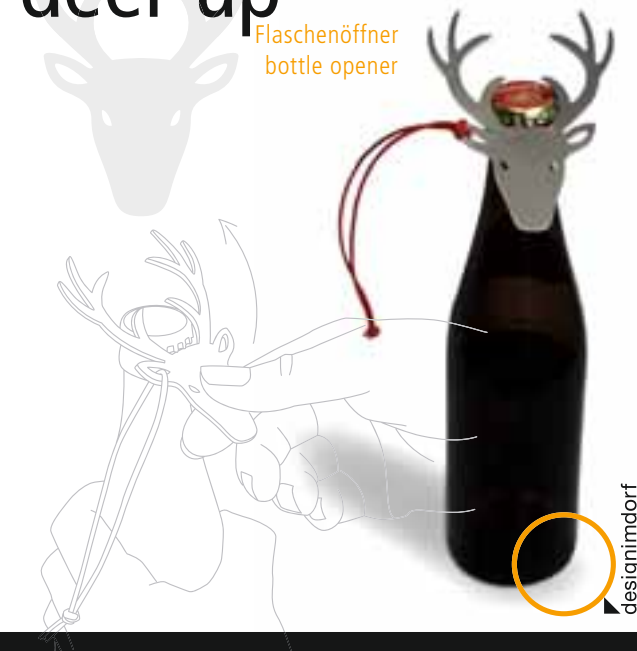
info@loew-energy.de • www.loew-energy.de



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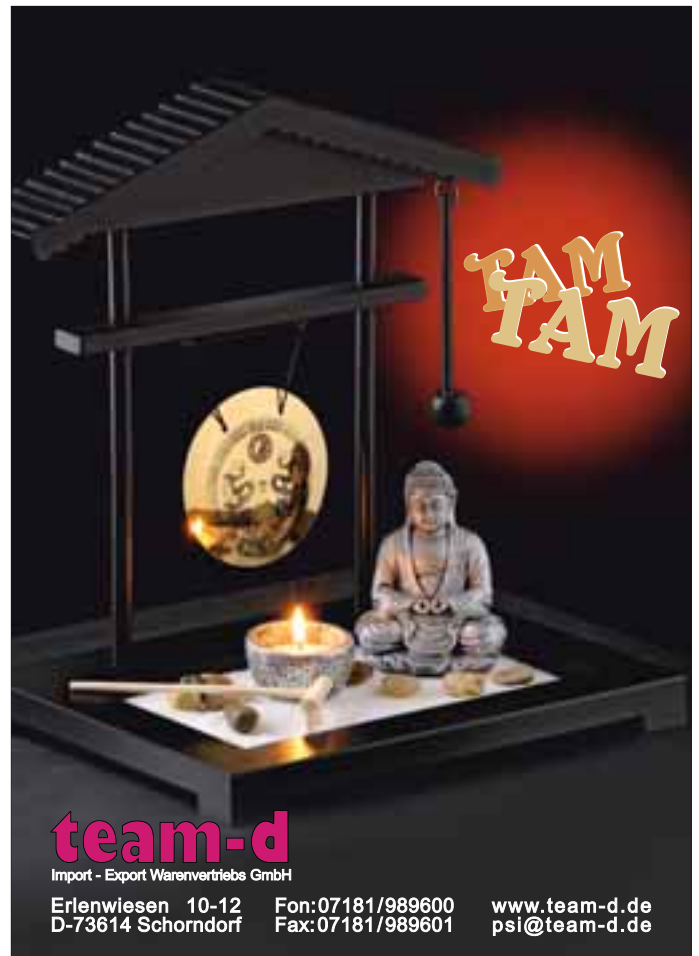
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www.team-d.de
psi@team-d.de



TIMELESSNESS FOR THE DESK

The walnut pen box from the company Holz-Fichtner is captivating with its simple, beautiful form, its warm colour and its unique walnut grain. The approximately ten centimetre-high box is an eye-catcher on every desk: additionally, no important info will ever be lost again, thanks to the magnetic note holder on the back. A promotional message by means of laser engraving is of course possible.

41782 • Reiner Fichtner • Tel +49 921 789510

Info@holz-fichtner.de • www.holz-fichtner.de

HEAVENLY DELIGHTS

The eye-catcher in every home: Per Celo Etagere Grande from the chocolate specialist Chocollissimo – an elegant, two-story tiered stand made of high-quality porcelain, furnished with 30 handcrafted and unique chocolate creations. Whoever indulges in this delicious luxury object with its unique taste sensation is certain to appreciatively remember the giver. The net weight is 360 grams. Further information is available direct from Chocollissimo.

48316 • Chocollissimo by MM Brown Deutschland GmbH • Tel +49 69 25427127

rafael.kladzinski@chocollissimo.de • www.chocollissimo.de



NO MORE BAD ODOURS

With the modern fragrance dispenser from BSC, unpleasant odours will be a thing of the past. What's more, the brand product (Borbone) is good-looking, too, and will additionally preserve the ambience at home or in the office. The selection of fragrance variants comprises: Ultramarine, Safari and Filicudi Island. The gift set consists of a 200 millilitre perfume flacon and ten wooden sticks.

48383 • BSC SRL • Tel +39 0541 811511

corporate@bscincincentive.com • www.bscincincentive.com

-Advert-



AND THEY ARE STILL SPINNING ...

Starting from now, you can order the first “semi-automatic” spaghetti forks from Kellermeister Manns GmbH. When moving downwards, the fork spins and winds the spaghetti around itself automatically. This product comes with two high class gourmet pasta plates, whose square shape is a real eye-turner. A packet of original Italian spaghetti complete the dish, which comes in a tasteful gift box, to which an advertising message can be added.

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



USEFUL AND UNIQUE

The new Maximo photo holder by e+m Holzprodukte ensures that the nicest holiday photo can be enjoyed on a daily basis. The innovation in terms of functionality: the picture is inserted in the integrated recessed slot and held in place by a quality stainless steel ball. The solid wood body is available in distinctive zebrawood or light German oak. Logos can be applied using printing or laser engraving.

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

-Advert-

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VIP MATS IN LEATHER

Leather mats make stylish accessories that are a must for every modern household. Small or large, for drinking vessels, as saucepan mats, place mats, or desk underlays – the useful models from Garnier are genuine eye-catchers. Brightly coloured or in muted tones, in real leather or faux leather, exclusive or very good value, round or square, with custom embossing or au naturel: the right item is available for every taste. On request, Garnier will also make all products out of ecological leather – tanned with pure vegetable oils or in recycled leather. Promotionally effective finishing by means of embossing or printing is tuned entirely to the customer's individual desires.

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

PERFECT SYMBIOSIS

The Struktura classic modern pocket knife from Richartz combines modern technology, perfect functions, and excellent design in one perfect symbiosis. The high-quality stainless steel handles are provided with a striking slip-proof pimple structure. The features are impressive: large blade, small blade, scissors, bottle-opener/screwdriver combination, can opener, leather perforator, tweezers, toothpick, ring. Promotional messages can be applied by means of laser engraving or printing.

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



IS THERE A STORM BREWING?

With the first nationwide at-home storm warning service, TFA Dostmann this year presents a very special product innovation. With the Twister 300, the barometer specialist has succeeded, for the first time, in broadcasting storm warnings regionally and in real-time to a weather station for every household. The high-precision storm forecast is made possible by the satellite-supported WetterDirekt technology that has already successively established TFA on the market. Weather warnings in running text from the German Meteorological Service (DWD) thus arrive via satellite and a mobile network directly on the display of the Twister 300.

41875 • TFA Dostmann GmbH & Co. KG • Tel +49 9342 3080
info@tfa-dostmann.de • www.tfa-dostmann.de



Artikel 4056

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Artikel 4005-6

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www.koziol.de



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By controlling room temperature and humidity – as is effortlessly possible with the Style Thermo-Hygrometer from TFA Dostmann – and through targeted heating and ventilation, not only a cosy and healthy living environment is achieved, but also savings in heating costs. The glossy red surface with a trendy floral décor simultaneously turns the useful device into an attractive home accessory. Temperature or humidity can optionally be displayed in large format, while a smiley revels in an ideal ambience for wellbeing. Highest and lowest values can be consulted in addition.

41875 • TFA Dostmann GmbH & Co. KG • Tel +49 9342 3080
info@tfa-dostmann.de • www.tfa-dostmann.de

A COSY FLAIR

Candlelight still has something magical to it. Almost no other light source gives off such a cosy and a lovely atmosphere. The company The Gift has included a set especially for fans of candlelight in its product line, which is made up of three stone candles for just these kinds of moments. The candles have three different sizes: 17 x 8.5 x 9 / 10 x 8.5 x 9 und 7 x 8.5 x 9 centimetres.

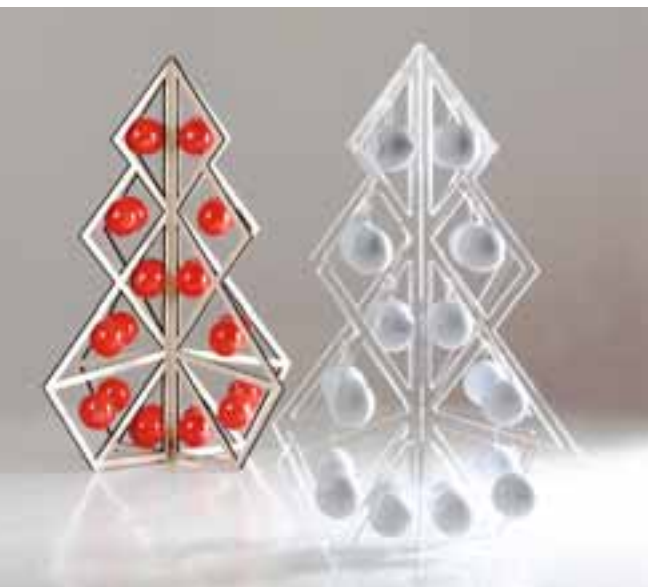
48207 • The Gift Groothandel B.V. • Tel +31 226 381010
info@thegift.nl • www.thegift.nl



WITH A DECORATIVE EFFECT

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

48525 • Sulattamo Oy • Tel +35 840 7235114
antti@sulattamo.fi • www.sulattamo.fi • www.beandliv.com





AN ALL-ROUNDER

The company Bühring has a new product in its product line, which is a popular lifestyle accessory. The all-rounder felt bag called Runde Sache has a simple design with a diameter of 38 centimetres, and the bottom of the bag measures 11 centimetres. The bag is versatile: It can be used as a shopping bag or as a bag that you can take along with you to work or on your time off. It is made out of wool felt and manufactured in Germany in accordance with the Oeko-Tex® standard 100. A wide array of colours can be selected, ranging from harmonious and natural colours to bright and happy colours. An advertisement is placed on the bag in an optimal way by means of flock transfer printing, silk screen printing, or embroidery.

40807 • Bühring • Tel +49 4154 795400

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

-Advert-

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www.DasperfekteWerbegeschenk.de

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AMEWI

www.amewi.com





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The Supreme series from Floringo will surprise even very discerning customers. The reason for its success must be the nearly unsurpassed plushness of the towels and the extensive and exclusive assortment of products in the series. The towels are made out of combed cotton and have a special softness due to a special finishing. The long-lasting absorbency and the decorative, but unproblematic, border are the reasons these towels are recommended for long-term use and they will bring you plush comfort every day. This terry cloth series provides a lot of space for a variety of gift ideas with its standard product line, which includes 16 different colours, and to some extent, exclusive sizes that reach up to 100 x 200 centimetres.

44389 • Floringo GmbH • Tel +49 8847 69070

info@floringo.de • www.floringo.de

MUGS WITH CONTENTS OF CHOICE

Well, Coga may not (yet) be able to supply thermos mugs containing hot coffee, but there are other custom contents to make up for this. Especially for the upcoming Christmas celebrations, there are now the hotly coveted thermos mugs with 14 different filling variants, for example 100-gram sachets containing choc Saint Clauses or 100 grams roasted nuts. Promotional inserts and filling variants can be custom supplied from just 24 pieces.

47389 • Coga-Werbung • Tel +49 89 89357969

psi@coga-werbung.de • www.coga-werbung.de



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The innovative tool card from Richartz is an indispensable travel companion: nine classic emergency helpers, such as, for example, scissors, razor, nail file or pen in a perfectly designed box. And no bigger than a cheque card at the same time! The hand polished matt stainless steel surface makes Multi Tec an extraordinarily attractive, indispensable all-rounder. A modern accessory in four colour combinations: green, red, blue, black.

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MESSE DUISBURG
09.01. - 11.01.2013



THE ADVENT SEASON IS TEA SEASON

Advents calendars don't have to be filled with the same things like chocolate or gummy bears every year. At least this is what the tea specialists at Plantanas think. They are selling a calendar which contains three grams of a variety of different teas inside each of the 24 compartments on the Advent tea pyramid. A minimum order of 250 units is required, whereby the individual design can be done in four colour digital printing. Its dimensions are 325 x 235 x 35 millimetres.

47992 • Plantanas Group GmbH • Tel +49 7306 926230

info@plantanas.de • www.werben-mit-tee.de

AN ALARM CLOCK AT SUNRISE

With the Beurer light alarm clock from Bonus2U, the company IT2U makes waking up easy even on dark days. By simulating the sunrise, the person sleeping wakes up in a natural way and the length of time and intensity of the alarm clock can, of course, be individually adjusted. Your favourite music on the radio, an alarm buzzer, or four different natural sounds (birds chirping, frogs, rain and wind) are the perfect way to wake up. There are three levels for adjusting the brightness of the display, and the display colour comes in either blue or orange. What is more, the light alarm clock can also be used as a night light, and it has a special sleep timer feature with a fading light, which ensures a restful sleep.

48347 • IT2U GmbH • Tel +49 511 64688516

stefan.oberchelp@bonus2u.de • www.bonus2u.de



A PORTABLE ENERGY SOURCE

Technical devices like smartphones or tablets, which make information and media consumption possible at any time of day, have long since become a part of modern life. Promotional products, which can be used in this environment, are particularly successful because brands and advertising messages find their way directly into the daily lives of the target group. This definitely includes portable rechargers, like the one being sold by TR!K GmbH. It is compact, light and fits in any bag, and it can be used when the battery of a laptop or PC runs out. The external batteries come in various capacity sizes, ranging from 2,600 to 10,000 milliampere hours.

45741 • TR!K Produktionsmanagement GmbH • Tel +49 30 81456320

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GLAMOROUS LOOK

The new Polylux Colour 4U finishing process allows the latest cups by Senator to be supplied in a myriad of luminous colours that previously couldn't be achieved in ceramic printing. Glitter effects make the cups real eye-catchers, adding a splash of colour to any desktop. In addition to warm gold and subtle silver hues, a wide selection of shimmering colours transforms every cup into a special treasure. What's more, single or multi-colour promotional printing can be applied to the coloured cups.

41838 • Senator GmbH & Co. KGaA • Tel +49 6162 8010
info@senatorglobal.com • www.senatorglobal.com

WITHOUT COLD HANDS

Anyone who is wearing gloves and wants to use a smartphone or tablet PC has to take them off. But this doesn't have to be the case if you have the new Touch Screen gloves from importplus GmbH available; they come in two different types of quality and price levels. Advertising is placed by means of embroidery, silk screen printing or transfer printing, depending upon the motif and position. The product is in stock and ready for delivery in the colour black with black fingertips. For orders of 500 units or more, several other colours can be selected for the material of the gloves, which have grey fingertips in this case, and for a minimum order of 3,000 pairs, the product can be dyed using pantone colours.

46966 • importplus GmbH • Tel +49 38754 289867
info@importplus.de • www.importplus.de



THE SWEDISH ART OF GLASS

On the occasion of the launch of the two glassware series Eko and Klone by Karim Rashid, the new designer for Orrefors, Texet GmbH is offering high-quality artful glassware for the promotional products market. The highly sought after American star designer Karim Rashid is famed as the pop star among designers. Both series designed by Karim don't just expand the product range of the world famous glass manufacturers – they also set new standards for glass craftsmanship.

46329 • Texet GmbH • Tel +49 4262 959840
holger.hoffmann@texeteurope.com • www.texeteurope.com

-Advert-



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10TH DAY OF THE PROMOTIONAL PRODUCT IN HEILBRONN

A GOOD START INTO THE FINAL END-OF-YEAR

At the 10th Day of the Promotional Product in Heilbronn, Germany xmedia celebrated a small anniversary and at the same time rang in the final spurt to the end of the year. Sixty suppliers presented their new products at Autohaus Freier and exchanged business news with around eighty visitors from industry, trade and crafts. As in years past, the exhibitors were



put in the mood for the Day of the Promotional Product the previous evening with a traditional Swabian "Besen" evening featuring wine and tasty specialties. But the visitors to the in-house fair were also able to enjoy autumnal culinary delicacies.

www.x-media.net

SENATOR GMBH & CO. KGAA

NEW SALES MANAGEMENT



The newly restructured Senator field service (from left to right, front row): Ralf Uwe Schneider, Luisa Porges; (back row): Jens Averwenser, Walter Kortenjann, Claus Schmidt.

The promotional products specialist from Groß-Bieberau, Germany has restructured its sales team. In his function as sales director, Ralf Uwe Schneider will be responsible for Germany, Austria and Switzerland starting 1 September 2012. Previously he was employed as sales director at the company Jung Bonbonfabrik and he brings a wealth of trade experience with him. He will be supported in his new task by a four-man field service team. Jens Averwenser already took over the region of northern and eastern Germany in early 2011 and will further intensify his activities in this area. Walter Kortenjann will remain the long-standing contact person for customers in western Germany. The southern German region and Austria will be supervised by Claus Schmidt, who joined the team in mid-April. Luisa Porges

is a new member of the team. Previously she was an office-based sales employee for Senator and will now join the field service and concentrate on southern Germany and Switzerland. www.senatorglobal.com

VERTICAS GMBH

ADDITION TO SALES TEAM

Since August 2012 Saskia Knausenberger has been working in the Key Account team as project manager in the promotional products division at Verticas, a full-service



Saskia Knausenberger

agency located in Wiesbaden, Germany. Knausenberger moved after having been previously employed at the agency Change Communication in Frankfurt, where she was successful in managing customers from the Software & Finance division; she will now be in charge of looking after a company from the financial services industry with global operations. Thirty-year old Saskia Knausenberger will be responsible for planning and managing the product line, as well as coordinating the multilingual e-shop systems, which are linked to several warehouse facilities throughout the world. With this new addition to its team, Verticas is expanding its international business of providing professional, full-service solutions. www.verticas.de

CRIMEX GMBH

NEW REPRESENTATIVE



Klaudija Butum

Crimes has appointed Klaudija Butum as authorized representative. Butum worked for ten years in the purchasing and sales departments of the promotional products specialist. Klaudija Butum will also continue to support customer care services. www.crimex.de

TIP GMBH

CHANGE OF MANAGEMENT
AND NEW BRANCH

TIP GmbH has two important announcements for the industry in its anniversary year. After many years as managing director of TIP GmbH, the company founder Jörg Franke has handed over the reins to his son Claus-Jörg Franke. Thus, from now on, Claus-Jörg Franke will be responsible for the fortunes of the family business founded 40 years ago. After studying business administration, the 40-year-old Swabian has gained 13 years' experience in senior positions in industry. "After many years working as a marketing decision-maker on the other side, I know very well what the requirements on the customer's side are, and what criteria are applied to a



Claus-Jörg Franke

powerful promotional product distributor. My task is to continue to lead TIP into a secure future," says Claus-Jörg Franke. Coinciding with the appointment of the new management, the headquarters

was relocated to Geisenfeld, Bavaria. Jörg Franke, who will continue to support the company in an advisory capacity in the future, emphasizes however: "The former headquarters of TIP in Eschach, Baden-Württemberg remains unchanged with all its structures; only the management has been redefined. Geisenfeld mainly operates as a sales office supporting the now seven-strong field team." The expansion of sales activities in Germany, Austria and the Benelux countries initiated by Claus-Jörg Franke remains a strategic focus of the company management. www.tipgmbh.de

MID OCEAN BRANDS

RUTGER DE PLANQUE IS THE NEW CEO

Since 1 October Rutger de Planque has been the new CEO of the Netherlands based promotional products supplier Mid Ocean Brands. He replaces Willem van Walt Meijer, who worked for the company since 2008. Rutger de Planque brings more than 20 years of experience in the promotional products industry with him. From 1990 to 2010 he was a member of the management board of PF Concept. Most recently he worked as an operating partner for Avedon Capital Partners. "Rutger de Planque steps into this position at a good time. In Rutger we have found an excellent professional to lead the company into its next phase," says Rob Schipper, chairman of the supervisory board of Mid Ocean Brands. Schipper also thanked Willem van Walt Meijer for the excellent cooperation in the past years. www.midoceanbrands.com



Rutger de Planque

STRATEGIC PARTNERSHIP

DELFINA IS CONSOLIDATING ITS EXPERTISE



Axel Weimar, head of sales at Delfina, and Hans-Werner Groß, managing partner of Wäschekrone, are looking forward to the future cooperation.

Photo: Wäschekrone

The towelling specialist Delfina is consolidating its activities and has formed a strategic partnership with the hotel linen expert Wäschekrone. Together the two companies intend to expand their product ranges significantly. For more than eighty years now, Delfina has been distributing and finishing exclusive towelling products. From its base in Laichingen, Germany Delfina now plans to use the joint infrastructures with Wäschekrone to serve its customers even more efficiently.

www.delfina.de

XINDAO BV

SUPPLIER OF THE YEAR IN THE NETHERLANDS

For the third time Xindao was rewarded as Supplier of the Year in the Netherlands. Xindao won the prestigious price before in 2004 and 2008. This year Xindao was elected by a large quantity of distributors based on their innovative collection, high service level and marketing support. The Supplier of the Year is an initiative of PromZ Magazine and PromZ Vak the Dutch magazines for the promotional industry in corporation with PPP the Dutch Association for the promotional Industry. www.xindao.nl



WORKWEAR WITH ÖKOTEX SEAL

CG WORKWEAR AND CG FASHION CERTIFIED



As a manufacturer of workwear, CG International GmbH is now certified with its range in compliance with Ökotex 100. This globally recognized seal of approval certifies that textiles do not present a health risk. Especially with workwear which is worn for eight hours and more partially directly on the skin, the health aspect is an important criterion for decision-making. "With the Ökotex seal, we acknowledge our responsibility to give our customers the necessary confidence in their purchasing decision," says managing director Cengiz Gürec. The certification is a further step to strengthen confidence in the brands CG Workwear and CG Fashion. Modern fabrics offer a perfect combination of functionality, durability and comfort. Particularly skin-friendly materials such as Tencel, organic cotton or bioactive fibres ensure that you always feel good even during a long working day. Apart from the Ökotex seal, the "Made in Germany" label is also a visible expression of the distinctive focus on quality. All products from CG Workwear are manufactured in Germany. That means controlled production according to high standards and a secure, consistent level of quality. From aprons to vests and trousers to chefs' uniforms, all catering textiles are washable at 95 degrees Celsius, wrinkle resistant, colourfast and suitable for industrial laundering and finishing. www.cgworkwear.com

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WITH A FUNDRAISING CAMPAIGN

15TH ANNIVERSARY OF IN MEDIAS

The company in Medias, which is based in Eggolsheim, Germany, will be celebrating its 15th anniversary with a fundraising campaign. On the occasion of the anniversary, managing director Heidi Martin initiated the campaign and donated a certain amount for every order from July to September. Altogether, 2,000 euros were collected for the "Forchheim Youth Theatre". With the donation, in Medias wishes to assure the further existence of the theatre and promote cultural life in the region. Heidi Martin founded the full-service-agency in Medias in 1997. In 2005 in Medias moved into larger office buildings and now has its own graphics department, a printing press and storage halls on site. Since 2006 in Medias has organised an in-house fair once a year, during which more than 20 exhibitors provide information on new innovations from the promotional products industry. www.in-medias.de



The in Medias Team celebrates its anniversary.

Since 2006 in Medias has organised an in-house fair once a year, during which more than 20 exhibitors provide information on new innovations from the promotional products industry. www.in-medias.de

PAPPNASE & CO.

NEW ONLINE DISTRIBUTOR SHOP LAUNCHED

After intensive work, the Hamburg specialist for artistic and juggling articles, Pappnase & Co., is now launching its new online distributor shop. It appears with a refreshing design and many new



features, which make it even more pleasant to browse and order items. For example, it has a new traffic light system which displays the current inventory status of the desired products in real time. Customers can now check anytime whether the desired article is available or when it is expected to be in stock again. Based on the concept of "theme worlds", visitors to the online shop will find creative collections of selected themes. Furthermore, it enables visitors to set up, administer and add comments to a memo pad. It can then be directly placed in the shopping basket, for which it is now also possible to indicate and select several delivery addresses. A window on the left side informs customers about the latest fair dates and events. At these events, customers can become personally acquainted with Pappnase & Co and see and touch the products. Currently the online shop is available in English and German. A Spanish version will also be in operation soon. Here is the link to the webshop: www.pappnase.com.

ARWEY AND ZOGI BRANDS

PREMO TAKES OVER EXCLUSIVE DISTRIBUTION IN BENELUX



Premo Benelux has signed a distribution collaboration with Herzog Products GmbH and Acar Europe GmbH. Starting immediately,

Premo Benelux will exclusively distribute "zogi" brand Herzog products and the Acar Europe brand Arwey in the Netherlands, Belgium and Luxembourg. Zogi stands for trendy products in the electronics and multimedia sector, and Arwey for high-quality notebooks and calendars. Thanks to the collaboration, all three companies can benefit from synergies: the distribution power of Premo will be further enhanced by the successful, innovative Herzog Products and Acar Europe product ranges; and in return, Premo offers its customers competent consultancy and product competence with a well-positioned distribution system. You can find more information at www.acar-europe.de and www.zogi.biz.

HERZOG PRODUCTS GMBH

NEW SALES MANAGER



Ralph Knapich

On 1 August Ralph Knapich was appointed new sales manager at Herzog Products, Keltern. Ralph Knapich's responsibilities include the entire product sales and purchasing.

He works hand in hand with Zogi managing director Jörg Herzog. His contact details are: tel. +49 7236 98286-24 r.knapich@zogi.biz – www.zogi.biz

FULL SERVICE AT DKPROMOTION'S IN-HOUSE FAIR TESTING, TRYING, NETWORKING

Promotional products to test and try out – this is what awaited visitors at the in-house fair of the Franconian promotional products distributor dkpromotion. The company welcomed 36 top suppliers and around 240 guests to an all-day promotional product show in Nuremberg at the end of September. Invited industry specialists had the chance to spend nine hours examining new products, trends and classics. From small promo items such as plaster boxes or pens to giveaways such as felt bags, sticky notes or leather cases through to high-quality gifts such as works of art, the complete spectrum of promotional products was represented. The team of experts from dkpromotion and the manufacturers were on hand to provide exhibition visitors with advice and assistance. A twenty-minute seminar also gave practical examples of refinement and finishing processes such as printing, embroidery and laser engraving. The modern, light-filled setting of the hip and trendy Poolhouse Nuremberg encouraged visitors to stroll around, gather information and network in a relaxed and inviting environment. An ideal opportunity to hear about the latest ideas and trends for the Christmas business and to test, compare and try out the extensive range of products in an exclusive atmosphere. Dieter Probst, Managing Director of dkpromotion, was pleased with the successful event: "We are extremely happy with the way the trade fair turned out. Visitors had the opportunity to receive individual, personalised advice, take a look at everything in detail, and round off their tour with delicious catering. We also received a great deal of positive feedback from the exhibitors, who provided the industry professionals with detailed information. All in all a successful event, true to our motto 'dkpromotion... surprisingly different'." www.dkpromotion.de



36 supplier partners showed the guests of dkpromotion effective new and classic products for promotional purposes in the modern Poolhouse Nuremberg, Germany.

THE LEATHER BUSINESS

VERIFICATION OF REACH COMPLIANCE PUBLISHED

The Leather Business

The leather goods manufacturer The Leather Business publishes its REACH compliance reports on its website. Not only is compliance important to the company, but also transparency for customers. By publishing the certificates the British firm wishes to show its customers that the leather materials used do not contain any hazardous substances. According to its own statements, The Leather Business has its leathers tested regularly. Founded in 2002 by John Thorp, the firm is based in Worcestershire, which is located north-west of London. www.leather-business.co.uk

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BLUNT UMBRELLAS

FARE SECURES EXCLUSIVE SALES RIGHTS

Fare Guenther Fassbender GmbH in Remscheid has secured the exclusive rights to sell promotional products of Blunt umbrellas for Germany, Austria and Switzerland. After the company Innports B.V. was looking for suitable partners in the promotional



BLUNT

products market in early 2012 and contacted the Fare team, managing director Volker Griesel did not hesitate, "The Blunt models are not only a great product idea, but also have an excellent workmanship and are extremely durable." The storm-proof products even withstand the most extreme weather conditions. Great importance is attached to quality and durability at the Fare umbrella factory, so that the Blunt models would perfectly complement the current Fare programme as additional highlight products. "The quality and workmanship suit us. We have personally convinced ourselves of this," says Volker Griesel. The joint distribution also allows positive synergies. It was important for Blunt to be

able to also sell umbrellas in small quantities. The original Blunt umbrella is a high-quality design and is immediately available from the Fare warehouse. All other Blunt models are also available as promotional products exclusively for the distribution areas of Germany, Austria and Switzerland, as part of the mail-order business. Further information is available from the Fare team or at: www.fare.de/blunt

PRO-AD:

REINFORCEMENT FOR THE SALES TEAM



Neale McDermott



Antonia Edwards

Two new Junior Account Managers have been welcomed into the sales team of the promotional products distributor Pro-Ad. Antonia Edwards had already gained experience in a PR agency before joining Pro-Ad. Neale McDermott used to work in the sales branch of a publishing house as well as being active as a football agent. The founder of the company, Carlo

Nardini, is pleased that the team has been reinforced through these recruitments. Nardini founded Pro-Ad in Morpeth, Great Britain in 1982. www.proad.co.uk

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

MAXIM CERAMICS

NEW TEAM MEMBER



Agathe Asbar

Maxim Ceramics in Michelstadt, Germany has announced a new addition. Since mid-August Agathe Asbar (25) has reinforced the customer advisory service area as Account

Manager D-A-CH and, together with her colleagues, ensures that the company is close to its customers. As a qualified assistant in office communication, she previously worked in sales at a well-known tyre manufacturer for several years.

www.maxim.com.de

V o r t e i l e i m F o k u s

"Wir sind Mitglied im bwg..."



Martin Leipold
Lachmund GmbH
bwg-Mitglied seit 1989

... weil er unsere Belange als Werbeartikel-Händler klar positioniert und so die Markt-Strukturen erhält.

Da wir alle die gleichen Branchen-Interessen verfolgen, handeln wir durch den Verband als starke Gemeinschaft.“

Warum Mitglied werden?

- ➔ Interessen-Vertretung der Werbeartikel-Händler
- ➔ Austausch mit Kollegen und praxisnahe Fachseminare
- ➔ Lobbyarbeit für Werbeartikel und Handels-Strukturen



The trade visitors showed a keen interest in the opening ceremony speech.



PROMOTÜRK POWERED BY PSI 2012

BRIDGING THE CONTINENTS

From 20 to 23 September, Istanbul will be the setting for the 27th edition of the Turkish promotional products fair Promotürk – now “powered by PSI” for the second time. At the opening of the successful event, PSI revealed that Turkey would be elected as the first official partner nation for the 2013 PSI Trade Show.

The fact that this event is now already on its 27th edition is proof in itself that Promotürk has become a well-established date on the calendar of the Turkish promotional products industry. No longer merely a venue for displaying new products, the event now has a modern concept of presenting innovative promotional products and the related advertising concepts. Promotürk offers practical and effective solutions for the successful marketing of promotional products. Its strategic and convenient location on the Bosphorus forms a bridge between the markets of Europe and Asia, bringing the industry together at the exact place where the two continents join.

MORE POWER THANKS TO PSI

The specific characteristics and benefits of Promotürk have not escaped the notice of PSI's management, who have validated the event by providing the support of their global promotional product network. For the second year running, Promotürk will have the extension “powered by PSI” add-



ed to its name. The support of PSI means that the event, organised by the Turkish association of promotional product manufacturers and distributors, the Promoturk Association, and the ITE Group Plc., the Turkish arm of EUF International Trade Fairs in Halls 1 and 3 of the Istanbul Expo Center / CNR Expo, can now rely on PSI's half a century of solid experience.

FRESH IDEAS

The latest Promotürk show also lived up to its reputation, introducing a number of new promotional initiatives. Keeping step with the upswing in the Turkish economy, Promotürk is demonstrating its worth with fresh ideas and a wide range of innovations. More than 150 exhibitors attended, with high-quality products made from porcelain, glass, leather and plastics, through to textiles, office goods, cosmetics, electronic devices and even craft products – representing the broad and very colourful spectrum of the Turkish promotional products industry. This time, there will also be a focus on ecologically sustainable prod-

ucts. Last year, 9,213 international visitors attended, and this time the organisers expected to see 12,000 guests, many of whom will be representing the telecommunications, automotive, tourism, pharmaceutical and food industries, not to mention the healthcare, banking and home ware sectors. (Final visitor count not available at the time of going to press.)

A FASCINATING LOCATION FOR A TRADE SHOW

Four full days of exhibition, staged in a very visitor-friendly environment, where many of the stands were spacious and elegantly-designed, offered visitors plenty of room, and time, for intensive, profitable discussions. Many of the people visiting the show, not only from Asia and Europe but also from the Middle East and North Africa, used their visit to Promotürk powered by PSI as an opportunity to visit the city of Istanbul. The city, now an increasingly important trade show destination, combines a fantastic historical legacy and prosperous present day, cre-

ating a unique melting pot of history and culture.

TURKEY, PARTNER NATION OF THE PSI TRADE SHOW

The increasingly important role of this location, which lies at the intersection of the international markets, was also emphasised by Esad Ahmet Özdem, President of the Promoturk Association, in his opening address at Promotürk. Silke Frank, representing the PSI, wished all PSI exhibitors the best of luck for the event, and also revealed that Turkey will become the first official partner nation of the PSI Trade Show. After Germany and the Netherlands, Turkey is one of the top exhibitors at the Show. "Turkey, with more than 60 exhibitors every year, is not only the second-largest international exhibitor group at the PSI, but is also an important partner for the entire industry, representing the gateway to Asia. In general, Germany and Turkey enjoy very good bilateral trade relations, and Germany has traditionally been the largest trade partner. Almost 10 per cent of Turkey's for-

An amazing atmosphere during the official Promotürk cruise on the Bosphorus between the continents of Europe and Asia.



Promotürk President Esad Ahmet Özdem and PSI Director Michael Freter in a celebratory mood during the Promotürk cruise evening, surrounded by employees of Promotürk Association.

eign trade is generated through Germany. The growth of the “Promotürk powered by PSI” fair over the past few years reflects the dynamic, up-and-coming Turkish promotional products market,” was Silke Frank’s comment on the decision. PSI chief executive Michael Freter, also a guest at Promotürk, added: “We had the idea of nominating an official partner country for the event in order to emphasise PSI’s international dimension, and support it with a range of different initiatives. We are happy to have chosen Turkey as our first key partner, and look forward to working closely together in the future.”

CLOSE COLLABORATION

As a sign of the close collaboration between the two countries, PSI had its own

stand at Promotürk, which also featured the PSI web shop, its new marketing and service tool. At the PSI in Düsseldorf next January, Promotürk will have its own stand in the International Associations Area in Hall 11, where interested exhibitors and trade visitors will be able to learn more and discover the benefits of participating in the next Promotürk powered by PSI, to be held from 19 to 22 September 2013, at the same location in Istanbul. www.promoturk.org – www.ite-promo.com <



Typical Turkish accents were set by the demonstration of a classic belly dance.

“THIS JOURNEY WILL CONTINUE”

DURING THE PROMOTÜRK WE SPOKE TO ESAD AHMET ÖZDEM, PRESIDENT OF PROMOTURK ASSOCIATIONS.

Mr Özdem, first a question on the 27th “Promotürk – powered by PSI” trade fair, which just ended: Are you satisfied with the course of events during the three fair days?

The Turkish association of the promotional product industry Promotürk has been organizing trade fairs in Turkey for over 27 years. In the past two years, together with the support of PSI, we have increased our international presentation. We are happy that despite the economic crisis, a lot of domestic and international visitors came to the 4-day fair. 480 international visitors came in 2011 and 765 visitors came in 2012. I hope the number of visitors will continue to increase in the coming years.

How do you assess the current situation of the promotional products market in Turkey?

The promotional product sector should be innovative and creative and the domestic market will always be alive. For this reason, we organize design competitions at universities. Thus, we are very active and contribute to a dynamic sector.

Since 2011 “Promotürk powered by PSI” has taken place with the support of a licensing contract from PSI and ITE/EUF, the organizer of Promotürk. How has this cooperation been noticeable and do you have any further expectations or wishes with regard to the cooperation?

The partnership with PSI and ITE-EUF was a result of our involvement. On the one hand, these brands are competitors and both of them are famous in the international market. We at Promotürk organized to bring them together at one table. Following intensive plans, we achieved workable results that satisfy all three partners. Germany, England and Turkey – three countries with different cultures are co-operating with each other because of their trust in us, Promotürk and Turkey. In the

same way we also trust in the power of PSI to enable a better presentation of Turkey and Promotürk. Together with PSI we will continue to work to achieve even greater targets. There are no problems in these kinds of partnerships provided the parties keep their promises. There are no problems at all now. I don't know how it will continue but everything necessary is being done to ensure that this journey will continue.

What is so special about Promotürk in your eyes?

Promotürk is the most rooted and powerful meeting point in the industry apart from PSI.

27 years is not a short time. We have very professional manufacturers in our country, whose experience, fair prices and quality services satisfy everyone's needs. Being a European neighbour is also very important. Turkey is Europe's door to Asia. We are also neighbours of the Middle East, Russia and the Balkan countries. The most important thing, however, is that there are no problems in issuing visas to businessmen.

While opening the Promotürk trade fair, PSI Trade Show director Silke Frank announced that Turkey will be the first partnering country of the leading European Trade Show for promotional products. How do you view this step?

There has been a substantial increase in the number of exhibitors from Turkey to the PSI Trade Show in Düsseldorf during the past three years. At Promotürk we have made considerable efforts. As a result, Turkey provided the largest number of exhibitors at this fair, second only to Germany, and this did not go unnoticed by the PSI management. It was not a surprise to me. It was a good decision. During the last three years, together with dear Michael Freter, we entered into very important



agreements together. I can say that we have been very excited about this. We are making every effort to ensure everything runs successfully.

How do you see the future development of this partnership – also in view of the current economic developments?

I am sure that this partnership will enjoy much better results in future. I recommend to our European friends to buy into Turkey. 1. We are close 2. They can have small quantities produced fast and at a reasonable price. 3. Orders placed in the Far East take 90 days to be delivered; the same orders arrive from Turkey in just 30 days. A willingness to cooperate is being experienced in a lot of fields in the world. Our country is also positively impressed by this. We are especially anxious for our European investor colleagues to succeed and share their success together with us.

Mr Özdem, thank you very much for talking to us.

I also thank you. I was very happy to see you in my country.



Relaxing, networking, and partying – that's part of Trend, too.



bwg chairman Joachim Schulz welcomed guests to his first Trend during his time in office.

TREND 2012

INDUSTRY MEETING LOSES NONE OF ITS LURE

14 and 15 September saw the bwg once more inviting its members to its annual product show at Euromoda in Neuss, Germany. Again with more exhibitors and visitors, the industry event remains as attractive as it has ever been. This is no wonder as Trend affords plenty of opportunity for dialogue among colleagues at the trade show and, of course, for partying.

Trend has already been a guest at fashion distributors Euromoda, Neuss, for a number of years. Nevertheless, each event is different, there is something new to discover again and again, even for those who feel they're actually well informed. This is exactly what the bwg product show is about: Before the Christmas business gets started, one more platform is set up on which the trade can get inspired and

clarify concrete queries with suppliers. There were 111 exhibitors this year, around 700 visitors from 300 trading companies found their way to Neuss. In total, more than 1,000 persons were in attendance, meaning that, on both the exhibitor and visitor side, Trend grew in comparison with the previous year. Again, by far the larger portion of visitors were from outside the bwg distributors' ranks: additional

scope, therefore, for the board to make the association's services accessible to the "experts" in order to gain more members. From that point of view, Trend is also an ideal acquisition platform for the association.

PREMIERE FOR THE NEW BOARD

The first Trend for the new bwg board can thus be rated a success. For Joachim Schulz, who took over as chairman from Hans-



The successful, well-attended Trend at Euro-
moda presented lots of stimuli and ideas.

Joachim Evers in January of this year, Trend 2012 was a premiere. "Previously I'd only known Trend as a visitor. But it's not until you're right in the middle of organising it that you sense how demanding the whole thing is," said Schulz in his welcoming speech to open the evening event. He thanked the organisation team, division manager Beradette Feck and board member Carsten Lenz, who were energetically supported by Klaus Beyer, Dietmar Mundt, and by honorary chairman Evers. For anyone tackling something for the first time, it is important to have the opportunity to draw from predecessors' know-how and experience. At any rate, the joint effort result-

ed in a great trade show. If getting around the Euromoda premises is occasionally somewhat confusing and, on leaving a room, one sometimes turns off in the wrong direction, that is just a part of the location. It was more important that an extensive product portfolio with a number of surprises was on view and anyone with a pair of eyes could find what they were looking for. As has often been the case, at this year's show, too, Friday was by far the stronger day in terms of visitor numbers.

A PLEASANT, LONG EVENING

What would Trend be without the get-together on the first day? As in the previous year, the evening event took place at

Düsseldorf's "Theater der Träume", a converted industrial hall close to the port. In this special ambience, guests were first entertained with a truly delicious buffet comprising fresh ingredients, which won praises all round. A few exhibitors were rather stressed at the time, as they had come straight from Austria from other events – so the celebratory and simultaneously informal evening was exactly what was called for. In a relaxed atmosphere, talking to colleagues or dancing the night away, time flew by. With live music, a Brazilian samba show, and many a cocktail, it turned into a long and pleasant evening once again.



Each visitor was able to have a gingerbread heart decorated on site as a souvenir of the WerbeWiesn.

WERBEWIESN 2012

EVENT IN PROPER MUNICH STYLE

Nearly a week before the Oktoberfest officially began, EIDEX and CD Werbemittel took advantage of the thrill of anticipation and rang in the upcoming event with the WerbeWiesn in the Alte Kongresshalle in Munich. A high-ranking event which counts among manufacturers and visitors as a highlight of in-house exhibitions.

Things were done in the proper style at the Alte Kongresshalle in Munich, for visitors were welcomed by organizers and exhibitors dressed in traditional Bavarian attire of Lederhosen and Dirndl. Of course, neither the gingerbread heart nor the legendary tapping of the beer keg was lacking.

For four years now, the keg has been regularly tapped at the WerbeWiesn. The two full-service agencies EIDEX and CD

Werbemittel welcomed more than 500 customers in a hearty Bavarian atmosphere. The concept of the exhibition appears to be a factor in its success. Along with comprehensive consultancy, the exciting lectures also aroused the interest of the visitors. Kirstin Wolf of Purple Consulting gave an extremely informative presentation on how success in a career is related to empathy and insight into human nature. The experienced trainer coaches man-

agers and marketing decision-makers, and in her lectures points out ways to professional success. The second presentation even amazed experienced members of the industry. In his lecture "Promotional Products and Brain Research", Engineer Jürgen Wieser of Limbio Business spoke on the effect of promotional products on various regions of the brain, which areas are responsible for purchasing decisions, and the part played by emotions.

COMPREHENSIVE SERVICE

One of the highlights was the presentation of the Best of Bestseller Award. Each year at the WerbeWiesn, the best selling promotional products are chosen in the categories of give-away, medium range and VIP gift. Promtec was able to reach first place in the give-away category with its Fix-it display cleaner. The Bierbandl from Weiß & Zito "... mei Maß", which can be used to mark beer mugs, took first place in the medium range category. The Bluetooth loudspeaker from Octogone won the award in the VIP gift category. This was followed by the obligatory tapping of the keg and some deliciously hearty Bavarian food, which enabled the organizers once again to serve up a totally successful event.





The winners of the Best of Bestseller Award.



Christian Kaul, CD Werbemittel, Christine Stahl, Managing Director of CD Werbemittel, Thomas Gottschall, Managing Director of EIDEX, Robert Stahl, Managing Director of CD Werbemittel and Patrick Haendly, Managing Director of EIDEX drank a toast to the successful event after the keg had been tapped.



Dr Robert Stahl

This year, CD Werbemittel was among the organizers of the WerbeWiesn for the first time. The company was founded in 1983 by Christine Stahl in Germering and its 23 employees now offer complete service in the promotional products segment, from production to storage up to processing. The PSI Journal talked to Dr Robert Stahl:

What is your estimation of the current mood among industrial customers?

Our customers' mood is optimistic and investment friendly, despite some traces of turmoil caused by policies and the market. Many of our customers are willing to make use of our core competence with all external services in order to have more time for their own company's core tasks.

Which product segment grew especially strongly last year?

The textiles segment and custom-made products with Ökotex certification, followed closely by growth in the IT segment and technical items.

What new products can customers look forward to in the future?

There are sure to be more new products in the office and IT supplies segment. Customers can look forward to these being more and more sought after in the promotional products sector thanks to the spread of "i" products from Apple.

How do you feel the effects of this strongly seasonal business with promotional products?

We have had a lively end-of-year business for years without the items sold being explicitly related to Christmas. Available programs are filled up and residual budgets exploited.



It is well known that there is no lack of castles in Austria. The culturally rich castle in Traun was an outstanding choice of a location for the 2012 Info Day.

KNEIKO HANDELS GMBH: 2012 INFO DAY

ADVERTISING MEETS CULTURE

The organizer Kneiko hit the bull's eye by choosing the culturally rich Traun Castle in Upper Austria as the location for the 2012 Info Day. Thirty-two exhibitors offered a broad range of promotional products during the successful in-house fair of the full-service promotional products distributor.

Advertising meets culture" – Wolfgang Kohout, the managing director of the firm Kneiko GmbH which is based near Linz, could hardly have found a more fitting motto for the second annual Info Days. After all, the promotional products specialist from Upper Austria held its product exhibition in the prestigious Traun Castle. Thirty-two supplying partners, primarily from Germany and Aus-

tria as well as the Netherlands, Poland and the Czech Republic, presented new products and seasonal classics. According to historical data, the original fortifications in Traun have existed since the beginning of the 12th century. The reconstruction of the site four centuries later resulted in a water castle and a large expansion of the complex as well as a manor house from the renaissance era,

which is a rectangular construction with four corner towers and three floors. As Kohout realized, it is an ideal location for promotional and consulting events: "The castle complex is used nowadays for cultural events. A local history museum is also located in the building and the site offered ideal conditions for our event," reported Kohout on the initial organizational preparations.



They provided in-depth information to the knowledgeable visitors, who took many promotional ideas home with them.

REAPING THE BENEFITS OF ALL THE WORK

The product exhibition took place on several floors of the elegant manor house. It was not too narrow and there was some space between the stands so that clients travelling in groups could also obtain information at the stands without large crowds. After a quiet start in the morning, the visitor frequency significantly increased before noon, so that the suppliers were really put to task. While advising a total of 275 clients from approximately 200 firms that gathered information on the new promotional product trends in the wonderful atmosphere, the professionals put their rhetorical skills to the test. With winter textiles, calendar products and other classics, the firm primarily specializes in three-dimensional advertising products for the upcoming Christmas sales season. Yet other, all-season promotional products such as writing utensils, leather goods and various giveaways also attracted the attention of the clients: "Traditionally we also have prod-



ucts such as rolling measuring wheels or wooden rulers for the construction industry as well as very diverse products for outdoor advertising for insurance companies and banks," says Wolfgang Kohout, who together with his staff in shiny red T-shirts provided for a great atmosphere during the gorgeous weather.

HIGH-QUALITY CLIENTS

After the participants regenerated during the catered lunch, the intensive consulting in the afternoon proved that the extensive efforts to send out 5,000 invitations before the event were well worth it. In fact, there were a considerable number of corporate decision-makers among the clients, so that many entries into the notebooks of the exhibitors are certainly likely to be-



The 32 supplying partners had their hands full all day long.



Wolfgang Kohout

come orders. It was a successful exhibition concept with a broad offer of promotional products for nearly every kind of usage, which are deservedly bound to attract large demand. After carrying out its second in-house exhibition, the firm Kneiko Handelsgesellschaft mbH is well on its way to becoming a fixed date in the future event calendars of the industry in Austria. <



Wunderland Kalkar was the location for VKF Renzel's in-house fair. The amusement park was built on the grounds of the Kalkar nuclear power plant, which was built in 1985 but it was never made operational, and it accommodates a number of recreational facilities including a hotel and congress centre.

VKF RENZEL GMBH

PROMOTIONAL PRODUCT TRENDS AT WUNDERLAND

The end of the year business has reached the home stretch and VKF Renzel is really stepping on the gas: the team presented the promotional product trends for the last quarter of the year to its customers at the recreational centre Wunderland Kalkar in Germany, which is located near the Dutch border.

In terms of the product showcase, the expectations of VKF Renzel's management were already met last year. And the in-house fair in 2012 has also been a success, especially with regard to the number of customers who visited the event: With 250 representatives from 120 companies attending, the number of visitors increased again in comparison to the previous year. There were satisfied faces everywhere, be-

cause this year's appealing product showcase was held at an attractive location and was a total success for the 37 suppliers and 4 department directors from VKF Renzel. The event took place at Wunderland Kalkar in Germany, which is a recreational centre located near the Dutch border that was built in 1995 on the grounds of a fast breeder reactor, which was never put into operation. Today part of the plant is a

congress centre and a family amusement park called Kernie's Familienpark.

A WIDE ARRAY OF PRODUCTS AT AN ATTRACTIVE LOCATION

In addition to traditional give-aways, such as pens in every colour, lighters or sweets, there was a lot of interest in products, such as calendars, cups and elegant gifts from the bag and leather goods segment. The initiators from the display and advertising



The VKF Renzel team organised a successful and well-attended trade fair: Guido Küppers, Director of the Promotional Products Department, Ina Tebbe, Marketing Director, Joachim Ostendorf, Managing Director (l. to r.).



Visitors received detailed information, tried out products and were given advice at the stands of the 37 suppliers.



equipment segment also had lots on offer. After all, VKF Renzel is also selling a wide array of products: displays, frame and presentation systems, products made out of acrylic glass, injection die casting, technical moulding, compartment divider systems, electronic sales-promoting tools, anti-shoplifting devices, display systems and advertising technology. Finishing is also a part of the company's very strong promotional product business segments. Guido Küppers, the director of the promotional product department, explains, "We are very flexible, especially in the area of tex-

tiles. After all, we have our own textile carousel in the building, so finishing can be done immediately at the facilities in Isselburg after we have received the products that were ordered." The sales-promoting business can also realise small print-runs quickly and perfectly, and all work stages, from the conceptualisation of the product to the final finishing, are provided from one source.

MORE GROWTH IN SIGHT

This sales promoter is currently focusing on the neighbouring country located only a few kilometres away from the company's

facilities in Isselburg in order to maintain and expand their current customer base, which includes shopping centres and franchises, as well as retailers and big industrial companies. "We not only want to position ourselves better regionally, we also want to tap into the large potential customer base in the Netherlands," explains Joachim Ostendorf, who is one of the three Managing Directors at VKF Renzel, in addition to Heinz Renzel and Ansgar Hügging. This goal is being pursued in part by the activities of the business' own branch in the Dutch town of Dinxperlo. <



Traditionally and smartly dressed, manufacturer partners and the top display team awaited their customers.

TOP DISPLAY CELEBRATES 25 YEARS

“KREATIVWIES’N” IS A HIT

The promotional product specialists from “top display” hit the nail on the head once more with their second in-house fair in the company’s silver anniversary year. Because the Hamburg-based company had come up with a special motto again for its customer event hosted at its own premises.

Full of creative ideas, as always, but this time particularly authentic with its “KreativWies’n 2012”, the top display team hosted an early, but all the more successful and very well arranged “Oktoberfest”, transporting Bavarian flair to the hanseatic city in northern Germany. Summer, sun and the latest trends, products and concepts in the area of promotional pro-

ducts formed the focus of the event held in the white-blue decorated premises in Hamburg. Dressed in traditional rugged “Lederhosen” and smart “Dirndl”, 15 manufacturer partners, together with consultants from top display, presented innovative ideas ranging from classic giveaways to clever Christmas items. This was rounded off with tasty treats and refresh-

ing drinks in keeping with the Bavarian atmosphere.

CUSTOMER-FOCUSED PRESENTATION

Around 120 customers from almost 80 companies made the most of the opportunity to gain an insight into the qualities of selected products and the many different ways they can be used. This was achieved through



practical product demonstrations and presentation of possible uses in the company's offices and large showroom, covering a total combined area of 360 square metres. "The invited customers eagerly took up the offer to participate in these efficient and customer-focussed presentations," says managing director Barbara Söhngen. "They could discuss their specific interests and needs, receive advice and conclude talks with concrete offers."

"UNEXPECTED AND DIFFERENT"

The "KreativWies'n 2012" was a success for exhibitors in two respects: the large number of interested customers and the quality of the consultations that took place reinforce the concept behind the top display in-house event. The intensive and personal contact of all staff with their customers is a vital factor in the success of these events. "All manufacturer partners support the top consulting services and quality and hence make an active contribution to the joint success," stresses senior consultant Hans Daub. As such, this new episode in the "unexpected and different" series by top display was met with great approval all round. Reason enough to anxiously await the next instalment. www.top-display.de <



First prize in the "KreativWies'n" prize draw: One week and 1,000 free kilometres with a snazzy car.

In an authentic "Oktoberfest" atmosphere, manufacturer partners and the top display team presented the positive features of selected product innovations.





Top display managing director Gorden Daub with two guests while strolling through the "KreativWies'n 2012".



AN INTERVIEW WITH TOP DISPLAY MANAGING DIRECTOR GORDEN DAUB

Mr Daub, how satisfied are you with your "KreativWies'n"?

We are more than happy with the way the event turned out. We had terrific and dedicated supplier partners, positive and interested customers across-the-board – which created a great atmosphere! Our visitors took their time and were well prepared for their visit. This led to many constructive discussions. Our entire team had very few chances to take a breather – but everyone had a wonderful time. It showed me, once again, what a fantastic team we are. A huge compliment goes to the crew!

What is the initial reaction of the exhibitors and guests?

Our exhibitors had professional and well-informed discussions and received many specific enquiries. Much praise was given for the atmosphere and about our customers. Some

of us sat together until late into the evening. The guests were impressed with the concept and implementation of the "KreativWies'n", as well as the selection of products and our additional product ideas. Our in-house events appear to hold a firm place in the calendars of our customers – they come with high expectations and are always in the best of spirits.

How are the balance sheets looking so far in top display's anniversary year?

Due to our consultancy skills, customer-oriented thinking and creativity for our customers, and in collaboration with our supplier partners, we have continued to develop further in our anniversary year. The business performance to date in the anniversary year gives us every reason to be optimistic. The fantastic feedback from our customers, not only at our in-house events, makes us eager for more and, of course, is an extra source of motivation for our team.

Will you remain true to the concept of themed events for customers hosted at your own premises?

Our objective for this event was "unexpected and different". We achieved this most impres-

sively with "KreativWies'n" once again. Our previous themed events were also successful and a lot of fun for us and all of the participants. That's important too. We have no shortage of ideas. Although the themes are just the icing on the cake. The content, products and ideas that we present our customers are the most important factors.

Have plans already been made for future events?

After an event is before an event.

And now to a more personal question: What's the feeling like in the first year as managing director?

Top display is 25 years "old" and I've personally had an active role for more than 15 years. My father and Barbara Söhngen always allowed me to have a great deal of influence throughout this time and I had free rein in many areas. The new role brings a little extra responsibility and I am pleased to take this on. I have a great team and terrific partners at my side – that's what I call "good feeling".

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VIERING GMBH

OPEN DAYS WITH A NEW CONCEPT

When it comes to in-house trade fairs, the company Viering GmbH has long since become a big player in Germany. During the third Open Days event, specially selected company representatives from the promotional products specialist as well as suppliers showcased their products.

During the third edition of its Open Days event, the team at Viering GmbH welcomed its customers to the company's offices in the town of Senden, which is located near the city of Münster, in order to give them advice on the latest product trends. This was done in a competent and professional way in a warm atmosphere. And yet again the spectrum of customers ranged from family-run businesses and medium-sized companies to big corporations. But the three-day event in September (each day from 10 a.m. to 6 p.m.) turned out different from what the 145 people from 95 different companies were expecting: Viering came up with a concept for its latest Open Days which was different from that of traditional in-house trade fairs.

A NEW MIX OF CONSULTANTS

"We wanted to do something new and to offer a more personal touch," explains Viering's Managing Director Mark-Oliver Schradler about the alternative and modified concept to that of previous events. The head of the company adds, "We decided to have visitors receive individual customer liaison and support from their contact persons at Viering and this approach worked really well." After all, Viering employees know the exact wishes, needs and requirements that customers have in terms of their marketing campaigns, which is something that stems from having worked with them for many years in some cases. At the event, new customers had the opportunity to get to know their consultant better; they were impressed

by the wide variety of products being offered, and received personal advice for meeting their specific needs. The creativity of the Viering team and its know-how about what is feasible made it possible for visitors to take the first steps towards realising their marketing campaigns. In the Viering showroom there was a permanent exhibition of the product portfolios of about 46 suppliers which encompassed some 300 square metres. During this year's Open Days, only specialist consultants from some of these suppliers were on site, notably Geiger, Pollyflame, Doctime, AltaSeta, CODE-No.com, Faber-Castell, WIL and ASS. Viering sent its invitation to customers by e-mail in the form of a video with its own special script; it was sent to about 2,500 people. An e-mail reminder three days before the event and calls to about 100 customers also helped make the latest event a great success. It is a long-standing tradition for Viering's customers to go home with more than just having received good advice: Visitors also received numerous highlights from suppliers with the Viering logo on them, like for example a personalised Geiger Smart Book. This year they were also given a watch with an Ice watch design that has their initials engraved on it, which was sent after the event. The diverse range of products being showcased was also reflected in the catering for the event: The catering staff which was dressed in Hawaiian-themed costumes and as angels spoiled the visitors with tasty snacks and refreshments.

THIS CONCEPT IS TO BE REPEATED

This customer service mix was the result of the Viering team's aspiration to change and improve the past approach and to try something new. The feedback from customers was totally positive. Viering has already revealed that it wants to continue to optimise this concept as well as the traditional in-house fair so that it can respect the wishes of its customers as much as possible. Representatives of other suppliers will also be present at the next event in March 2013: Viering will continue to hold the traditional in-house fair called "Promotion Days."



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MARKE[ding] IN WELS AND VIENNA

TWO SUCCESSFUL LOCATIONS

Following last year's successful premiere, Vienna has established itself further as an additional trade fair venue for Marke[ding] 2012. Exhibitors and visitors met in the magnificent premises of the Hofburg Vienna to discuss new trends and the latest news from the industry at the marke[ding].

Markedingl opened its doors for a second time in the Hofburg Vienna. The Austrian promotional products trade fair celebrated its seventh edition in Wels. Following last year's successful start, the new

exhibition concept proved to be a winning recipe once again in 2012, says Martin Zettl, Managing Director of Forum Werbegeschenke GmbH and co-organiser of Marke[ding]l. More than 1,300 visitors re-

ceived information in the Hofburg Vienna on the latest promotional product trends from more than 100 exhibitors representing eight nations. In total, around 2,400 visitors attended the two events. The advantage of two locations, according to Zettl, is clearly the wide spectrum of participants. A certain degree of "regionality" could be observed at the two venues. Every year Zettl organises the Marke[ding]l in cooperation with various distributor partners. The collaboration of promotional products distributors has proved to be a successful symbiosis. Conceived as an open information platform, it is planned to continue and strengthen the participation of distributor partners in 2013, according to the organiser. <

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GAMES AND TOYS

ADVERTISE WITH FUN GAMES

Everyone should take time to play. Children discover the world by playing games and they learn how to get along while having fun. When you are having fun, things are much easier to handle – and if they can be held, they have what it takes to make for a good promotional product.

Many wise people have talked about the sense, purpose and importance of playing games. The natural scientist Jacques-Yves Cousteau said, “Playing is an activity that one cannot take seriously enough.” The Dutch cultural historian Joan Huizinga offered a theoretical definition for playing games: “Playing games is a voluntary action or activity that is undertaken within pre-set limits of time and space, but it must be carried out with binding rules; its objective is the act of playing itself and it is accompanied with the feelings of excitement, joy and the awareness that it is something different from everyday life.” But the words of Monty Python’s John Cleese refer more to the practice of playing games: “Do you want creative employees? Then give them enough time to play.” The effectiveness of a promotional product concerns the interplay of sensory stimuli, whereby touch is the most important. On the following pages, we have put together a list of several products which fulfil these prerequisites and focus on the aspect of advertising with games. So, now the games can begin ...





DANCE WITH THE ADVERTISING BREEZE

The company Success from Germany is constantly adding new features to the classic promotional product called Pustefix which promise even more recognition value for the fun soap bubbles product. The Pustefix container is not the only part of the product that serves as a brand messenger when it has an imprint on it; the design of the blowing ring can also be enhanced with a logo, slogan or advertising figure. The colourful soap bubbles are always round in shape, regardless of the blowing ring's shape; the only prerequisite for the design of the blowing ring is that it has to have a closed outline. When the Pustefix soap bubbles came on the market in 1948, the blowing ring was made out of spring wire. Twelve years later they started using plastic to make it, which opened up many new opportunities. For minimum orders of 10,000 units, customers can choose to have the product designed in a special shape or select their own special colour.

43053 • Dr. Rolf Hein GmbH & Co. KG – Success • Tel +49 7071 78898

info@success-werbung.de • www.success-werbung.de



THE JOY OF PLAYING

At home, at school or at the kindergarten, Staedtler's colour pencils guarantee children fun when painting and in discovering their own creativity. The coloured pencil boxes contain six short or long coloured pencils in the classical six-edged profile. The soft and colour-intensive leads are equipped additionally with a white protective sheath which increases resistance to breakage of the leads. The coloured pencils are produced in Germany from certified woods and fulfil the requirements of EN 71. Thanks to digital print technology, Staedtler offers individualised colour pencil cases from 250 units.

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

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

-Advert-



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Kränkelsweg 28 • D - 41748 Viersen

Tel. 0 21 62 - 53 00 8-0 • Fax 0 21 62 - 53 00 8-20

E-mail: info@semo.de • www.semo.de

RADIANT EXAMPLE

Full service from one source with consultation, sampling, items ex store in Koblenz, Germany pre-press, printing and shipping in the name of the customer: that is what Spranz stands for. To provide more safety when playing on the street, Spranz has come up with the Basic9Bike, a black rubberised torch which possesses nine extremely bright and energy-saving LEDs and a universal bicycle bracket. With this, not only has once again something immensely practical but also of a high quality in its programme. The batteries are supplied with it. Packaged in the smart black design carton, this torch is not only an elegant product but also versatile and thus of highly practical use. More articles on this or many other topics are listed in Spranz' current collection catalogue.

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

info@spranz.de • www.spranz.de



ALEA ELASTICUS IACTA EST

When assembled, the Elastic Cube from e!xakt looks almost identical to the popular Rubik's cube. But the Elastic Cube can be taken apart by removing an elastic band that keeps the pieces of the cube together. Once removed, the pieces have to be put together again. Offset printing is used here. When the Elastic Cube is furnished with advertising in photo quality, the customer will get a product with high recognition value.

44457 • e!xakt Internationale werbemittel GmbH • Tel +49 6126 951175

service@e-xact.de • www.e-xact.de

FLYING WITH THE SMARTPHONE

Anyone with the remote control in the trousers pocket and who thus always has it with him, will turn this helicopter into his own advertising medium. Amongst other things, this flying machine possesses rotor blades, forward, backward and left or right steering, and can be navigated with the smartphone. Whether iOS or Android, whether phone or tablet: no-one can ignore this trend. An application developed just for that makes it simple for everyone to make great flying manoeuvres. The flying machine can be steered optionally manually or with the gravity sensor meaning that the helicopter reacts to the movements of the smartphone. This generates a genuine pilot feeling. The app can be obtained at no cost and functions with all common systems. Further information is also available on the website at www.neuershop.jamara.com/Mobilecopter.

47696 • Jamara e.K. • Tel +49 7565 9412717

a.wein@jamara.de • www.jamara.de



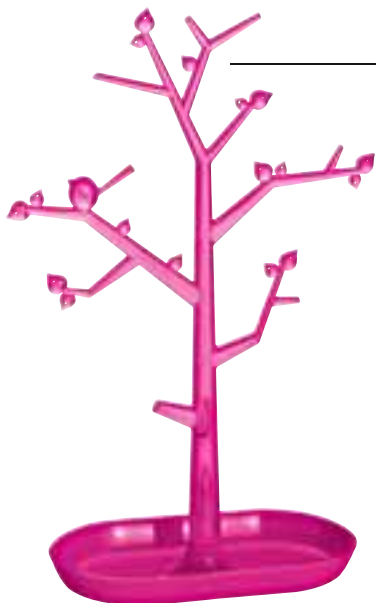
ENTDECKEN,

dass Spielen verbindet.



www.ravensburger.de

Ravensburger



THE ATTRACTIVE [PI:P] SHOW

One tree does not make a forest, but you can conjure up a whole jewellery studio by putting several jewellery trees together: the jewellery trees called [pi:p] M and [pi:p] L from koziol let the rings, earrings and bracelets hanging from the transparent branches beam like sunshine alongside the radiant leaves. And small pieces of jewellery find a decorative home in the practical dish. [pi:p] L puts long necklaces on stage in a dignified way in the forest. Mobile phones, reading glasses, watches and keys also have an ideal home in the built-in, well-shaped dish under [pi:p] M's branch. Here all of your small and big treasures are kept in order in a clearly arranged and decorative way.

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

Katrin.bode@koziol.de • www.koziol.de

NOSTALGIC SOUNDS OF CHRISTMAS

There is no better way to transport nostalgia with a promotional product than with the small barrel organ that is so popular among children. The little musical instrument being sold by the company Presentissima comes in two different designs. One barrel organ comes screwed on a wooden board made out of beech wood, which ensures optimal sound quality. It is packaged inside a foldable box that can have an imprint placed on its entire surface. The other version has the barrel organ placed inside a tin can, which can have an advertising message placed on it by means of using 4c printing on a foil banderole label. When you turn the crank handle, Christmas melodies, like Feliz Navidad, Jingle Bells, Rudolph the Red-Nosed Reindeer, and Silent Night start to play. The musical instruments can have a full-surface imprint placed on them which draws the attention to the CI of the advertising company during the holiday season, and they also help the person who receives it escape the hectic pace of everyday life for a few moments.

15007 • Presentissima, Inh. Martina Schiffelholz • Tel +49 8274 691560

info@presentissima.de • www.presentissima.de



BAKING FUN FOR THE LITTLE ONES

Because it is much easier to bake and cook when using the right kitchen aids, Le Creuset has come up with a new range of baking accessories for kids called Junior. The set has a really nice look to it and these accessories guarantee the kids' baked goods will turn out well. The Junior Set comes in pink and blue, and includes a great bunch of kitchen aids that were made for the special needs of little hands. The set contains a variety of different practical tools: a mixing bowl, a tart mould, a rectangular casserole dish and a mini-cocotte, as well as cups, plates, egg cups, cereal bowls, a mini-spatula and a cooking spoon. Also included is a muffin set made out of silicon with six muffin moulds, matching round silicon table mats, and a Junior chef's apron.

42951 • Le Creuset GmbH • Tel +49 7071 974922

geschenkideen@lecreuset.de • www.lecreuset.de



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LUXURY DICE FROM BUFFALO HORN

The Italian company BSC keeps an exquisite set of dice of the brand Akakuro under article number HK0862. Dice games can look back in Asian culture at a 5000-year old tradition and have been a part of social life worldwide since time immemorial. The luxury edition from these Italians is hand-made from buffalo horn and is delivered in an elegant wooden gift box with an interior designed in an exclusive Far Eastern design.

48383 • BSC SRL • Tel +39 0541 811511

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

PLAYFUL ADVERTISING TRUMPS

Kosmos, known for classics such as “The Settlers of Catan”, “The Radio Man” or “The three investigators”, stands for products of high quality, inventiveness and originality. This product variety is available for all who wish to make their company the subject of conversation using a suitable advertising medium. A game already well known in the trade is Pentago. On the specially developed soft case, company logos or other customer-specific features can easily be printed. Many other branded Kosmos classics or even a beer mat game can be ordered from the German-based company.

47941 • Franckh-Kosmos Verlags GmbH & Co. KG • Tel +49 711 2191414

i.campbell@kosmos.de • www.kosmos.de



CUDDLE WITH LARS

The plush ice bear called Lars from Inspirion is well liked by both kids and adults alike: With its fluffy fur, this cuddly stuffed animal invites you to snuggle up to it and have a cuddle during the cold months of the year. The ice bear also wears a red scarf, which is a nice contrast to its white fur. The scarf comes in separate packaging and can have advertising placed on it. Other amazing advertising messengers at Inspirion are listed in the latest Christmas catalogue called Christmas Special 2012.

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

info@inspirion.eu • www.promotiontops.eu



FREQUENT FLYER BONUS

The mini-trolley from the company Troika, which is the miniature version of the reliable airplane trolley, has now moved into offices in the form of a practical, and at the same time, spiffy pen holder. The pen holder, which is designed in the shape of an airplane trolley, is made out of matt, chrome-plated metal and the sides can have the motif of a map of the world printed on them.

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

-Anzeige-



KIDS & FUN



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90770 PUZZLE TRAY



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CHEERS TO KING FOOTBALL

Bottleball is in the starting blocks for the next World Cup. Bottleball is meant for anyone who has their sights on the greatest sales time for advertising media with a relation to football. This football drinking bottle with a content of 0.22 litres is made of polypropylene and is suitable for dishwashers up to about 85 degrees Celsius and particularly enthralls children. This is because bottleball is new, colourful and robust, a vessel for drinks and also for snacks and can be worn with a Lanyard over the shoulder. With its extended drinking aperture and the possibility of closing it with the help of a practical snap or screw top, the bottleball is particularly suitable for mobile use. Many colours, the printable throat, and other individual design possibilities emphasise the idea of individuality and make it into a strong partner for every other football event for promotion and merchandising. More at www.bottleball.de.

47792 • bottleball GmbH • Tel +49 228 96698521
stefanie.appel@bottleball.de • www.bottleball.de

O CHRISTMAS TREE, O CHRISTMAS TREE ...

Plano, the snap-together Christmas tree made out of transparent acrylic and a soft green felt from emotion factory, is a special kind of Christmas greeting as it conveys a stylish advertising message in the form of a card or giveaway. The advertising card can be printed on individually and on both sides. When placed in the transparent sleeve, it not only decorates Plano, but also gives the person receiving it a reason to get busy right away. Both parts of the decorative tree can be put together with just one hand movement – this product is a great way to adorn any desk.

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



MAKE 'N' BREAK PARTY

Take your marks, ready, go: for the problems posed by the make 'n' break party from Ravensburger it is guaranteed to be hilarious. This is because one of the players has to build something from building blocks which is described to him without being able to see a construction plan. Or he has to join the blocks together while blindfolded or build the craziest terms dressed up in a mask and does this so long until his team is able to guess what he is doing. And, at the same time, the clock is ticking. The game is designed for up to nine players of up to ten years but also for grown-ups provides for diversion and fun.

46563 • Ravensburger Spieleverlag GmbH • Tel +49 751 861722
gisela.horn@ravensburger.de • www.ravensburger.de



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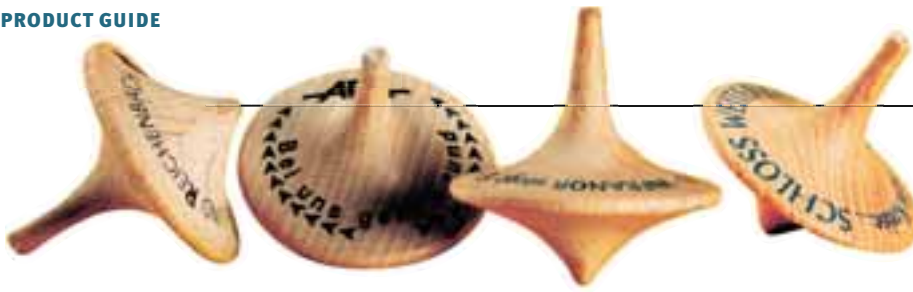


PACKCHEN



ADRESSE

Plantanas Group GmbH
Zur Hammerschmiede 21
D-89287 Bellenberg
Tel.: +49.(0)7306.926230
www.plantanas.com



GREEN SPIN

Characteristics such as sustainability, environment and social compatibility are being given more and more priority in advertising articles. The wooden top, which eco-promo keeps in its sustainably aligned range, is a nice advertising medium for eco-conscious communication. The beech wood used for producing the tops comes from FSC-certified forestry. The abbreviation FSC stands for Forest Stewardship Council, a seal of approval with which wooden products originating from exemplarily cultivated forests are distinguished. The printable top with advertising messages of up to a size of 24 millimetres is a small give-away which conveys a sense of responsibility and a positive attitude towards the environment.

47503 • eco-promo GmbH • Tel +49 9369 980423

sales@eco-promo.de • www.eco-promo.de

UPWARDS RUNG FOR RUNG

The ladder game calendar 2013 from the range of Ackermann Kunstverlag Merkur Marketing Service GmbH is an attractive wall decoration to be discovered and marvelled at and is also huge game fun for the whole family. The well-known children's book illustrator, Christian Kämpf, thrills here with his happy hidden-objects with countless loving details. The particular highlight of the 50 x 45-centimetre big calendar: the German-language calendar consisting of six sheets each with two months is, at the same time, the playing field for the famous ladder game. You just throw the dice and look to see who is the first to reach the goal.

40604 • Ackermann Kunstverlag Merkur Marketing Service GmbH • Tel +49 89 4512549273

info@ackermann-kalender.de • www.ackermann-kalender.de



ADVERTISING ECO TOOLS

Rubens No. 55 from Poland has whole series of products for the promotional products sector which take into account the sensitive handling of natural resources in its range. The products, including various individual key tags, are produced from FSC-certified wood. The customer can accompany the production process completely beginning with the first draft for a concept developed in co-operation with Rubens up to the desired end product. Alongside wooden items, you can also acquire many interesting acrylic products from Rubens. You can find more detailed information about the product portfolio on the Internet at www.rubensdesign.pl.

46790 • Rubens No. 55, Robert Nowak • Tel +48 58 6603221

bjuro@rubensdesign.pl • www.rubensdesign.pl

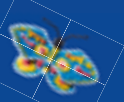
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 Westpreußenstraße 4, 47809 Krefeld, Tel.: +49 2151 - 529 - 200

info@ztlv-logistik.de • www.ztlv-logistik.de



FLAUSCHN FOR EVERYONE

Flauschn is the friend in every situation who helps to establish contacts and binds, shares joys and worries and symbolises how to treat each other in a positive way. Flauschn is a fluffy, round and soft product from Culto which guarantees a feeling of cheerfulness, relaxation, optimism and security everywhere. A product that evokes childhood memories of warmth, love, joy and a sense of security in us and opens our hearts. Further information about this pleasant advertising medium can be found on the Internet at www.culto.com.

47701 • Culto GmbH • Tel +49 9682 9214-0

info@culto.com • www.culto.com

WII ARE FAMILY

The Wii Family Edition, which is available for the promotional products segment at Lehoff, will turn your living room into a playground for both the young and old to enjoy. The Wii Party includes over 80 mini-games, which will spruce up family life, and the Wii Sports collection with five sports disciplines will also ensure lots of fun, making you ambitious and eager to keep active. The spiffy Wii package is equipped with a disc slot, SD card slot, and an internal memory of 512 MB, which can be expanded to 32 GB, as well as two USB 2.0 connectors. The equipment set is rounded off by a multi-AV output, a sensor strip connection, a connector to the power supply, a Nintendo Game Cube with four Wii controllers-connector sockets, and two memory card slots.

41259 • Lehoff Im- und Export GmbH • Tel +49 40 529607-0

info@lehoff.de • www.lehoff.de



PUZZLE FOR COOL CALCULATORS

Cool calculators know and love their figures and they convert chaos into order: what is more appropriate than to provide them with the Reflects Boudry solar pocket calculator from LM Accessoires? It is the perfect companion for travellers as it can do everything which the big ones can do and is powered by energy-saving solar technology. The small assistants for mastering invoices and balance sheets also help to pass time with the puzzle on the rear if you do have to wait for your partner in conversation a little longer. The calculator can be refined in noble white with pad printing.

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

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





A CANNED RESERVE

Pappnase & Co. is presenting its money box "made in Hamburg" as the new promotional gift idea for Christmas; this money box can be personalised with a company logo, company slogan or a company's own design. The only hitch is that in order to take your money out of the money box, it has to be opened with a can opener. Whoever wants to keep his money somewhere safe during the Euro crisis instead of letting it get eaten up by the banks, can put it in Pappnase's money box, which also has a funny saying and a long expiration date printed on it. Kids can also benefit from using the money box because they can learn how to be responsible with their money in a fun way. This promotional product idea is just perfect for customers from the field of finance and manufacturers of canned goods or can openers, as well as any other target groups that might be chosen.

43185 • Pappnase & Co. GmbH • Tel +49 40 209444-0
office@pappnase.com • www.pappnase.com

-Advert-

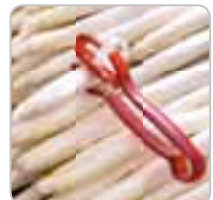
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WWW.TRIANGLE-TOOLS.COM



TIME FOR GAMES

The comprehensive trade range of ASS Altenburger contains something for every target group, alongside family games in a small telescope box and children's games in high-quality metal cans, poker sets and current licensed themes as well as games collections. These can be used unchanged or with an advertising message, individual packaging or branded game content as a Christmas present. With a Christmas quartet, even the smallest are enticed to the games table. In addition, you can also obtain recipe tips, gift paper and Advent calendars for the time before Christmas. On the Advent calendars on cards, a different little door is opened every day. In these, little puzzles, games ideas, recipes and many useful deco tips are concealed. Arising from a brand new promotion concept are snap-together figures, which can be completely individually designed and used for a long time as deco figures.

41169 • ASS Spielkartenfabrik Altenburg GmbH • Tel +49 3447 5820

info@spielkarten.com • www.werbespielkarten.de

DECO SURPRISE CASE

ADV PAX Lutec, the specialist for high-quality, decorative metal cans, offers a funny deco can in the form of a travelling suitcase which you can buy in various sizes and is produced with much attention to detail. The content ranges from travel games or books to foodstuffs. All this content can be staged in the suitcases in a comical way and manner. The tinplate containers are stable and attract you attention optically through individual embossment or print. Special Christmas greetings, Christmas books, gifts or sets can then be presented attractively in the five-pronged star can which you can obtain from the manufacturer in Germany.

46850 • ADV PAX Lutec GmbH • Tel +49 7123 725925

info@adv-pax.de • www.adv-pax.de



DECORATIVE NATIONS CUP

Multy-Flag is the name of the new product development from Specials Fun: an attractive and patented summer gadget. It concerns a multifunctional drinks holder consisting of three parts which can be mounted on 90 per cent of all sunloungers in the world. Huge fun for children who can show where they come from by means of the country flag and, in this way, find quick, same-language contacts when on holiday. The patented holder allows a straight alignment of drinks on all slanting levels. The product is also offered as a handy box. From a certain order size, flags, advertising imprints, colours and packaging can be freely selected.

48716 • Specials4Fun GmbH & Co. KG • Tel +49 4963 914560

info@wagner-architekturbuero.de • www.specials4fun.com

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fax.+48(77) 4422055





ULTIMATE RACING FUN

The product Carrera Go Touring Action from Lehoff promises the highest level of ultimate racing fun for kids 6 years and older on the scale of 1:43. When assembled, this racing track is 229x75 centimetres and has a track length totalling 6.2 metres. In addition to the Audi A4 and Mercedes C Class, which come in the garb of the racing versions used in the 2010 German Touring Cars Masters, the set also includes the following: a power transformer, two speed controllers, a round counter, straight pieces, curves, connecting strips, two loops, steep curves, narrow areas, guardrails and buttresses.

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

FOR LITTLE FIRE BRIGADE MEN

Jamara offers its fire-fighter helicopter under article number 032350: a toy which many coaxial fans have been waiting for. It doesn't just fly around but also flies genuine missions. Equipped with a real water tank, remote-controllable water syringe and a search headlamp, the users become genuine rescue pilots. With a little practice and with the aid of the fun device, the small flames of a candle can be doused without a problem, or the office colleague wetted or you can improve your own practice in skilled flying.

47696 • Jamara e. K. • Tel +49 7565 9412717
a.wein@jamara.de • www.jamara.de



CLICK YOUR TONGUE

JHI Hackel has an up-to-date, cool idea in its portfolio in the form of tongue tattoos that are printed with logos or lettering. Their application is quite simple: Stick your tongue out and place the tattoo on it. JHI's tongue tattoos are round edible paper wafers which are available in different colours and tastes. Printed with one or several black motifs made out of malt extract and vegetable carbon, they are placed on the extended tongue, pressed onto it quickly and removed again. For a short time afterwards, observers can see the corresponding motif, logo or slogan on the tongue. The wafer is then simply eaten. A smart idea for almost every target group and every purpose.

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LUXURY EDITION FOR POKER FACES

For everyone who enjoys poker and wishes to create special joy for their customers, there is an elegant design poker set from the Spanish company Piel Urbana: it consists of a wooden box lined with synthetic leather which, just as its content, is produced completely in Spain. The scope of delivery includes, alongside the obligatory card game for poker, also dice and four sets of poker chips. The dimensions of the box: 30 x 12 x 5.5 centimetres.

47667 • Piel Urbana S.L. • Tel +34 609 385317

info@pielurbana.es • www.pielurbana.es

A CUDDLY TRIO

Merle, Mati and Marco are about 14 centimetres high and made out of a soft and cuddly plush material. The three cuddly bears have undergone a complete check-up and have received the Ökotex Certificate for eco textiles. Placing an advertisement is normally done on the matching accessories. An individual web-label is also an elegant alternative for larger orders. In addition to the three bears, there are also 30 other Ökotex-certified models of stuffed animals at mbw. The inspection report and certificates – also for products from other lines – are listed on the website at www.mbw.sh.

42020 • MBW Vertriebsges. mbH • Tel +49 4606 9402-0

info@mbw.sh • www.mbw.sh



GUARDIAN ANGEL FOR EVERY DAY

This little guardian angel from the Spranz company is an ideal mailing supplement which can be fastened to a school bag, rucksack or jacket. The guardian angel's grey body is made of highly reflective material, the head of the little doll made of microfibre so that the owner still has another benefit: cleaning your glasses or even your mobile telephone display. The cord of the small pendant can be removed. Spranz provides full service from one source: consultation, sampling, items ex store in Koblenz, Germany pre-pressing, printing and shipping in the name of the customer is all included.

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AN ELK TO CUDDLE WITH

Bitter cold, a crackling fire in the fireplace, fir-green decorations and scrumptious cookies – for the cuddly elk called Thore Tannenzweig from the company sigikid, it could always be Advent. As he was born on Christmas Eve, he is eternally captivated by candle light and a pine scent. At the tender age of five years old, Thore won the “Straw Stars Handicrafts Competition” in the Swedish Uppsala. Today this cute stuffed animal, which is not available in retail stores, is listed under the product number 52017 and comes in a variety of different materials, such as cord, woollen material, synthetic and plush. It is possible to individualise this 46 centimetre little friend upon request.

48311 • sigikid H. Scharrer & Koch GmbH & Co. KG • Tel +49 9201 70129
anja.deroni@sigikid.de • www.sigikid.com

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At TRIK, the customers are able to create a unique plushy advertising medium which is aligned exactly to the intended target group, the purpose of use and its own corporate design. In particular with the topic "plush", the experts from TRIK recommend developing products from the start. From the design via the selection of the material to the solution of technical details, a special production made of plush becomes an unmistakable advertising medium, an eye-catcher which is very popular with big and small people and stays in the memory.

45741 • TRIK Produktionsmanagement GmbH • Tel +49 30 8145632-0
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FOR CREATIVE TECHNICIANS

The products from fischertechnik and fischer TiP are exclusively produced and finished in Germany. Potatoes, raw materials for the colourful fischer TiPs grow on local fields and, also for the content material for its modules, fischertechnik undertakes to comply with the highest quality and safety criteria. Entry to the fischertechnik world commences with the junior line for children from 5 years. Particularly suitable as advertising items are the beginner kits Junior Little Starter, Basic Carts, Bikes, Fun Cars and Aircraft. And with the creative material fischer TiP, it is possible to do handicrafts, glue, build and paint. Simply dampened with water and pressed together and coloured figures, flowers, chains, whole landscapes or scenes emerge from them. The fischer TiP boxes S and M and the buckets 100 and 250 are to be recommended particularly as cost-favourable advertising media with high appeal.

48315 • fischertechnik GmbH • Tel +49 7443 12-4395
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SPOOK IN THE LOO

As a specialist for special productions in direct import, Global Innovations is continuously developing new items for trade and the advertising media sector. At present, the speaking WC ghost called Spook, sold over a million times up to 2003, is being re-produced. For this, the customer can either fall back on the proven form or, on request, have his own design manufactured. With Spook, the toilet user is supposed to be induced to sit down when passing water. The product is simply stuck under the toilet seat and it is then activated when lifted up. Then a humorous and clear announcement sounds which is available in various languages, and requests you to sit down. Altogether, Global Innovations can now fall back on nearly 100 protective rights which are to find their way step by step into the market.

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A feast for the eyes:
A juicy rib eye steak

GOURMETFLEISCH.DE

GOURMET DELIGHTS

Gourmetfleisch.de is one of PSI's newest members. This supplier, so far the only one of its kind in the promotional products business, has a range of fresh, high quality meats from all over the world: an exclusive offer that until now was reserved only for the very best top restaurants.

Mönchengladbach-based company Gourmetfleisch.de is renowned among foodies throughout Germany as an expert in high quality meats. Since 2008, this traditional company has been offering its fresh, top quality meat specialities with increasing success. Now the gastronomic experts

have gone one step further with their new "Gaumenfreuden" – culinary delights – service, which opens up their premium products, tailor-made for amateur chefs and connoisseurs of fine meats, to a new market: the promotional products segment. "We're convinced that customers in the promotion-

al products sector will want to give their future business partners an exclusive culinary treat with our products: as the ultimate combination of taste and flavour, they make an original gift idea," says Mariusz Licbarski, your contact for the customized service available at Gourmetfleisch.de.



Fish is new to the range:
Wild sockeye salmon.



All steaks from Gourmetfleisch.de are
prepared fresh, and cut by hand.



The butcher's shop from 1950.

We obtained a little more detailed information during our interview with the CEO Burkhard Schulte, following in the footsteps of his father Wilhelm, a trained master butcher. Wilhelm Schulte, from the third generation of the entrepreneurial family, took over in 1967. Burkhard Schulte, who holds a diploma in commerce, joined the business in 1985, bringing new ideas, concepts and marketing solutions.

Mr Schulte, how did you get the "taste" for steak?

Good taste has run in our family for over 100 years, and we are very proud of our family tradition. The quality of the meat is paramount and always has been. Over the years, our master butchers have kept developing new recipes and cuts, handing them down through the generations. During the 1950s and '60s, we were still primarily delivering our meat to customers in the Mönchengladbach area, but from the 1980s onwards our



Burkhard Schulte took
over as CEO of the
traditional company
in 1985.

was born. Even today, we still work according to one simple rule: quality is the best chef! All our steaks are cut fresh, by hand. This allows us to cater for our customers' requirements individually, and each steak is prepared according to their exact requirements.

list of satisfied customers also included top restaurants from all over Germany. During a visit to America we had the idea of offering a particular quality of steak for our company. With an online shop, we would be able to put our ideas into practice, and so Gourmetfleisch.de

How did the link to the "steak factory" idea come about?

In the world of top gastronomy, only the best ingredients are used. This means an exceptional grade of meat that up to now has only been reserved for the very best in the business. With our online shop www.gourmetfleisch.de, we can now offer this gourmet meat to our private customers, who now also include customers from the promotional products sector. The availability of the domain name was a real stroke of luck. After the incredible idea of selling juicy steaks on the internet in spring 2008, Gourmetfleisch.de is now widely known on the web, and has made buying steak fun for amateur cooks and gourmets as well. Today, over 13,000 private customers now buy their gourmet meat online, from Germany's most exclusive online butcher.



Special active-cooling packs guarantee a complete cool chain. Delivery takes place within 48 hours, and express delivery (on request) is just 24 hours.

What is the Gourmetfleisch philosophy, and what's special about it?

We want to offer all gourmets and steak lovers in Germany an excellent quality of meat to enjoy at home. Our customers look for premium meat, transparency and safety. Good-quality meat is the result of proper livestock breeding and rearing, and a natural diet for the cattle. Equally important for excellent meat is the ripening of the steak. With the know-how we have accumulated over 100 years in the business, we can guarantee unforgettably delicious meat. We promise the best quality steak, which is why we have a 100 percent Gourmetfleisch guarantee that we can offer thanks to our rigorous internal and external quality controls. All gourmet packages can be ordered comfortably and easily online, and are delivered fresh and chilled to your home within 48 hours from the

time of the order. With the "CoolFresh-Pack", customers can be sure that the goods will arrive properly chilled. All our steaks are packed fresh, not deep-frozen. Gourmetfleisch.de takes the stress out of shopping, there's no need to lug heavy bags around, and there's no risk. With every delivery, the customer receives a 100 percent Gourmetfleisch guarantee. For businesses, the B2B Gaumenfreuden concept is a wonderful new way to indulge business partners, staff and contacts with a culinary gift, and leave a lasting impression.

How do you propose whetting the promotional products industry's appetite for your products?

Our customers in the promotional products sector look for creative, original promotional ideas. The Gaumenfreuden concept certainly meets this criterion, and has

another important aspect: the enjoyment factor. The recipient will remember a gift like this for a long time. Focusing on flavour means a high level of memory retention and mobilization, getting noticed, creativity, originality and uniqueness. That's what backs up our quality guarantee, which also includes total enjoyment.

Have you got any other tempting gourmet ideas up your sleeve?

In recent years, lots of interesting culinary projects have been launched, with outstanding results. With Gourmetfleisch, we've developed a culinary brand in its own right. The gourmet concept offers lots of extra avenues in which to develop gourmet partnerships and ideas. Alongside the exclusive food gift packs for business partners at barbecue time, or especially at Christmas, there could even be competitions: premium steaks are an excellent addition to any product range, from manufacturers of high-quality cutlery or premium barbecues for example, or even brewers and wine merchants. There's a whole range of opportunities that we are always open to. <



CONTACT

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Germany tel. +49 2166 968628
mariusz.licbarski@gourmetfleisch.de
www.gourmetfleisch.de



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FIBO 11. - 14.04.2013 Köln

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SHOWTECH 18. - 20.06.2013 Berlin

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16th International Trade Show and Conference for Theatre, Film and Event
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4th International tradeshow
www.aluminium-india.com

COMPOSITES EUROPE 17. - 19.09.2013 Stuttgart

8. Europäische Fachmesse & Forum für Verbundwerkstoffe, Technologie und Anwendungen
8th European Trade Fair & Forum for Composites, Technology and Applications
www.composites-europe.com

viscom düsseldorf 2013 07. - 09.11.2013 Düsseldorf

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MODERNER STAAT 03. - 04.12.2013 Berlin

17. Fachmesse und Kongress
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Paul Stricker's team at the company headquarters in Murte, Portugal.

PAUL STRICKER – A STORY OF SUCCESS

INSPIRED BY THE PAST – COUNTING ON THE FUTURE

From the mending of pens to the conception and distribution of promotional gifts to more than 3,000 clients, the portuguese company Paul Stricker has already come a long way.

The beginning of Paul Stricker dates from 1944 when Paul Stricker founded the company in Portugal, specializing at the time in mending pens and distributing stationery products. Alongside the social-cultural evolution in the Portuguese society and the 1974 revolution, Stricker became market leader in Portugal as it expanded its business area into distributing promotional gifts.

Since the 1980s, the founder's son Ricardo Stricker has taken up on the leadership of the company. Nowadays, the family's third generation has already begun assuming the management of the organization's key sectors. In 2003 the company's headquarters were established in Murte, near main roads which enabled increased storage capacity and daily dispatching, asserting Paul

Stricker once and for all as a wholesaler focused on stock and wide-ranging catalogues. In 2009 the procurement office in Shanghai was inaugurated in order to reinforce communication with suppliers and increment quality control directly from the production units. The group has boomed since 2010 which led to the opening of offices in Barcelona and Alkmaar.

INTERNATIONALIZATION STRATEGY

On account of the aggressive internationalization strategy, export sales already represent 50 per cent of the total revenue, as opposed to 5 per cent in 2009, and provided that accounts are distributors only, which shows a clear and strict policy with regards to never supplying end buyers. Essentially, the market segment on which the company focuses has also grown, including all of Europe and taking the first steps in Africa and South America. It is estimated that the turnover will increase 30 per cent in 2012 to € 10 million, positioning the group as a key player in the European sector of promotional products. CEO Ricardo Stricker states that “the process of internationalization was a strategy defined in 2009 and has enabled the company to reach record breaking growth rates during market downturns.”

BALANCE BETWEEN YOUTH AND EXPERIENCE

When asked about the critical success factor, Paulo Stricker, Administrator answers: “The team”. It is important for the company to evolve and keep up with market tendencies. During the last 3 years Stricker has invested largely on labour and currently has more than 70 employees scattered throughout the 6 functioning units in diverse countries. In all of its sectors, Stricker gathers teams that are a result of the balance between members with relevant experience in the market and new elements motivated by their ambition to grow and their team spirit. In terms of sales force, Stricker has reinforced the team by incorporating former employees from major European wholesalers, whilst integrating their valuable know-how into the company.

THE PHILOSOPHY OF LONG TERM RELATIONSHIPS

Each client is unique to Stricker and translates into a new challenge. By means of a strong commercial relationship policy, the group has already developed several partnerships throughout the continent, from Portugal to Turkey. According to Ricardo Stricker, “The company has grown with the support of all their team mem-

bers, with the sole objective of becoming prominent in the trade.” Nowadays Stricker collaborates with over 3,000 clients and believes that success lies within efficient and suitable responses to the needs of all business partners. Lúcia Jorge, COO says, “The secret to success lies within a triangle of key factors: a well-defined strategy; its quick and efficient implementation and execution of the daily productive circuit according to the highest standards of professionalism.”

CLOSER TO CLIENTS

A 10,000 square metres warehouse, a professional and always available call-center;

online platforms and exhibiting at international trade fairs are just some examples of investments as a way of improving its response to the ever evolving market. At the call-center, open from 8 a.m. to 6 p.m. (GMT), the sales team is constantly open to cater to clients’ needs with accuracy, speed and professionalism, which are already widely recognized in several European markets. The online platform has revealed itself as an important ally to the business’ strategy. Within their private page, clients can access, in 5 different languages, all information concerning catalogues, products and billing, as well as



Some of Paul Stricker's catalogues.



Headquarter's showroom.



Stricker's Board of Directors (from left to right): Catarina Stricker, Ricardo Stricker, Lúgia Jorge, Paulo Stricker.



Paul Stricker, the Company's founder.



Company headquarters in Murtede.

place and track orders. Since 2007, Stricker has been present at renowned international trade fairs of its sector. The first one they exhibited at was Madrid's Expo Reclam and since then has widen to trade fairs such as PSI in Düsseldorf, CTCO in Lyon and Premium Sourcing in Paris. For the following year Stricker has already arranged to exhibit at least 8 international trade fairs.

SERVICE EXCELLENCE

According to Gabriel Moese, General Director of the Spanish unit and President of FYVAR, "The group Paul Stricker now incorporates in its DNA the dynamics of a company which operates Europe-wide." In this perspective, Stricker streamlines its efforts to provide fast and effective quali-

ty service. With more than 2,200 references in stock, the company also provides various forms of branding. The quality of Stricker's printing services is already at a high reference level all over Europe. Contemplated within the offer are techniques such as laser, pad printing, screen printing, transfer, textile screen printing, sublimation or embroidery. In order to ensure greater customer satisfaction, Stricker delivers within 48 to 72 hours to a wide range of countries (such as France, Germany, The Netherlands, Italy and Belgium), and within 4 to 5 days to the rest of Europe. This is the result of the tight coordination between the internal logistics team and big multinational carriers. Beyond competitive dead-

lines, the company packages orders in a personalized manner, ensuring tailor made formats optimized for the customer and reduced shipping costs.

FROM BESTSELLERS

TO EXCLUSIVE PRODUCTS

Besides the annual catalogue, presented at the PSI Trade Show in January, the various supplements that Stricker launches throughout the year tend to integrate into its line of products the traditional bestsellers. Catarina Stricker, Administrator notes, „The organization presently has an internal team dedicated exclusively to the development of innovative and differentiated products, one of the most valued aspects of the market." For 2013 the company has prepared a profound restructuring of the annual catalogue, with a wider range of products and exclusive designs in the spotlight produced by the creative Stricker team domiciled in Portugal.

PROMISSING FUTURE

Based on up-to-date results, Stricker has already marked out for the short and long-term future a project of continuous growth, but as Paulo Stricker insists on mentioning "always based on logic of sustainability and financial security". Later this year a new office will be inaugurated in São Paulo, and in January 2013 the Paris and Warsaw commercial units will be incorporated. Also for the following year, the launch of a new company image is undergoing preparation, in line with the enlargement of the collection of in stock items. To finish off, all will be officially presented to the market at PSI in Düsseldorf, at a 120 square metres stand (11F02/11H01) with 20 staff members welcoming visitors. In the medium term, Stricker intends to expand its facilities, consolidate the commercial approach to the European markets, increase the range of customization services and reduce its lead time. Paul Stricker mixes the necessary ingredients needed for a recipe of success and the achievement of a project which began fitting into place nearly seventy years ago.

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With the creative material fischer TiP, produced only from potato starch and food dyes, colourful figures, flowers, chains, entire landscapes or scenes are created.



FISCHERTECHNIK GMBH

FROM THE WORKSHOP INTO THE WORLD

Renowned brand company fischertechnik has been a member of the PSI network since June 2011. Many out there, especially men, associate its name with pleasant memories of a playful youth. Here we present the corporate group in greater detail.

Fischertechnik GmbH is a division of the fischer group of companies. The name fischer is not only synonymous with construction toys and creative play ideas. The globally active company consists of four divisions: fixing systems, automotive systems, fischertechnik and process consulting. From the Swabian workshop operation to the internationally active concern – this is the denominator that underlies the fischer corporate group's development since the group was founded in

1948. Over the past 32 years, under the management of Prof. h. c. Senator h. c. mult. Dipl.-Ing. (FH) Klaus Fischer, a global distribution and production network has been created. Nevertheless, the family company is mindful of its roots: the company's headquarters is still located in Waldachtal-Tumlingen, around 60 kilometres southwest of Stuttgart.

PATENTED CREATIVITY

The fischer corporate group comprises 43 international branches with production

sites in Argentina, Brazil, China, Germany, Italy, the Czech Republic and the USA. In 2011, 3,900 employees worldwide generated sales of € 606 million; products are distributed in 100 countries. The fischer corporate group's innovation leadership in the divisions is expressed in its 2,043 patents worldwide; 13.2 patents per 1,000 employees are registered every year. In Germany, the average in the industrial sector is 0.54. Based on number of employees, fischer registers more patents than



Dirk Haizmann, Germany Head of Sales, is the contact partner for further information and individual enquiries.



The family-run company fischertechnik insists on Germany as a location and on sustainable production.



Particularly suited as promotional products are the beginner's construction kits Junior Little Starter, Basic Carts, Bikes, Fun Cars, and Aircraft.

any of the ten most active registrants in Germany.

CONTINUOUS IMPROVEMENT

In order to secure the fischer corporate group's international competitiveness and its locations, in the future as well, the company aspires to continuous improvement using the fischer ProzessSystem (fPS). Klaus Fischer: "Our aim is a flexible and streamlined company, waste-free as far as possible and customer-led. That means nothing other than only producing what has been ordered."

MADE IN GERMANY

"Fischertechnik and fischer TiP are premium brands. For our customers and employees, we also live up to this claim and responsibility during production and confectioning," reports Marcus Keller, managing director of fischertechnik GmbH. "Our decision for 'Made in Germany' is in line with our conviction that we cannot produce to a higher quality standard and more efficiently anywhere but here in Waldachtal. Customers are highly appreciative of the

fact that the toys are not produced at some place that's unknown to them," emphasises Marcus Keller.

ECOLOGICALLY RESPONSIBLE

Fischertechnik produces its construction elements predominantly from thermoplastics (ABS, PA, POM and TPE). The plastics and the colour pigments added to them comply with the statutory requirements and European standards for toys. Moreover, fischertechnik construction elements are checked on a regular basis by independ-

ent test institutes. The creative material fischer TiP consists merely of potato starch from potatoes grown on German soil, and of colourful food dyes. The colourful fischer TiPs, rated by the German magazine Öko-Test as “very good”, are manufactured in Germany and packaged in their various sizes in the Waldachtal valley. Fischertechnik is also bound to the highest quality and safety criteria regarding the ingredients of the fischertechnik components. Fischertechnik and fischer TiP pursue sustainability beyond production. Parents and teachers particularly praise the products’ outstanding play value.

HIGH-QUALITY – FLEXIBLE – EXCLUSIVE

Besides product safety, other criteria are decisive for the managers’ choice of Germany as a location. The high quality and great flexibility of production at fischer, and the small number of select partners, guarantee retailers fast and defect-free product availability. The aim of the fischer ProzessSystem (fPS) is to make all processes across the entire value added chain streamlined and efficient. The production site in Germany and flexible production make it possible to ensure that even orders placed with little notice can be delivered on time. Hartmut Knecht, head of production and development at fischertechnik, explains: “We are one of the very few manufacturers who are still able to deliver one day before Christmas Eve. But not because

we have high inventories, but because we are able to adjust our production to market requirements in minutes.” The flexible production system additionally makes it possible for fischertechnik and fischer TiP to produce exclusive editions, or custom packaging, in comparatively low piece numbers as well.

SUSTAINABLE PLAYING FUN

Fischertechnik and fischer TiP appeal primarily to the target group that consciously opts for a high-quality promotional gift. An increasing number of customers, especially when it comes to toys, are mindful that products should fulfil aspects of sustainability. “Fischertechnik and fischer TiP are simply fun – and that way, children learn while playing,” says Marcus Keller. This is underlined by numerous distinctions and nominations. The basis of the success at fischertechnik is the basic building block, unchanged for more than 40 years, that can be built on all six sides and of course, today, creates many more hands-on opportunities to apply one’s own ideas and discover the world of technology. Fischertechnik currently offers more than 40 different construction kits.

ENTRY INTO THE

FISCHERTECHNIK WORLD

Entry into the fischertechnik world begins with the Junior line for children 5 years old and up. For children aged 7 and up, the construction kits from the Basic line and

the Advanced line are recommended. Learning playfully is the name of the game with the construction kits in the Profi and Computing line (both 8 years and up). A didactic accompanying booklet introduces the topics in addition to the comprehensive building instructions. Using the graphic software Robo Pro, with no prior programming knowledge children are playfully able to write programs themselves and use the computer to control the fischertechnik models. Moreover, fischertechnik GmbH has the creative material fischer TiP in its range. Modelling, gluing, building, and painting – this creative playing fun made out of only potato starch and food dyes has all that potential. Wetted with just a little water and squeezed together, colourful figures, flowers, chains, entire landscapes or scenes are created from it. The fischer TiP boxes S, M, XM, L and Premium XL, along with the Princess and Pirate Box, are on offer in a new package design. <

KONTAKT

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TORSTEN MÜNICH

PASSION AS THE DRIVING FORCE

With Torsten Münich, nothing is off the shelf. Custom-made products are not just his business, but also his passion. With his company Global Innovations, founded in 2001, he and his international team develop and produce high-quality custom-made promotional products. Few people know that he started doing this when he was a student. One thing is certain: entrepreneurship is a quality he was born with, and one he has turned into a vocation.



We visited Torsten Münich at his company based in Longuich in the Mosel region. We found him to be a vibrant, self-confident and charming young man, who despite his early success has remained straightforward and unassuming, an impression confirmed during our conversation. Full of ideas and energy, he takes on a project and sees it through. He had a similar approach to his studies, at a time of life when many young people are still not fully grown up, and idle away their time endlessly. If you listen to this 36-year-old's story, you can't help thinking that many people would have taken twice as long to achieve all this. Reading his profile completely contradicts the idea that you'll only hear exciting life stories once you get to a certain age (which we'll remain deliberately vague about).

AN ACTIVE YOUTH

Torsten Münich has always been active. Since his youth, he has always given more than he was asked for, always doing at least two things at the same time. While at school, he had a weekend job at a bakery, and also played a significant role in the setting up of the youth charity organisation, "Schüler Helfen Leben". Besides that, he was an active member of a lifesaving service, even managing to obtain a regional Red Cross award in swimming. After his high school exams, he undertook industrial sales training at RWE, a German power producer, where he was a member of the youth works council. On completion of his training, he would have been taken on by RWE, but he decided to study economics in Bochum, where he remained for some time, also working on a project at RWE's marketing department, where he had responsibility for his own project. He ploughed through his basic studies in three semesters, before travelling to Australia for seven months. His goal was to spend three months travelling the country before working there, in order to obtain as much experience in sales and marketing as possible. Again, his schedule was packed: sometimes he held several different jobs at the same time. He developed a marketing concept for an online

restaurant guide, and built up a direct sales team, while also collecting donations for a charity organisation. Besides that, he sold gift items on commission for a wholesale importer – achieving record sales. This was when he came into contact with promotional products for the first time, and discovered his passion for them.

RUNNING A COMPANY AT UNI

Then came an amazing opportunity: “My Australian employer Global Innovations was so happy with my sales work that they offered me the chance to set up an operation in Germany. I received three products worth \$30,000 as initial capital: a world time calculator, disposable camera and a personal security alarm. I took on the challenge and in 2001, set up my own business – Global Innovations Germany,” explains Torsten Munich. Now back in Germany, he started work on sales and was now both a businessman and a student. Initially, he also continued working on the restaurant guide project, but later concentrated fully on Global Innovations. It all sounds highly adventurous and exhausting, especially as his own company came after his studies and the job at RWE. How did it all work, one on top of another? “I ran my company using my mobile phone from university, my student accommodation or my office at RWE. But during seminars I always sat close to the door, so I could leave quickly if a call came in. Luckily there was a computer room where I had access to e-mail and the Internet. None of my clients knew that I was managing the whole thing from university.” Despite all that, he completed his studies extremely quickly, and in the meanwhile had several large contracts under his belt. This allowed him to buy out the Australian company in 2003, and stand on his own two feet. He wrote his thesis on the subject of setting up a wholesale business. The results of his marketing studies, undertaken for the purpose, were incorporated into his business concept, and also became an integral part of one of the first market studies on the promotional products sector, prepared under the direction of his marketing professor,

Peter Hammann. Some readers will certainly remember, because the study was also available through PSI.

STRIVING FOR INDEPENDENCE

After completing his studies, RWE wanted to take him on but Munich decided – to his parents’ great disappointment – to set up on his own. This was when he really took off. His first office was run from home, but very soon he was able to take on a part-time assistant, then a full-time specialist from the advertising industry, able to provide experience and knowledge. Initially, he continued to sell advertising and gift articles from stock, but then increasingly concentrated on custom-made products. Not an easy enterprise for a newcomer, you might think. Torsten Munich: “I had obtained the contact details of Asian manufacturers through my Australian partner, and was able to fall back on reliable firms. That gave me the basis to continue specialising more and more in custom-made products.” The new company worked quickly, and with its solution- and service-oriented approach, word rapidly spread around the industry. The company’s good reputation meant that its client base continued to grow.

PATENTS OPENED DOORS

In 2006, the company was converted into a limited liability company, and Munich took the step of opening up his own offices in Trier, where he was able to take on more staff and trainees. The conditions he needed to grow the custom-made products business were now in place. In 2007, his collaboration with a patent marketer opened the door to a large number of original ideas, which were elaborated to the production stage and then manufactured in the Far East. Global Innovations subsequently acquired a share in the patents business, and now has access to about 90 patents. With this huge portfolio of innovative articles, interested distributors have an unbeatable selection to present to their customers. Often, the licensed products are “door-openers” which serve as the foundations and inspiration for individual products made to customer specifications.

SAFETY AND TRANSPARENCY

For Torsten Munich, it goes without saying that all conformity and safety requirements need to be fulfilled along the entire supply chain. His own personnel check the materials, production facilities and processes on site, and also carry out internal and external quality tests. All test reports are handed to the customer, and additional attestations from renowned quality certification firms can also be obtained on request. When it comes to quality assurance, Torsten Munich is more than precise, as he wants to avoid risks and sleep easy: “I place great importance on making every product perfect. That involves covering every aspect of quality and product safety, which includes, in particular, regular inspections by quality assurance professionals. To make sure we are always bang up-to-date, the local team also undergoes regular training with the chamber of commerce and industry or trade inspectorates.” Customers can see the high production standards for themselves at any time, by coming into the factory. “Transparency and honesty are really important to me, because that’s what creates trust,” explains Munich, who for many years has also enjoyed a trust-based relationship with his manufacturers in China. In the early years, he visited the production site several times a year, often accompanied by an engineer to supervise and optimise the production. “We are like one big family, and sometimes even share in each other’s private celebrations like weddings and births.”

ACADEMIC COLLABORATIONS

In 2010, Torsten Munich began collaborating with several universities with a view to developing new, unique products. The first successes have already materialised: he is collaborating with the Marketing department of the University of Trier, and with Professor Franz Hinrichsmeyer from Magdeburg, in the field of design. But by far the most important innovation has come from a collaboration with the University of Münster, where a “sweepstakes processor” has been developed with the help of a new nanotechnology process. The idea

TORSTEN MÜNICH IN PERSON

What was your first thought this morning?

Great weather! This evening I'm going to go on a cycle tour with my new mountain bike.

When is your day a good one?

When a distributor was able to convince a customer to buy one of our exclusive products.

What gets you in a good mood?

When customers praise us for our creativity. But also of course a delightful evening watching a football match with friends.

And what drives you crazy?

Tardiness and dishonesty.

What are you most likely to forgive yourself for?

Not thinking about the company for a few days (or hours) while on vacation.

When do you lose track of time?

Working on innovations.

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

Australia! Sydney and Ayers Rock, then skin-diving and the rainforest.

What do you like spending your money on?

On travel, good food and everything that is fun.

Do you let yourself get seduced by advertisements?

Most definitely. During good product demonstrations at trade fairs my wife sometimes has to stop me from buying impulsively ...

When is a promotional product a good promotional product?

If it is used every day, because it is inspiring – as is our singing and luminous toothbrush tumbler for children.

What is the best promotional product you have ever received?

A very high-quality shopping trolley coin. I later redesigned it for our company and have been giving it away to customers for the past six years.

What do you find irritating in relation to promotional products?

When people try to put counterfeits of our patented products on the market. That always means trouble and a loss of sales.



is that after a predefined period an advertising message or slogan will become visible in a field made from wafer-thin layers. This means that winning messages can be kept for longer, encouraging the customer to return to redeem his winnings. Polyteksys can already be used creatively in many marketing contexts, in order to reveal messages after a certain period of time. Towards the end of this year, it will also be available for the promotional products sector.

POSSIBILITY OF EXCLUSIVE DISTRIBUTION PARTNERSHIPS

Global Innovations is not only a direct importer, product developer and manufacturer, but is also involved in innovative research projects with the aim of creating pioneering products with exciting USPs for the promotional products industry. Economics expert Münich believes that there are potential alternative sales models which might be interesting for the promotional products sector: "I can imagine granting sales licences for certain patents, markets or regions, even abroad. In this type of partnership, a distributor can sell the product exclusively, and can also rely on our know-how and capabilities. For our part, we handle product development through to market readiness, and the production side. This allows both parties to concentrate fully on their core business." With this approach, this far-sighted businessman is moving towards one of his goals – which is not to grow Global Innovations but simply to make it better. "I have achieved a lot already, and I am happy with that. Now it's all about consolidating and perfecting, because I want to keep the enthusiasm I have for my projects and celebrate the success of each product with my customers. You don't get that any more, once you reach a certain size."



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 **PSI**



INNOVATIVE PROMOTIONAL PRODUCTS

CREATIVE USB STICKS AT CHRISTMAS TIME

The need and desire to transport data from one computer to another with more ease is being met by USB sticks to a greater degree than ever before. USB-FlashDrive specialises in this storage device for use in the promotional products sector and is offering a series of more unusual forms and environmentally friendly materials especially for the Christmas season. Besides standard forms, however, practically any type of form desired by the customers can also be created: Products, logos, buildings and even people can be portrayed. All of these models can be branded easily and individualised by means of pressure printing or engraving. In addition, every storage model is equipped with a fastening device for a lanyard or a key ring. An individually printed box can also be ordered upon request.

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TIMELESS CLASSICAL BEAUTIES

Both of uma's new top models called Vista and Vitan stand for a timeless and classical design. The pens are impressive with their linear design, the variety of trendy colours they come in, and finally, their writing comfort. What is more, the "Made in Germany" symbol of quality guarantees short delivery distances and the best material quality available. Both models come in a variety of colours including pink, turquoise, blue, yellow and red. They can have either a shiny or transparent frosted casing and can come with or without a nickel-plated bendable clip. Uma also made sure that Vista and Vitan have a very large and noticeable advertising space available. Other products can be found on the company's website and in the main catalogue, which just was just released.

41848 • uma Schreibgeräte Ullmann GmbH • Tel +49 7832 70740

info@uma-pen.com • www.uma-pen.com



GETTING TO GRIPS WITH COFFEE IN THE CAR

Because experience has shown that coffee cups with grips are clearly preferred to those without even when travelling, Contigo has developed a new range of handy cups "to go". The Randolph travel mug, which has an Autoseal system in the grip, provides the comfort of a normal Contigo mug but with a design that is even more stylish. The patented Autoseal lid is airtight and leak-proof, has a special reservoir to slurp the hot beverage and has been designed for easy cleaning. The cup keeps the contents, which amount to 470 millilitres, hot or cold for four hours or, alternatively, cold for twelve hours. It fits into most standard cup holders in cars.

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SMALL TREATS FOR THE FESTIVE SEASON

Customers are always happy to receive small and tasty giveaways during the pre-Christmas season regardless of where you come into contact with them. This is true whether the giveaways are used in retail stores, at trade fairs or for mailings. The company Jung Bonbonfabrik has adapted itself to meeting these demands and has added some special delicacies to its product line especially for the upcoming holiday season. Brand-name products were naturally its first choice: The mini German lebkuchen (gingerbread cake) and cinnamon stars from the Bahlsen brand, the filled heart-shaped lebkuchen from Weiss or Domi-nosteine, and Christmas stollen will make the recipient feel important. Jung Bonbonfabrik also has on offer a "hot" contact idea for the cold winter season, namely premium tea, which is fitted with an eye-catching advertising slider. Six delicious varieties are available, whereby the Christmas Chai tea, with its oriental spices and cinnamon flavour, could be considered an insider's tip.

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9th TO 11th JANUARY 2013 IN DÜSSELDORF

The following start-up companies and innovators present the latest promotional product trends in HALLE13:



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48695	ADVERT ANT. Studio Reklamy	13B01	48675	RedCypress GmbH	13G18
47976	AGB Promotion Productions GmbH	13H07	48298	Silva Trade s.r.o.	13C10
48686	Air Creative GmbH	13A13	48716	specials4fun GmbH & Co. KG	13G14
48693	A&M Kreativfabrik GmbH	13B13	48488	SUNNYTRADE GmbH	13E02
48734	anna wand® Corinna Berghoff	13G13	47194	The Glasshouse BV	13C18
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48449	Der Zuckerbäcker GmbH	13G10		Eine Marke der Gute Gesellschaft mbH	13A10
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48764	Electronic Wall Inh. Dipl.-Kfm. Dr. Josef Stufner	13B21			
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48668	Formula Cycling BVBA	13D14			
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48600	Happy Brands GbR Marek Lackorzynski & Martin Wedekind	13K13			
48616	Happy Bubble BV	13A06			
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48388	lifestyle + promo it Inh. Oliver Henfling	13C09			
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46781	AXXEL Sp. Z.o.o.	9D18	42482	Cartamundi Turnhout NV	11F65a
47716	AYFLY SARL	9D35	43811	CDH Computer Division Heinemann GmbH	9A32/9B31
47411	badge4u Wojciech Pawlowski	9B41	47456	CEMERTAS TEXTILE PROMOTIONAL INDUSTRIAL AND FOREING TRADE COMPANY LTD	9B01
45371	badgepoint Namensschilder Systeme GmbH	9E14	47689	CEOTRA Vertriebs- & Handels GmbHThomas Faisst	9A04
41338	Bären-Luftballons GmbH	9H22	44668	R. Cermak - Penlights (Made in Germany)	12M47
48049	Bahar Tekstil San. Ve Tic A.S.	9L27	46125	CG International GmbH	9G52
47779	Ballograf AB	11E52	PSI Partner	Taublieb Consulting	12B49
48407	Hispanica de Globos S.L. BALLOONIA	11K34	47791	CHILI CONCEPT SARL	9C41
48006	BAM BAMS LLC	12L47	48760	Chocolats Camille Bloch SA	12D40
48350	Barbara Hofmann Cosmetic-Pinsel GmbH	9K14	48316	Chocolissimo by MM Brown Deutschland GmbH	9L14
45434	Bartl GmbH	9F07	42811	CITIZEN GREEN BOOMERANG S.A.	12G46
48503	BASICS WEAR A.Y.A. International Trade & Investments Ltd.	10D27	48658	CITRON btl Magdalena Owczarska	9D09
			46851	Classic Line Warenhandels GmbH	9O17
			48748	Claymore Willemen Koffers B.V.	9M31

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48047	Clean Promotion UG	9F35	46163	ExpoGraf CardKeep International AB	9D03
46153	Clipper A/S	10A22	48749	EXTRAGOODS Handelsagentur Horst Ballé	12A12
40511	Clipper B.V.	11A66/11B73	47558	E-Z UP Europe B.V.	9M42
43606	Club Crawlte Crefeld	11C34/11D41a	43144	FARE - Guenther Fassbender GmbH	12D14/12G25
48345	CMA Global Inh. Young Sun Kim	11K44	47960	Feniks Sp. z.o.o.	9N25
48344	Color Print Ltd.	10H11	47973	Ferdinand Bethäuser GmbH & Co. KG	9O49
48743	Columb EU Sp. z.o.o.	11A71	46874	Cokoladovny Fikar s.r.o.	9B04
46789	CoMo Europe B.V.	9M52	47391	File Sp. z.o.o.	11E46
41490	COMPAKT-WERBUNG GMBH	12C54	47964	First Editions Ltd.	10A03
46835	Concert-Merchandising GmbH	11K15	41002	Alfred Fischer	9E18
48726	Confiserie Heilemann GmbH	10A20	48315	fischertechnik GmbH	9A35
41421	COOLIKE Regnery GmbH	9E31	48158	Flameclub Europe BV	12B14
45500	Coriolis Baladeo SARL	10H26/10K27	44294	Hermann Flörke GmbH	12N47
45939	Corthogreen bv Greengifts & Seedpromotion	12A04	44389	Floringo GmbH	10C22
45019	Textilhandel-cotton-n-more GmbH	10K49	42743	FOL International GmbH	10C73
48440	Crazy Bags Ltd.	11B44	47628	Framsohn Frottier GmbH	11F20
48505	CreCon Spiel und Hobbyartikel GmbH	9N12	47348	Maurizio Franco	9O31
48723	Crystal Impressions Iberia S.L.	11M22b	47463	Francos GmbH Image-Cosmetics & More	12G02
48445	CTP SpA	12B58	41853	Frank Bürsten GmbH Bürstenfabrik	9N42
47701	Culto GmbH	12M45	47595	freie-produktioner Münster/ Osnabrück GmbH & Co.KG	9G18
47722	Cup Concept Mehrwegsysteme GmbH	12G39	48689	Frontini snc di Gianmarco e Fabio Frontini	9H28
47361	D. Lainas & Co. S.A. Printing Company	10D20	PSI Association	FYVAR - Asociación Nacional de Fabricantes y Vendedores de Artículos de Reclamo	11M22
42819	Gustav Daiber GmbH	12D14/12G25b	47833	Gecko Europe S.A. PENTAGRAM Polska sp. z o.o.	10K50
45676	Dan Way Design Lizenz GmbH	12L19	41615	Geiger Aktiengesellschaft	11C54/11D63
PSI Partner	dedica Dr. Harnisch Verlagsgesellschaft mbH	9O04	47324	Get Impressed srl	11F34
44487	Demapen srl	9C31	46306	GEZI Druck GmbH	9N13
46660	DEONET GmbH	9G04	47578	Gimex melamine plus GmbH	9N49
41826	Deumer GmbH	11D51	45737	Giving Europe B.V.	12F30/12G37
41734	Giuseppe Di Natale S.p.A.		46847	Gizben Promoting & Advertising / Printing	9B32
	Arti Grafiche Cartotecnica	11G34/11H33	43242	Göckener GmbH	9M17
47107	Diarpell S.p.A.	10K44	40969	Jakob Göschl GmbH	10K22
48715	Die neue Linie GmbH	12L48	44530	Frottierweberei W.F. Gözze GmbH Produktion	
42562	dietronic Computer-Service Ralf Dietrich	10D14	44615	Werk II Werbemittel-Vertrieb	11K42/11L41
46535	DIPLOMAT Eine Marke der helit innovative Büroprodukte GmbH	10F74	47707	Golfball Bussjäger Florian Bussjäger	10G53
48471	disc on demand GmbH	11A54	46517	Goprom Handelsgesellschaft mbH	9D50/9E49
47097	EMBALAJES PUBLICITARIOS NT		46895	Gorenler A.S.	9D02
	Diseño y Aplic. del NT, S.L.	12D19	43808	Gottschalk V.O.F.	11B52
48615	DIZAYN ETIKET San. ve Tic. A.S.	9M37	48266	Goudsmit Magnetic Design B.V.	10K63
46519	DNS Designteam Neth Schäflein GbR waterbelt / nautiloop / mykii / banduo / schnappt shorty	11F14	45468	Gourmet Leon Feinkostmanufaktur	9H42
40723	DOM POLYMER-TECHNIK GMBH	9L52	47197	Goya Importaciones y Distribuciones, S.L.	9C10
43461	DOPAN S.A.	11C53	47265	GPE A. Ardenghi srl	9H04
41752	doppler H. Würflingsdobler GmbH	11E41	48410	GRASPO CZ, a.s.	11G04
46897	Dosenspezialist GmbH	11G37	48277	GRAUPNER GmbH & Co. KG	11D75
45720	DreamPen, Polish Ball-Point Pens Producer		43990	Green Earth Products Inh. Helga Nederhoed	11A42/11B41
	Inh. Dariusz Libera	11G66/11H73		Guidetti Carlo Ombrellificio di Eredi	
48061	Drechserei Kuhnert GmbH Erzgebirgische Holzkunst	9E39		Guidetti S.N.C.	9F18/9G17
44886	DreiMeister Spezialitäten		48704	Gündogdu Makina Sanayii Ve Ticaret Ltd. Sti.	9K03
	Hans Schröder GmbH & Co. KG	9C51	48446	GUTENBERG GmbH	10K11
47414	BOBINO B.V.	11A30	46944	Gutting Pfalznudel GmbH Entwicklung und Herstellung von Logonudeln	9A27
48122	Dubi's Promotionartikel Service	9D32	PSI Association	GWV Gesamtverband der Werbeartikel-Wirtschaft e.V. Düsseldorfer	11M70
48467	Dunelm Glass Limited	9H39	43116	Karl Habmann GmbH	10F13
46391	EASY - Haushaltsprodukte Inh. Jochen Petereit	9N46	45107	Franz Hagemann GmbH & Co. KG	10A59
48594	EBERLE & OSTERRIED GMBH	10G75	45666	Halfar System GmbH Rucksäcke und Taschen	12D14/12G25
41430	Eckenfelder GmbH & Co. KG	11D24/11E29	43628	HAMA GmbH & Co. KG	10G62
48758	Eco Partners Corporation AG	9K01	46496	HAN-Bürogeräte GmbH & Co. KG	9C22
46994	ECO Keyrings Hubbes Werkstad AB	9A41	45383	Smartwares Printables GmbH (formerly Hanesbrands Europe GmbH)	10D31
47503	eco-promo GmbH	12L12	42765	HAPPY bvba	11A14
48395	ECUMENICUS di Secchi Sergio	11G31	44954	happyROSS GmbH	11F43
48339	efbe Elektrogeräte GmbH	12L54	48569	Hardwork International	10H33
41387	EHRENBERG GmbH	9F04a	46932	HASGÜL TEKSTİL PROMOSYON ÜRÜNLERİ	
48023	Eichsfelder Technik eitech GmbH	9M41		SAN. VE DIS. TIC. LTD. STI.	11G20/11H29
48759	Ekologiczna Unia Europejska Tomasz Wozniak	12H18	47160	Hauff Schreibgeräte GmbH	9E10
41369	elasto form KG	11F54/11G73	47570	Hauser GmbH	9A31
44127	Elektronica SM-Handels GmbH	12H02/12K11	48028	Haveco BV	12L25
44736	ELITE Srl	9L04	41756	HAWECO Import GmbH	11A34/11B33
45340	Elliot GmbH	12M48	48313	Headwear PL Sp. z.o.o. Sp. J.	11C73
42200	e+m Holzprodukte GmbH & Co. KG	11A19	46712	Heibro International BV	12K21
45997	emotion factory GmbH	12B30	48419	Helmut Niemeyer GmbH	12G26a
42692	EMSA GmbH	11G17	44145	helo ® Heckelmann Holz und Kunststoff GmbH + Co. KG	9K21
46834	Emzed Promotions	9M14	41583	HEPLA-Kunststofftechnik GmbH & Co KG	11A02/11D01
47581	Encender y Escribir S.L.	10B31	41275	C. Jul. Herberztz GmbH	11L53
47403	Ender Tekstil Sanayi Ve Ticaret Ltd STI	9D28	41016	Heri-Rigoni GmbH	10G40a
PSI Association	eppa - European Promotional Products Association	11L23	46235	HERKA GmbH	11K68
42480	ERGA Srl	10C02	45918	Herzog Products GmbH	11E34
48529	Erteks Kadife Tekstil San. Ve Tic. Ltd. Sti.	9M28	48183	High Profile Plastic Parts Ltd.	9M09
41768	ESC - Europa-Siebdruckmaschinen Centrum GmbH & CO. KG	12B13 TF	45818	Golfvertrieb Hilbrand	10H20
40684	ESKESEN A/S	11B61	42919	Siegfried Hintz - MAG-LITE Generalimporteur & Alleinvertrieb Deutschland	11D44/11F51
47128	E.T. Technologies Deutschland GmbH	10C49	43891	HNC Import-Export + Vertriebs AG	11H66
47057	ETITECNIC.	9K13	41118	HOECHSTMASS Balzer GmbH	11A61
41857	EUROSTYLE - Emil Kreher GmbH & Co. KG		45973	Hörsteler Interior Design GmbH	10B63
	Lederwarenfabrik	11C34/11D41	41690	Philipp Holle KG Papierverarbeitung Werbeartikel	11F01
45339	Everts Pol Sp.z.o.o.	9E27			
47307	Exito Group M. Malczynski, R. Badowski s.c.	9N17			
46537	Exner Fashion GmbH Mode mit System	10K70			
PSI Partner	Expo Reclam Reed Exhibitions Iberia, S.A.				

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43576	HOLTSCH Medizinprodukte GmbH	10D53	42438	Lediberg GmbH	11C14/11D29
47614	Hong Fang „CZ“ Group S.R.O.	10A14	47073	Leniar Sp. Jawna WYTWORKIA SZABLONOW	
47476	Horizonte UG	12K54		KRESLARSKICH	9K08
44346	Hummel Germany GmbH	9N24	44742	3e Degré SAS - Les Parfumables	11A39
47349	Hypon BV	12C55	41248	Leser GmbH	9N07
45302	ICO JSC	9D39	46175	LEUCHTTURM ALBENVERLAG GMBH & CO. KG	11H13
48090	Idepa - Industria de Passamanarias, Lda.	12H26	48484	LE COLOR Levent Ofset AS	11H32
48229	IF Solutions Ltd.	9G40	45457	Lexon S.A.	10C01
48672	IKO - Import Klaus Otte GmbH	12E30	44862	Licefa Kunststoffverarbeitung GmbH & Co.	
46028	IMAGE GmbH	12D47		Kommanditgesellschaft	10F16
48513	Image Kompagniet APS	10B18	47965	Listawood AT Promotions Ltd.	10K03
47996	iMi Partner A.S.	10G16	47684	LITEX Promo Sp. z.o.o.	11D66
44740	Impliva B.V.	10C75	42487	LM ACCESSOIRES WERBEMITTEL & EXCLUSIV-	
43000	IMTC Manufacturing & Trade GmbH			ANFERTIGUNGEN GmbH	12B01/12C11
	The Pad Company	10A53	46104	logolini Präsenze Backhaus Fickenscher	9C42
48692	Industrial Wear srl	10G03	47400	LTP Litschka Toys & Premiums GmbH & Co. KG	9E45
44659	Infoplus Namensschilder GmbH & Co. KG	11E65a	48100	Lufi Expressz Kft.	12C56
44898	Jaan Ingel AB	9K28	48310	Luminaria Products Europe Ltd.	12D55
46271	InnoCard International GmbH	12L30/12M37	46095	Lumitoys - GmbH	9E42
48193	INOITULOS S.L.	10G17	48754	Lutuf Inanc Textile Ltd.	9L24
46924	INPRO SOLAR SYSTEMS Inh. Georg Huber	9003	46414	Lynka Sp. z.o.o.	10D54/10D62
42907	Inspirion GmbH	11D04/11F21	40974	LYRA Johann Froescheis	
44894	Intermed Asia Ltd.	10K02		Lyra - Bleistift - Fabrik GmbH & Co. KG	9K33
43540	Intraco Trading bv	11D62	47002	MaCookie	9A17
46999	IN-YO Promosyon Ve Reklam DIS TIC. LTD. STI	9007	48040	Maceis Corporate Services Ltd.	10A42
45893	i.p.a. Sweets GmbH	11D02	49054	Mag Instrument, Inc.	11D44/11F51a
42567	i.p.a. cosmetics GmbH	11D02a	45919	MAGIC PYRAMID Brücher & Partner KG	11K20
46848	Ipeknur Textile Clothing Co. Ltd.	9E02	41617	MAGNA sweets GmbH	12G45
47410	Ipekyolu Kagit San. Tic. A.S.	10E09/10E13	44833	Mahlwerck Porzellan GmbH	11H03/11H11
PSI Association	IPPAG Cooperative International Partnership		48283	Maikii s.r.l.	9B18
PSI Association	For Premiums And Gifts	11M52	47808	Perfecto Candle Experts	10E74
	IPSA Institute of Professionals in		48747	Mameks Tekstil San. Paz. Ltd. Sti.	9H18
	Specialty Advertising	11M42	48309	Manufacturas Arpe, S.L. ARPE	11C63
44613	ISSUETISSUE ® / Consuma-Issuetissue BV	12A13	40755	Marbo-Werbung Norbert Bokel GmbH	9G03
46922	Istanbul Tekstil ve Promosyon Ürünlerl,		47455	Marines d.o.o.	10C28
	SanTic.Ltd.Sti	9N28	48696	Mario Peche Fernandez (Iron)	9N38
48347	IT2U GmbH	11F44/11G51	48670	Markenreich GmbH	12G26
48357	IVB TransferDruckSysteme Norbert Koch	9B27	46766	Marsanam BV	9G41
47446	IVM SignTex GmbH	10A74/10B73	45721	MASAS METAL AMBALAJ San. Ve. Tic. A.S.	11G03
47696	Jamara e.K.	12D05	43478	Masquant, S.L.	9F12
47258	Jasani LLC	11A67	48485	MASTER Gartenhandgeräte und Zubehör GmbH	12K14
46742	JHK Trader S.L.	9A52	45014	Master Italia SPA	10E54
46672	Joy Investment S.A.	11A26	47648	Mattina Display + Werbung GmbH	9L34
41990	Joytex GmbH & Co. KG	11F04	46457	MAXEMA Srl.	10C64
41170	JÜSCHA GmbH	9F50/9G49	46736	maximplus mugs, cup & more	
41545	JUNG BONBONFABRIK GmbH & Co KG	12D29		Inh. Dipl.-Ing. Ilona Wentzlaff	12K53
47998	Jute statt Plastik Rohwedder GbR	9F31	46503	MAXIM Ceramics GmbH	9B13
48180	Jute Trading Limited	9K31	48690	Maxima Sports B.V.	9N48
46091	Kaai Kalender GmbH	11H76	43332	Maximex Import - Export GmbH	10A16
48639	Kaiserstuhl Chocolaterie GmbH & Co. KG	10G20a	47483	MAXX Promotion Inh. Dagmar Kornhaas	10E04
42706	Kalfany Süße Werbung GmbH & Co. KG	11D34/11E33	42020	MBW Vertriebsges. mbH	für Werbeatikel
48425	Kambukka BVBA	11G19		und Spielwaren	12D48
46232	Kandinsky Deutschland GmbH	10C21/10C27	46460	ME AND MY GmbH	9B50
48037	Karcher Industrial Products Horst Karcher	12G48	48018	MEDEURAS GmbH	12M26
47464	Karlowsky Fashion GmbH	12D30	47238	Mega Promosyon Ve Hediyelek Esya San.	
40043	KASPER & RICHTER GmbH & Co. KG	10H74		Ve. Tic. Ltd. Sti.	9013
44401	Georg Kayser	12N53	41009	Mellert SLT GmbH & Co. KG	10A32
48148	KeepMe Promotions Ltd.	12D11	43570	MEMORY K., S.L.	9N04
47413	Kelnet	9E28	48219	Memory-Clip world wide GmbH & Co KG	9D27
47270	Kerler GmbH	10A73	46786	Merkel GmbH	9D01
48417	Keya Europe BVBA by Kamp Europe BVBA	10K31	45861	Messiaen NV	9E22
46131	KKH GmbH	12G47	41836	meterex - Karl Kuntze (GmbH + Co.)	10G63
43737	Kimetec GmbH	12M53	41680	METRICA SPA	9N45
47903	Kimpeks Tekstil San. ve. Tic. Ltd.	9H13	41581	michel-toys Handels-GmbH	9G50/9H49
43358	Kleen-Tex Industries GmbH	11L67	45899	michx-media in concept gmbh & co. kg	10G73
40823	Klio-Eterna Schreibgeräte GmbH & Co KG	10G64/10H73, 10G76	43444	EDWIN MIEG OHG	9C18
			47780	Mimaki Europe B.V.	12B55 TF
41614	KM ZÜNDHOLZ INTERNATIONAL		47582	Mindtwister AB	9E07
	Karl Müller GmbH	9L13	47665	Miraplast Kunststoffverarbeitings GmbH	9011
41794	Karl Knauer KG Verpackungen-Werbemittel	10E64/10F71	46992	Mister Transfer.com Quatrième Dimension s.a.	11B7
47607	Knirps Media GmbH	11D42	48364	MIYO MENDIL VE GIDA SANAYI DIS	
41119	Knops Acryltec	9041		TICARET LTD STI	12H48
47732	P.H.U. KODER Waldemar Sikora	9C28	44940	MK-Haushaltswaren - RICOLOR	
44071	Könitz Porzellan GmbH	10C04/10C08		Thomas Mayr-Kiessling	9F27
42087	Kössinger AG	9A18/9B17	47798	MKM media Verlags- und Medienproduktionsges.	
47639	Köksal Canta ve Saraciye San. Tic. Ltd. Sti	10B16		mbH & Co. KG	11C51
47941	KOSMOS Franckh-Kosmos Verlags-GmbH & Co. KG	9E07a	48710	Modulstudio 6 srl	9K10
47406	koziol » ideas for friends GmbH	10E53/10E61	48035	Möbius + Ruppert KG	11G39
46770	KREITER GmbH	9N34	42478	MOHABA GmbH & Co. KG	12M39
48698	Kröll Verpackung GmbH	12N27	48679	Moleskine SRL	11F51
47203	Krüger & Gregoriades Im- + Export GmbH	12K26	48393	More Kagit San. Ve Tic. Ltd. Sti.	11K67
45352	Kümmel & Co. GmbH	10B27	46708	moynnd GmbH	12K13
41027	KUM GmbH & Co. KG	9N14	48646	M&S Textilhandel e.K. Inh. Sohail Mushtaq	10B15
48683	LACUNA d.o.o.	10B32	41143	MSA Münchinger GmbH	12H45
45736	L.A. Larsen A/S	10B21	47776	MSW Lasertechnik GmbH	12B57 TF
44678	L&D Aromáticos, S.A.U.	9F41	41702	MÜBOPLAST Müller GmbH	9H50
46523	The Leather Business John R.P. Thorp	9D23	47774	Müller Werbemittel GbR Andreas & Matthias Müller	12N46
44473	Lecce Pen Company S.p.a.	9E17	45974	Multiflower GmbH	10G61

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47959	MULTITEC Distribution GmbH	10G05
44983	Murat Tekstil	10B22/10B28
47673	myfitmix GmbH - Gesunde Werbung	11G13
45109	F.X. Nachtmann Bleikristallwerke GmbH	10C43
48432	NAR SAGLIK HIZMETLERI LTD. STI.	9L02
46486	Nath 2004 S.L.	10C15/10C19
47956	NAV Enterprise LLC Cosmos Exports	9C36
48124	NEOFLEX Ltd. + Co. KG	12B31 TF
48294	NESA Tekstil San Ve Tic A.S.	10D16
40608	MAX NESTELE GMBH & CO. KG „NESPEN“	11G35
41816	Nestler-matho GmbH & Co. KG	12D02/12G01
45411	Neutral.com Fun Tex Clothing Co. ApS	10E08
44367	New Wave GmbH	10D32/10E41
46376	J.G. Niederegger GmbH & Co. KG	10D03/10D07
47254	Nimbus Nordic A/S	10B53/10B61
45981	NOEX spolka z ograniczona odpowiedzialnoscia sp.k.	9N08
45393	Nordiska Etikettbolaget AB	10H16
46403	NOTEDECO K. Frasunkiewicz-Jankowiak, P. Jankowiak Sp. j.	11H72
44879	NOTES GmbH & CO. KG	
	- Niederlassung Quickborn -	10G20
42298	Novia Designs ApS	10A07
42719	Nürnberg-Spielkarten Verlag GmbH	9B28
48669	Nunet Ltd.	9H38
46731	Offene Systeme Software! Thomas Brecht	11F16
47034	OFFICE COLLECTION SP. Z O.O.	11G52
43341	Editions OLEFFE S.A. Oleffe Kalender Verlag	12H01
46990	OM-AR Tekstil Promosyon TIC. LTD. STI.	10F60
48451	Onteks Tekstil Makina Gida San. Ve. Tic. Ltd. Sti	12M03
42655	Oppenheim & Jansson A/S	9M03
PSI Partner	PTE Trade Show O.P.S. srl	11M33
48673	Original Buff, S.A.	10F75
46305	Original Icecup	9E04
46305	ORIGINAL LANYARDS sdi publicidade lda	9E08
48203	Özgec Reklam Promosyon Malzemeleri Imalat Ltd. Sti.	9K53
47984	Pack Art Bags sp z o.o. spółka komandytowa	11B65
47816	PackshotCreator Sysnext SARL	12K25
45288	Pacor - Pamero BV	10D04/10D08
47226	PAD'S World S.L.	9F40/9G39
48381	Pamir Havlu Pazarlama San Ve Tic LTD Sti	11G11
45999	PASSATGUMMI Schreven GmbH & Co. KG	12L30/12M37b
48538	Passion Coton	12M46
47678	Paul Stricker, SA	11F02/11H01
48288	PB ADVERTISING AND PRINTING CO.LTD.	9M38/9N37
46454	PDC Europe SPRL	12L46
48702	PELKOTEX Textilhandels GmbH	12B33 TF
46550	PENKO GmbH	9K02
48745	Pernod Ricard Deutschland GmbH	10E21
46819	PES d.o.o.	12G51
47667	Piel Urbana, S.L.	9D31
45291	PIKO Spielwaren GmbH	10A69
45437	PILOT PEN (Deutschland) GmbH	9K38
48070	PIM TEKSTIL SANAYI VE PROMOSYON LTD	10K45
45595	PIXIKA SAS	10H26/10K27a
48576	P&K Marketing&Promotion Stickerei GmbH	10A54
41394	PLANET Schreibgeräte GmbH	12M40
40637	Plastoria S.A.	10B04/10C13
41565	KP Plattner GmbH	11A52/11B51
46070	Zaklad Produkcyjny „POLY“ Malgorzata Dorosz	9M32
48652	Milacotech digital company S.L. PPC Computers	9B42
48685	PR Tryck AB	9G14
47573	Pressio BV	11L04
46679	Pro Feet Functional Wear GmbH	12L40
42332	produr S.A.	10C74/10E75
47360	PROMAKS CHEMICAL COSMETIC CLEANING HEALTH PRODUCTS INDUSTRY AND TRADE CO. LTD.	12K02
48727	Promedya Tanitim Matbaacilik Montaj San. ve Tic. Ith/Ihr. Ltd. Sti.	9F17
46355	Promidata Deutschland	12K40
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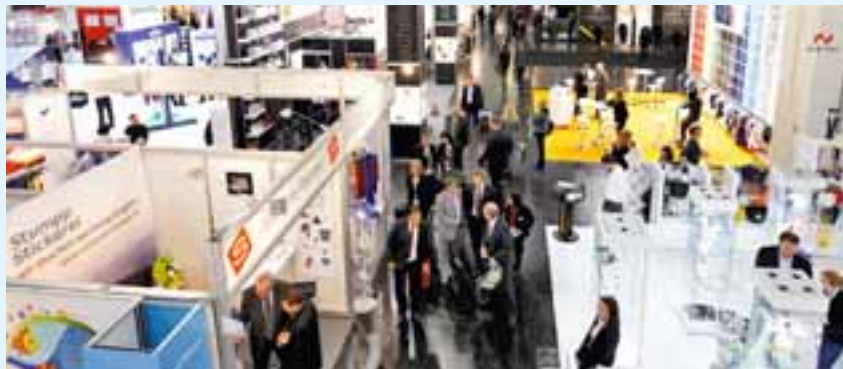
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Up-to-Date: 9th October 2012

INDUSTRY ASSOCIATIONS AT THE 51ST PSI TRADE SHOW

INTERNATIONAL FLAIR AND BAVARIAN SPECIALITIES IN HALL 11



The PSI will be presenting itself once again in 2013 as international, young and innovative. International industry associations and their affiliated suppliers will be introducing themselves in the new International Associations Area in Hall 11. The approximately 1,000 square metres area provides a platform for consultants from various nations to answer questions from the visitors to the fair. And nobody will go hungry: those who visit the area will receive a coupon for delicious Bavarian specialities at the elasto-form stand (11F54/11G73). <

GERMAN PATENT AND TRADEMARK OFFICE

INFORMATION ON PROPERTY RIGHTS IN HALLE13

Once again in 2013 the German Patent and Trademark Office (DPMA) will be represented by a stand in HALLE13, which will be available for questions and information (stand 13D12). Dr Johannes Freudenreich and Tanja Stichlmair from the DPMA will be giving a presentation on site on the theme "Protected Diversity – The German Patent and Trademark Office". They will be describing the property rights which manufacturers can obtain from the DPMA. Furthermore, they will provide practical examples of the possibilities to protect products and what should be taken into account. Further information will be available soon. <



PSI WITH NEW SALES MANAGEMENT

GÜLTEN CIHANTIMUR NEW HEAD OF SALES



Gülten Cihantimur will be the new PSI Sales Manager. On 1 October she succeeded Philipp Brück who is leaving the company to take on new career challenges. Gülten Cihantimur brings almost 20 years of sales experience to the company. In her previous position she was head of the advertising department of an advertising and publishing company, managing a team of back office and field staff; before that, she was a team leader with a well-known IT company. She also started her career in the sales and services field with direct customer contact. "Active sales and service in direct contact with the customer: that is what Gülten Cihantimur stands for. With her, the PSI plans to expand the sales of innovative products," says PSI Director Michael Freter. <

WEDDING AT PSI

KOWALK BECOMES SCHULTHEISS

On 13 October 2012, PSI employee Noemi Schultheiß (nee Kowalk) and Patrick Schultheiß tied the knot in a civil ceremony in Blumenfeld castle in the city of Tengen, Germany. The entire PSI team and the editors of PSI Journal sincerely congratulate them both and wish them all the best for the future. <



EXHIBITOR SERVICE AT THE 51ST PSI TRADE SHOW

ONLINE SERVICE CENTER SIMPLIFIES THE ORGANISATION OF THE FAIR

Exhibitors at the PSI Trade Show, who want to concentrate on the things that matter, i.e. their customers, should make use of the various services that the PSI Online Service Center (OSC) has on offer to assist them. These services include the following: orders related to marketing, organisation, parking and logistics, and technical equipment and stand construction. All this can be done comfortably at the Online Service Center at www.psi-messe.com/servicecenter.

- Important for exhibitors: order your electricity and your exhibitor passes by 1 December.
- You don't have a stand yet? You can book a standard stand (BASIC or AVANT) from PSI's stand construction partner and get an inexpensive technical package along with it, which includes things like an electrical connection, consumption of electricity, stand cleaning, etc.
- At the Online Service Center you can get other interesting things such as important forms concerning the design and organisation of your stand. You can also order the following: a barcode scanner for scanning the visitors who come to your stand, parking tickets for the duration of the fair, hostesses to work at your stand, flowers for decoration, signs and logos to put up at your stand, and much more.
- Marketing services for your visitor marketing can also be booked at the OSC, like for example, promotional stickers with your stand number on them (free of charge), visitor brochures that can be sent to your customers ahead of time (in 6 languages, free of charge), and placing your logo on the online and print versions of the hall plan, etc. Alexander Kahl would be happy to answer your questions about the OSC, tel. +49 211 90191-230, alexander.kahl@reedexpo.de – www.psi-messe.com/servicecenter



AN ATTRACTIVE OFFER

BOOK THE WALL AND BONUS VOUCHER NOW



PSI is offering its exhibitors another notable option for increasing the number of visitors to their stand: Booking a presentation space in THE WALL and a Bonus Voucher (+ Logo Bonus Voucher) significantly increases the attention that your own stand gets.

The popular exhibition space called THE WALL showcases your most innovative product in a spectacular presentation area, which makes it accessible to more visitors. It is now located in Hall 12 and serves as a gateway to the innovation exhibition located in HALLE13. Exhibitors who are interested or have inquiries about this should contact: Kerstin Gebel, Tel. +49 211 90191-184, kerstin.gebel@reedexpo.de.

Exhibitors can attract many visitors to their stand with the Bonus Voucher. They guarantee their visitors special discounts, sample packets or similar items. The PSI Trade Show team can give you more details on this service and also offers personal advice at your stand. More information is available at: www.psi-messe.com/psi_bonus_voucher_768.html

52ND PSI TRADE SHOW IN 2014

MAKE NOW USE OF RE-BOOKING BENEFITS

Smart exhibitors get organised early: It is now possible to re-book your exhibition space for the 52nd PSI Trade Show in 2014. Save the space of your current stand for next year. If you re-book by 10 January 2013, you will benefit from the cheaper re-booking prices and save 5 euros per square metre – and this without taking any risk at all. PSI won't send out the registration confirmation until 15 March 2013. This means you have until the end of March to cancel your reservation at no cost to you. Starting on 11 January 2013, all of the exhibition space which was not re-booked will go up for sale. Therefore from this point in time, it is possible to book the new space you want at the Re-booking Office located at Stand 9042 in Hall 9.



THINKING IN MARKETING CATEGORIES

The industry is not doing well. The big companies are changing their management one after another. PF Concept is getting its fourth CEO in four years, if you count the interim management. Investments that have been made are not paying off. The economy is poor. Companies are being sold or are merging.

What are those companies doing that are still growing these days? At least one thing they're not is marketing! This sounds strange, since the industry is part of marketing and the big goal, after all, is to establish promotional products in the marketing mix. However, the industry itself is not in a position to think in marketing categories. How does the reality look today? Cost-cutting above all else on the one hand, and maximizing short-time profits on the

other. Companies are driven purely by sales. They all want nothing but full-service customers, they are all fighting for the Coca-Cola budgets of this world. Local salespeople are offering their services like dead articles, constantly coming and going in vain. At best, a price negotiation is all that comes of it. Only a very few of them are aware of the strengths of their products.

What marketing message is being communicated to the trade and in the direction of end customers? How is communication being handled, anyway? Very little, in relation to the size of the promotional products industry. Marketing in our business means compiling a catalogue, doing a roadshow. Fewer and fewer products are being distributed at events – actually the industry's flagships.

A recent analysis by the PSI shows that manufacturers and importers are making little to no use of traditional marketing instruments. This is unfathomable. Not even brands are being communicated. Inquiries made within the scope of the PSI analysis showed that marketing planning and campaign management are just not happening. Yet here are fantastic brands that are hardly present at all in the trade. Turnover is being squandered.

You can't have sales without marketing. Communicating the messages and brand contents are central factors for success. Manufacturers and importers should give this some serious thought. Constant reorganization is hardly the way to reach your goals. So let's focus not only on sales, but also on creative marketing. <



»Communicating messages and brand contents is the central factor for success.«

Best regards,

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

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

2013 PSI FUARI

Çesitliliğin yeni tanımı!

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.

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- **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 1.000m² üzerinde uluslararası sektör dernekleriyle buluşabilirsiniz!
- 800m² 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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Inhabergeführtes, alteingesessenes Unternehmen im Hamburger Umland bietet Ihnen eine leistungsgerechte Vergütung, selbstständiges Arbeiten in einem kleinen Team und die Möglichkeit, Ihre Stärken im Außen- und Innendienst zu kombinieren.

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**WAS SIE NACH FEIERABEND
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* das gilt auch für Missionare

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

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WATCHES, ACCESSORIES AND CLASSICS

The demand for luxury goods is still going strong. This was the upshot of a study conducted by the consulting firm of Bain & Company. Hence manufacturers of watches, jewellery and fashion accessories can expect double-digit growth in 2012. We will be presenting you a selection of real gems in the coming issue of the PSI Journal. Of course, there will be no lack of trendy, stylish promotional products in this connection, plenty of creative new products will be on view in the December issue.

Please give some thought right away to the title theme of the January issue, „New Products at the Trade Show in 2013“ and send us your product presentations (image and text) by 7 November 2012 at the latest: Edit Line GmbH, Redaktion PSI Journal, Dekan-Laist-Straße 17, 55129 Mainz, Germany, e-mail: hoechemer@edit-line.de.



MAKE THE PAPER TALK

Under the motto “Make the paper talk!”, the Polish company PromoNotes is producing individually designed post-it notes and many products of a similar type. Based on quality, innovation and flexibility, PromoNotes presents itself as an ideal partner for promotional products distributors.



IT'S EVER SO GREEN ...

They come in small and large sizes, solid green or multicoloured – hardly any other promotional product can boast of being as versatile as the promotional plants from emotion factory. However, that is not their only advantage: they are perfect for the industry, since the relationship to the product and the company advertising for it grows as caring for them makes the seedlings grow. For ten years, plants have been the driving force behind the success of this German-based company.



IMPRINT

Published exclusively for the promotional products trade by PSI Promotional Product Service Institute, a branch of Reed Exhibitions Deutschland GmbH
Völklinger Straße 4, D-40219 Düsseldorf
Tel.: +49 211 90191-0
Fax: +49 211 90191-180
Internet: www.psi-network.de

Publisher: Michael Freter

Management: Hans-Joachim Erbel, Matthias Templin

Editing: Edit Line Verlags- und Produktions-GmbH
Dekan-Laist-Straße 17, 55129 Mainz
by order of PSI GmbH

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Design: Edit Line GmbH, Mainz

by order of PSI Promotional Product Service Institute, a branch of Reed Exhibitions Deutschland GmbH

Art Direction: Stephan Weiß, Miriam Walter, Julia Niss, Doreen Balber

Photos: Ursula Geppert, Martin Höchemer, Lars Behrendt. The title theme and editorial content include the use of photos from www.fotolia.de


Translations: Translanguage, D-40885 Ratingen

Printing: Kössinger AG
D-84069 Schierling

Advertisement price list no. 44 of 1 October 2011 applies.
ISSN number 1436-6193

Signed articles reflect only the opinion of the author. The publisher shall assume no liability for unsolicited manuscripts, photos and other documents. Return only if return postage has been paid (likewise no liability).

For members of the PSI, the subscription price is included in the membership fee.

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