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JOURNAL



Peter Mucha Tramondi The Team Captain

Dimitris Lainas
D. Lainas & Co. S.A.
Effectively Advertising
In Times Of Crisis

Product Guide

Watches, Accessories, Classics Trend And Style

New Wave Germany Fit For The Future

10 Years Of Emotion Factory Green Grow The Campaigns

60 Years Of Maica Tailor–Made Elegance



CUSTOMER COMMUNICATION

LISTEN AND UNDERSTAND





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EDITORIAL

MERRY CHRISTMAS

• he end of the year is the time to take stock, both in business and in private life. We hope your company's business results were better than last year's, despite all the crises we have to cope with all around us. If this is not the case, then we hope your prospects for 2013 are good and you have the courage necessary to take up the challenge once again. For the private side of life, we are keeping our fingers crossed that the coming weeks will be a peaceful time, full of happiness and health for you and your families.

We would also like to thank all of you who gave us your constructive advice and support last year. You would have been unable to read some of the information and stories on these pages if our colleagues had not put us in the picture. We thank you for confiding in us in countless e-mails and informative telephone calls. This is not something that goes without saying, and for just this reason we in the editing department would like to take this opportunity to say "thank you". We also thank all our colleagues at PSI, who have always helped and challenged us with their knowhow and suggestions.

It was not an easy year in 2012. Even major companies – in fact, maybe these in particular - were shaken to the core. Others managed to avoid the pitfalls because they only did business locally, were not engaged in markets which simply tanked, because they backed the right horse in the right race, or had invested in products, advertising and marketing at the right time.

What is comforting is the fact that everywhere people are working to meet the demands of the future. We in the promotional products industry hear little of the complaints that are made in other industries. Although our colleagues in southern countries certainly have more reason to complain than those in the north. Except for the PSI Trade Show partner for 2013, Turkey. There business is still booming. With growth of more than eight per cent, the country on the Bosporus is enjoying a situation that is almost Chinese. All the better that this dynamic nation will now be a partner of the upcoming PSI. We are looking forward to this with a sense of excitement.

Overall, the PSI 2013 will show that the industry is not running out of products or ideas, and that a creative trade fair team can shape this into a one-of-a-kind event. What catalogues, Internet, mailings and even customer calls can't accomplish, can still be achieved by a trade fair!

So have a Merry Christmas and a Happy New Year, and we'll see you at the PSI















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ETERNAL YOUNG ADVERTISING

CONTENT

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On the upcoming pages we will be presenting a collection of new products from the segments watches, accessories and classics. Watches indeed are also a part of the classics segment, although they have continuously evolved over time. In addition, we will also be showing you some up-to-date products.



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CUSTOMER COMMUNICATION





It is no easy task to convince a discerning customer and turn him into a regular customer. Knowing how communication works and how to deal professionally with the customer helps all employees be more self-assured in direct contact with customers, as well as giving them stronger arguments. So it will be well worth your while to stay with us on the next few pages as we play through a few situations in which communication competence and tact are called for.

MULTIGATE: A LAVISH CELEBRATION

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On reaching its first full decade, promotional products distributor Multigate put on a jamboree in its home city, Vienna: 437 customers followed the invitation to the museum district and celebrated into the small hours.

EMOTION FACTORY: GREEN GROW THE CAMPAIGNS 86





Promotional products specialist emotion factory enriches the industry with gifts which have been given for generations as signs of esteem and attachment: plants. For ten years, they have been the reason for the growing success of the German-based company.

PETER MUCHA: THE TEAM CAPTAIN

94



Peter Mucha, founder of Tramondi, the Swiss promotional ball specialist with the Fairtrade seal of quality, is someone who says what he thinks. His heart belongs to his family, travelling and the king of sports: football. On 31 December 2012, the 56-year-old will hand over the reins: after 31 years as company head he's taking a step back. Of course, not before laying strong foundations for the company's future growth for his three sons who will take over.



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CHRISTMAS BAKERY

The most pleasant time of the year is upon us: the season of Advent. Young and old are now looking forward to peaceful evenings in front of the fireplace or baking cookies together. The tradition of baking cookies goes back to the time before the birth of Christ. So-called sacrifice bread was baked for the Germanic winter solstice to drive away the evil spirits and demons. With the spread of Christianity, sacrifice bread became Christmas bread loaves, which we know today under the name of stollen. From the 19th Century, also "smaller versions" of stollen, cookies, were baked for Christmas. Stollen and cookies were reserved for the rich, however, since the ingredients were often prohibitive for poorer families. Only in the course of time did baking cookies establish itself in all families, whether rich or poor. And since then, almost every kitchen in Germany in December is filled with the wonderful aroma of cinnamon, clove and chocolate.

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www.emotion-factory.com



The four seasons is a topic that not only Antonio Vivaldi focused on in his four violin concertos. The artist Giuseppe Arcimboldo also immortalized spring, summer, autumn and winter on his canvases. The four clearly distinguishable periods of the year only prevail in the temperate regions. In the tropics, for example, there are only two: the dry season and the rainy season. At the same time in the northern hemisphere we are suffering in winter, the coldest time of year, and the days are getting shorter. Summer in Australia begins on 21 December and people prepare to celebrate Christmas in swimming trunks on the beach. For those of you who are already longing for warmer temperatures again, we have a few great products for cold weather to make winter a little more attractive.

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LISTEN, UNDER-STAND AND ACT

It is no easy task to convince a discerning customer and turn him into a regular customer. In the battle over budgets, even one wrong word, one little guess gone awry, or a single misunderstanding can cost you the order. Knowing how communication works and how to deal professionally with the customer helps all employees be more self-assured in direct contact with customers, as well as giving them stronger arguments and enhancing their success. So it will be well worth your while to stay with us on the next few pages as we play through a few situations in which communication competence and tact are called for.

nyone who talks about communication should know that everyone literally lives in his own world. Every person perceives his surroundings, other people and everything that is said in an entirely individual way. We always assume that we immediately understand what someone means when he uses words and expressions of speech whose meaning seems to be clear. However, it has been scientifically proven that different people associate the same words with different images, experiences and interpretations. To learn what a customer means and what he would really like, professional sales employees must first put themselves into his world. The techniques of active listening are ideal for this purpose.

ACTIVE LISTENING

Customer orientation shows up in the ability to be responsive to others. It is decisive not to overwhelm the customer right away with explanations, justifications or suggestions, but first to get an accurate picture of his ideas and wishes. This includes:

- Do not interrupt
- Listen until he has finished talking
- Show that we are listening (hm, yes, of course, etc.)
- Question statements
- Agree whenever possible
- Ask for explanations or more information
- Repeat what the customer has said
- Interpret the customer's statements or draw conclusions (so that means ...)
- Summarize what has been said In no case should consultants continue to speak while the customer is talking. By the same token, arguing against the customer or judging his remarks is also prohibited.

ASK OUESTIONS SKILFULLY

Questions are a very effective instrument for learning more about the customer. With questions we can get closer to his world and learn to understand it. What is his current situation, what is the state of his knowledge? What are his experiences, ideas, wishes and concerns? Not until we are at least roughly aware of this can we formulate our positions and make suggestions.

With questions we show that he is important to us, for we include him in our considerations and get him to think for himself. "Open questions" are the quickest way to get a conversation going and as a rule provide us with the most information. So if you enrich your talk with "W" questions (who, what, when, where and why, as well as how), you can get the customer thinking, and this active attitude creates a climate favourable to long-lasting customer relationships. The art of questioning also includes listening attentively, being responsive to what is said and keeping the conversation going with frequent questions and by asking for more information. How does this work? We ask a question and get an answer. Now we must identify the key word in the response and put it at the centre of our next question. If we listen actively and with concentration, this technique can keep a conversation going. In this way, we get the customer talking and at the same time win his trust because we show that we are interested in him.

TAG QUESTIONS CREATE SECURITY

Along with open questions which provide us with more information, tag questions are immensely important. For they enable us to get our conversation partner to agree and move another step closer to the customer. Questions such as

- Should we do that in this way?
- Should we leave it at that?
- Do you agree with that?
- Are you okay with that for now (when dealing with interim solutions)?
- We will give you a call as soon as we get ... Is that OK for you?

enable us to stay in agreement with the customer and show our efforts to keep him satisfied. Tag questions also give the customer an opportunity to express another opinion or wish. These questions have a positive character, for they let us keep the conversation in our hands.

ASK A QUESTION INSTEAD OF GIVING A HASTY ANSWER

If the customer asks a very specific question where we feel that it has a particular background or that he already has a solution in mind, we should first dig deeper to find out what the customer is really after. For only then can we learn what task or problem is behind his question and give him service in his own interest. In these cases, questioning looks like this:

■ What is the background to your question?

"I don't know!": this statement is absolutely taboo for all sales em-



- What do you intend to do?
- What is the context in which this is important to you?
- What problem would you like to solve?
- What do you want to know that for?

Questioning is also a good strategy for a sales employee to use when the customer bombards him with "why" questions. In no case should he respond to this sort of question with justifications or guiltiness, for that will be seen as a lack of competence. This is why questioning on the order of "Why do you ask?" is the best way to adequately react in this situation, as well. Since criticism could always be lurking behind "why" questions, he should try to do as quickly as possible what the customer demands and what he is (still) missing. That is:

Question: Why haven't you sent me the of-

away, then you can work with it. Is that OK



FOCUS PSI Journal 12/2012 www.psi-network.de

EXPLAIN COMPLICATED THINGS CLEARLY

Explaining complicated matters is an art. Anyone who masters this art will ensure that customer and consultant are communicating on an equal footing. This lays the cornerstone for mutual understanding and objective argumentation. What is important here is:

- To start with an overview and then explain everything down to the details
- To explain step by step and make sure each step has been understood
- To use drawings, photos and models
- To work with comparisons
- To use comparisons from the customer's realm of experience
- To make sure that technical terms and abbreviations have been understood

THINK AND ACT IN A SOLUTION-ORIENTED FASHION

If problems or difficulties appear, the usual reaction is to discuss, analyze and try

to find reasons why it could come to this in the first place, which generally leads to mutual finger-pointing and self-justification. This is not only a waste of time and energy, but can also ruin the mood and deflate any trust that may have been laboriously built up. These habitual behaviour patterns are altogether unproductive and should be replaced by solution-oriented action. We achieve this with questions such as:

- How can you/we do that better in the future?
- What can we do so that it goes better?
- How could you manage to ...?
- What solution can you imagine?
- How could we go ahead now?

If we steer the conversation in this way, we encourage our customer to think and act constructively. This strategy is especially effective with people who are in a "negative rut" – and therefore particularly advisable.

CREATE TRUST, SYMPATHIZE

One of the first and most important tasks in dealing with a new or potential customer is to create a pleasant, trusting atmosphere, which is what enables us to approach the customer with our sales pitch in the first place. There are time-tested strategies to accomplish this:

- Start off with small talk
- Make a positive impression and smile
- Adapt your body language, voice and speech to the customer
- Ask questions and listen attentively
- Be responsive to answers
- Use the customer's words
- Practice active listening
- Seize on what is positive, for instance, say what you like
- Corroborate the customer
- Express appreciation
- Show an interest in the customer's topics Along with trust, understanding is an important door-opener to productive contacts.





We all know, after all, how good it is to talk to someone who shows an understanding of our opinions, concerns and feelings. If we would like to make use of this experience in our customer contacts, we should show understanding by saying, for example:

- I understand you
- I understand your situation
- I understand your concern/resentment ...

EMPHASIZE BENEFITS FOR THE CUSTOMER

We established above how decisive it is to put yourself into the customer's world. Therefore, whatever we tell the customer, we should immediately consider the benefit we can offer him from his point of view. Whatever we suggest, we should always address the customer personally, that is, say "you" and "your". This will sound like:

- In order for me to help you (benefit), I suggest that ...
- In order for me to give you just the right answer (benefit), I would ask you to ...
- To enable you to ..., let's ...
- It would be best for you if I ... for you

If we want to get a customer to take action in his own interest and then hear him say things like "That won't work/I can't do that", then we should get him thinking by asking targeted questions and thus give him ideas that point toward a solution:

- What can you do to accomplish ...?
- What opportunities do you see to ...? In this way, we keep to the subject without being too persistent.

BE CAREFUL WITH PROMISES

In an effort to please the customer, promises are often made which later turn out to be impossible to keep. That is why we should only promise what we ourselves can deliver. In no case should we promise something involving our colleagues – for instance, calling back or doing something within a specific time – if we can't guarantee it ourselves.



ARMIN MARKS

Armin Marks has been working as a consultant, moderator, trainer and systemic coach in many branches of capital goods and service industries for twenty-five years. His specialities are topics involving sales in the field and office, customer orientation for all employees who come into contact with customers, management, communication and cooperation, moderation of information markets and large groups, supervising processes of change, and the individual development of employees and executives. He works in his projects with a large number of up-to-date, efficient

approaches and methods from the field of psychology. His motto is to find solutions rather than analyze the problems.

Armin Marks • phone +49 6120 9798398 • armin-marks@t-online.de • www.armin-marks.de

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BEST GLOBAL BRANDS

APPLE AND FACEBOOK COME OUT ON TOP

or the first time Facebook has made it into the top 100 brands in the "Best Global Brands" ranking of the consulting company Interbrand. The social network came in 69th and thus has written history for being the first social network in the ranking, in which Interbrand lists the 100 most valuable brands world-wide. Despite the uncertain economic situation, many brands were able to consolidate their position and increase their value. It is not entirely a surprise that Apple, in particular, is among the big winners. According to Interbrand, the US-based company was able to increase its brand value in the past year by 129 per cent from us 33.5 to 76.6 billion, thus securing second place in the ranking ahead of IBM. Cola-Cola came in first place. The best German brand is Mercedes in 11th position, followed by



BMW in 12th position. In the country ranking German brands came in second place after the USA. Interbrand analyzes the financial value of the brands on the basis of the financial development of the brand-name products, the significance of the brand in purchasing decisions and the competitive strength of the brand.

www.interbrand.com

MULTI-BRAND COMPANIES

STRENGTHENING THE REPUTATION OF MARKETS

eventy-five per cent of executives of multi-brand companies believe that the reputation of the umbrella brand of a company is just as important as the reputation of individual product brands. This was revealed by a study carried out by the consulting company Weber Shandwick and the research company KRC Research. In recent years companies have been boosting their efforts to strengthen company brands, according to the study. Meanwhile, the reputation of the company has become as equally important as the reputation of the individual products from the company. Further information on the study can be found at www.webershandwick.de <



STUDY

EXPECTATIONS FOR ONLINE SHOPS

hen purchasing in online shops, customers particularly value the exchange service and continuous information on the order status. This was revealed by a study conducted by the software expert company Test-Cloud. Especially during Christmas time, online shops are becoming more and more important. However, customers place



high demands on the services of online shops. In addition to the exchange service and the ordering status, one in two online shop purchasers surveyed also attach importance to being able to indicate a separate delivery and invoicing address. No shipping fees and quick shipping are also frequently desired criteria. For the study, Test-Cloud surveyed 170 people on their purchasing behaviour on the internet.

www.testcloud.de

FINANCIAL POSSIBILITIES

ASSETS DO NOT ENSURE COMPANY SUCCESS



inancial assets do not automatically lead a company to success, but rather are often an obstacle. This is particularly evident in difficult economic times, as firms with a strong financial background often make imprudent decisions. The necessary risk sensitivity for business success can decrease due to large financial possibilities, according to Dietrich von der Oelsnitz, an expert for business management at the Braunschweig University of Technology. While young start-ups with strong financial capacity invigorate the market, money can be an obstacle to creativity and concentration.

FORECAST

ADVERTISING MARKET IN EUROPE TO SHRINK

dvertising spending in Europe is expected to decrease by 3.1 per cent. This was revealed by the study "Advertising Expenditure Forecast" carried out by the media agency group Zenith Optimedia. The agency group has cited the ongoing uncertainty over the future of the Eurozone as the reason. The disco-



very of more and more multi-billion euro deficits in governmental budgets has the effect that advertisers are holding back on advertising investments. For example, the Italian advertising market shrank by 6.5 per cent, while advertising investments have decreased by even 33.2 per cent in Greece. However, the communication experts have hopes for the coming year: the advertising market is expected to recuperate across Europe and grow by 0.9 per cent. The experts are hoping for a growth of 2.3 per cent in 2014.

MOBILE MARKETING

TRENDS IN ONLINE MARKETING

obile marketing, social media and customer journey analysis are among the most important aspects of online marketing. This was revealed by a current study carried out by the performance agency eprofessionell. Every year the agency surveys online marketing experts on the latest trends in the industry. Last year creativity in online advertising, social marketing and multichannel tracking were



some of the most important trends in online marketing. The experts see the mobile theme as the most important challenge, because mobile internet usage is playing an increasingly important role.

www.eprofessional.de

INTERNET

SOCIAL SERVICE INCREASINGLY IMPORTANT

ood service on the social web has positive effects on user recommendations. As revealed by the study "State of Social Customer Service" by NM Incite, the joint company of Nielsen and Mc Kinsey, 47 per cent of American social media users wish to ask companies service-related questions on social networks. In particular, 18- to 24-year-olds are very active in this area. However, one-third of those over 65 also access social services. The most popular networks of the customers are Facebook and Twitter. Companies that have analyzed the surveys on customer satisfaction have determined that 70 per cent of users recommend them.



WATCHES, ACCESSORIES AND CLASSICS

ETERNALLY YOUNG ADVERTISING

On the upcoming pages we will be presenting a collection of new products from the segments watches, accessories and classics. Watches indeed are also a part of the classics segment, although they have continuously evolved over time. In addition, we will also be showing you some small, beautiful (promotional) items from everyday life.

hen it comes to classics, those with knowledge of history and culture will probably first think of the representatives of the classical era of art: for example, Viennese Classicism (with the composers Haydn, Mozart and Beethoven) or Weimar Classicism (with the writers Wieland, Goethe, Herder and Schiller). However, the word classic also refers to the antique – that is the ancient period in the Mediterranean region, in which the Greeks and Romans brought about a culture which still impacts the western world into the modern age. The word itself also has its origins in this period. It is derived from the Latin word "classicus", which means "to belong to the first rank". In general terms "classic" refers to something which unifies the typical features of a generally accepted pure form and therefore is seen as perfect in form and harmonious. Classics are thus the timeless contrast to the fashion of the time. Nowadays it is often used as a synonym for "typical" in colloquial language. We will leave it up to you to judge whether the promotional products on the upcoming pages are "classic" or more "typical". In any case they are definitely eye-catching and effective.





he company Sompex is presenting three striking clocks from its new Nextime collection. The stylish timepieces were designed by well-known designers and they ensure exciting highlights for any room with their unusual shapes. The model Testpage, for instance, has the well-known TV test pattern design from earlier times. Other novel models include Viny Tap (a tribute to the good old record player) and the kitchen clock called Chef, which becomes an original time piece with its aluminium frame in the shape of a tin can.

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PSI 2013 Halle 12 Stand K30/L37



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BACK TO THE ROOTS

radition and craftsmanship were the reasons for Eurostyle to start producing in Germany again. The new series "Germany" has also resulted from this, with each of the items made of aniline cowhide leather being produced by hand with a great love of detail. Furthermore, Eurostyle personalizes the leather goods chosen by the customer by means of embossing, emblems or print finishing. Not only the models of the current range can be individualized, Eurostyle also facilitates the design of original series according to the customer's request.

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WHICH CLOCK WILL IT BE?

NC AG specializes in making wall clocks along with its successful Smartlite lamp series. Customers can choose a plastic or metal case, quartz or radio-controlled clock mechanism, the colour or frame, and the advertising message to be placed on it. HNC will build the clock of your dreams in record time on its own premises even in small quantities. Various printing techniques, up to and including all-over printing on the clock face, round off the choice of products.

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TAKE A BREAK

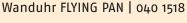
oo much work and no end of stress? Then it is high time for a short break. Revive your energy with an espresso or a cup of coffee to help you cope with the challenges of daily life. Give business partners or customers a handy source of renewed energy in the extra-strong porcelain series from Rastal. These extra-strong porcelain cups are tailored specifically to the needs of coffee lovers.

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PERFECT COMBINATION

he modern Struktura classic pocket knife from Richartz combines modern technology, perfect functions and excellent design into a consummate symbiosis. The high-quality stainless steel handles are provided with a striking, non-slip, studded structure. Its features are truly impressive: large blade, small blade, scissors, combined bottle opener and screwdriver, can opener, leather awl, corkscrew, tweezers, toothpick, and ring. Advertising can be applied by means of laser engraving or printing.

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

ALWAYS UP TO DATE

iving the gift of a watch calls for good taste, for after all, you want the recipient to wear it. You will be highly likely to achieve this aim with the chrono maxx model from Lehoff, which impresses with its plain yet trendy design, as well as with functionality and absolute reliability. This is ensured by a precision Japanese quartz clockwork with a date display. The hands and dial light up in the dark. The armband and case are made of easy-care, very robust plastic. The manufacturer states that it is waterproof to five ATM.

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





BREAKFAST AT TIFFANY'S

veryone knows this cult film from 1961 with Audrey
Hepburn in one of her glamorous roles. Kellermeister
Manns GmbH now has the audio book of the novel by Truman
Capote (in German), on which the film material was modelled.
To go with it, there is a set with decorative stones integrated
that are reminiscent of diamonds. The audio book consists of
three CDs with a total length of approximately 210 minutes.

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



RECYCLED FOR CYCLISTS

he practical "Band" from Fahrer is aimed at cyclists as its target group. Fixed to the trouser leg, it protects your trousers from getting dirty and also prevents falls, since the material cannot get caught up in the bike. Moreover, it can simply be used as a fashionable accessory, since it also looks very good. Every Band is a virtually unique, hand-made item, fitted with a reflective strip and made of recycled material such as truck or boat tarpaulin or disused advertising banners. In this way, the manufacturer is additionally making an ecological statement.

48067 • Fahrer • Tel +49 30 692059290 jl@fahrer-berlin.de • www.fahrer-berlin.de



PRODUCT GUIDE PSI Journal 12/2012 www.psi-network.de



WHAT TIME IS IT IN HONOLULU?

an I call my business partner in Los Angeles when it is just after midday in Germany, or what time is it in Honolulu at the moment? The world time clock Pin from elasto form answers these questions. The clock made of silver-coloured ABS shows the world map with its time zones and lines of longitude. By placing the little aeroplane on one of the 16 metropolises, the appropriate time is displayed. Finishing can be carried out in single-coloured screen printing or five-coloured pad printing.

41369 • elasto form KG • Tel +49 9661 8900 mail@elasto-form.de • www.elasto-form.de

MULTIPLE USES

he cushion-blanket from The Gift, which can be used for all kinds of purposes, is an advertising medium that should not be missing on any trip by plane or train, in the car, at the sports stadium or in your hiking backpack. Made of fluffy fleece, this item can be used as a cushion or blanket, made possible by the sturdy zip. It is available in a variety of colours. The size of the cushion is $30 \times 32 \times 7$ and unfolded as a blanket 180×100 centimetres.

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





SWEAT ARRESTER

he microfibre workout towel from Troika will not only serve you well when doing sport, for example, it is also practical, as it has a pocket secured with a zip. This can be used to store small change, your key, an MP3 player or a credit card. The "sweat arrester" is made of fluffy microfibre with a waffle-weave pattern.

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



FROM THE WALL TO THE WRIST

S ompex's four successful designs used for wall clocks were adapted for the designs of the stylish wristwatches, and now fashion-conscious individualists throughout the world are crazy about them. The high-quality wristwatches in the new Nextime Watch Collection are impressive with their simple shape. The focus lies on the expressive design of the round watch dial, which really stands out due to the glass cover. The motifs, which have already proved to be popular for wristwatches, were cleverly adapted for the smaller size. For example, Test Page has the legendary TV test pattern as its motif. The durable Sandwich wristwatches also have a watch dial with a refined design.

41288 • Sompex GmbH & Co. KG • Tel +49 211 5228070 info@sompex.de • www.sompex.de

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HARD-WEARING AND LOW-MAINTENANCE

ith the Techno Two series, Eurostyle is offering a broad spectrum of inexpensive products of a classic nature made of 600D polyester – hard-wearing and low-maintenance for business and leisure. In this series you can find a wide range of products, including the cosmetic case, trolley travel bags, laptop rucksacks and the writing case. Eurostyle customizes the items chosen by the customer as requested. Customers can also have their own series produced according to their specifications.

41857 • Eurostyle – Emil Kreher GmbH & Co. • Tel +49 921 789520 info@eurostyle.eu • www.eurostyle.eu

WITH A "GREEN" CONSCIENCE

he weather station with the local weather forecast from Spranz is especially environmentally friendly thanks to its solar support. The battery-operated model has a precision radio-controlled clock with alarm, snooze function and light, as well as an easily legible display. Furthermore, it shows both the room temperature and the outdoor temperature, as well as the relative humidity.

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



-Advert-





LESS IS MORE

In he simple wall clock from Topico called Purist is impressive with its natural beauty and unpretentious elegance. The clock is made out of high-quality, sustainable bamboo wood. Because there are no numbers written on the face of the clock, people's attention is turned to the impressive wood grain and the shiny black clock-hand. This clock, with a simple design, runs on a quartz clockwork with absolute precision.

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



SELF-CHANGING BELT

he latest Twisted model belt from Jutamo draws a distinct line between private life and business. This stylish belt buckle comes with a belt that is smooth or embossed with a carbon pattern, thus easily spanning the gulf between the two worlds. It can have a company logo or the favourite team lasered on both sides. Customized lasering in light or dark on the inside or outside makes this exclusive model ideal for advertising purposes.

45651 • Jutamo GmbH • Tel +49 6108 799380 info@jutamo.de • www.jutamo.de



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A PAN-PERFECT COOKING TIME

he wall clock from Inspirion called Flying Pan makes for quite a sensation anywhere it is used with its funny frying pan design. The clock's face has a diameter of 25 centimetres and is decorated with a fried egg. The hour and seconds hands are in the shape of a fork and knife. Even the pan's handle looks authentic and it is used to hang the clock on the wall. The fried egg clock, with an analogue time display, runs on a precise quartz clockwork.

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



he funny keychain from Troika called Jumper brings movement to any bunch of keys. The small, dark red metal figure, which is made out of shiny aluminium, jumps for joy every time another key is placed on it. Advertising messages can be placed on it upon request.

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





TIME FOR INNOVATIONS

he traditional cuckoo clock from emotion factory is an advertising medium with a long use life, and at the same time, it is also a much sought-after handicraft product which attracts a lot of attention. It can have a 4c imprint placed on its entire surface and it comes in a set, which includes the clock, battery and cuckoo sticker. The clock can decorate an office for a long time, serving as a funny advertiser. The product can be personalised for a minimum order of 100 units.

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



PRODUCT GUIDE PSI Journal 12/2012 www.psi-network.de



A CLASSIC WITH INSPIRATION

he main brand idea of the Swiss company is derived from the brand value of Victorinox, which stands for impeccable quality combined with innovation, sophistication and absolute perfection. The brand idea is to continue to sell valuable, high-quality products, which have a practical benefit and have been inspired by the uniqueness of the Original Swiss Army Knife. For more than 125 years, the knife makers from Switzerland have been living up to this brand promise and they have continued to expand their portfolio of products with this commitment in mind. Until 1995, they only made knives, but 16 years ago they added Swiss-made watches, in 1999 travel luggage, in 2001 apparel, and in 2007 fragrances to their product line.

44281 • Victorinox AG • Tel +41 418181211 261@victorinox.ch • www.victorinox.com

TIMELY AND WATER POWERED

E ollow the latest trend with the water-powered clock by Kellermeister Manns, a model that is not only original, but also innovative, for it needs no batteries, but only water as a power source. The energy comes from electrolysis. The supplier has added a sensational bottle of choice dry pinot noir wine to this new product, thus creating a hydropower set. The wine will delight connoisseurs with its expressive, fine aroma and long-lasting aftertaste.

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



PROFESSIONAL APPEARANCE

ong since known for having that certain something, Club Crawatte Crefeld, with its range of high-quality silk ties and scarves, provides for a tasteful, harmonious image and a professional appearance for companies. Specializing in textile accessories, the long-established company offers tailor-made products in the customer's corporate design in the form of customized ties, scarves and shawls. With the company's own design studio and innovative finishing techniques, such as Jacquard weaving, textile printing and embroidery, custom concepts are masterfully implemented. Professional advice, creative ideas and working in a cooperative partnership with the advertising company are, of course, all part of the package.

43606 • Club Crawatte Crefeld • Tel +49 21517812990 service@club-crawatte.de • www.club-crawatte.de



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PRODUCT GUIDE PSI Journal 12/2012 www.psi-network.de



REAL GEMS

hristmas is not the only time when successful gift giving calls for a combination of emotion and pragmatism. To this end, fashionable thermal jugs make for multifunctional gifts that promote the lifestyle of the modern generation. Here alfi has real gems in its repertoire, such as the Juwel model. This jug is not only a classic icon of style, but also an unmistakable design object. Juwel comes in the trendy tones of ivory cream, velvet burgundy or midnight black, as well as in chrome-plated and hard silver plated brass.

43066 • alfi GmbH • Tel +49 9342 8770 innendienst@alfi.de • www.alfi.de

PERSONAL IDENTITY

every company, no matter whether it is small or large, will find the right advertising vehicle among the sixteen colours of watch in the collection from LM Accessoires. They carry the corporate identity onto the wrist with a logo on the dial and a silicone armband in the company colours. On orders of as little as fifty or more, any of the four Lolloclock models comes with a customized logo on the dial. Special colours upon request.

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

-Advert-







PLENTY OF SPACE

he three elements of the Babell étagère from koziol can be easily inserted into one another, thus presenting plenty of space for fruit, pastries or finger food. The smaller variation, the Babell Xs, is ideal for small delicacies. The Babell XL gives you an especially wide range of possibilities, for this variation has a total of seven levels. This makes it especially versatile, for the Babell XL can be set up as a single étagère or as two.

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

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PRODUCT GUIDE PSI Journal 12/2012 www.psi-network.de



MY BOTTLE – YOUR BOTTLE

hese hip bottle openers consisting of two components from Hermann Flörke put colour on the table. The soft, flexible components in various colours help people recognize their own bottle. The bottle opener made of stainless steel is integrated into a sturdy hard plastic part. Advertising is applied as usual by means of four-colour digital printing.

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

TRÈS CHIC

ehoff is presenting its new Bergmann wristwatch. This elegant watch with a white dial and fitted metal dial support has a bezel with white stones. To go with it is a white PU leather armband with an embossed crocodile pattern. More detailed information is available from the company.

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



A duling Hadring

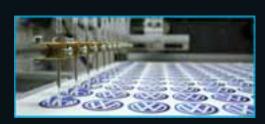
JEWELLERY STOWED AWAY

DV Pax Lutec GmbH is presenting a container in a new shape that is ideal for storing watches or jewellery. Its rectangular format, closed with a striking hinge on the narrow side, lets it lie well in the hand. The inner sleeve ring and the edges crimped to the inside make the model a trend setter. The style can be designed as customers desire. For orders of one thousand or more, the embossing on the lid can range from filigree to large-area designs, as well as multilevel embossing. Printing can be applied in one or more colours on orders of two thousand or more. Matte or glossy protective varnish gives the container its ultimate look. The current hit is the "soft touch" style. Its special coating makes the hard surface of the container velvety soft to touch, almost like fabric.

46850 • ADV PAX Lutec Vertriebs GmbH • Tel +49 7123 380070 info@adv-pax.de • www.adv-pax.de







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EMAIL: INFO@KREUTZ-ONLINE.DE



PRODUCT GUIDE PSI Journal 12/2012 www.psi-network.de



EXHIBIT ELEGANCE

Bühring has the Vika-H visiting card case in its programme, a small leather goods classic which never loses its popularity. This case, made of soft sheep nappa leather that feels so good in the hand, protects business cards as well as clothing or handbags. It lets you elegantly hand out your own business cards and put those you receive into a separate compartment in front. Unostentatious blind embossing is the recommended method of advertising application. Delivery ex warehouse at short notice, as well.

40807 • Bühring • Tel +49 4154 795400 vertrieb@buehring-shop.com • www.buehring-shop.com

TIMELESS AND PRACTICAL

of timeless beauty yet downright practical are the suitable attributes of the Struktura boston key ring pendant from Richartz. This promotional classic made of chrome-plated metal and PU material facilitates the "organization" of a key ring in a simple way, for key rings can be added or removed merely by sliding the safety catch slightly. The coloured inside loops in blue, red or black give the item fashionable accents. Advertising can be applied by means of printing or laser engraving.

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



CLEVER SOLUTION

ata memories should not only be practical, but also perfect in form, for this is the only way to turn them into sought-after advertising vehicles. The Flip key ring pendant from Xindao catches the eye right away thanks to its sophisticated design, and cannot immediately be identified as a USB stick. The body is closed by a smart magnetic clasp. The Flip comes in a variety of colours.

42771 • Xindao B. V. • Tel +3170 3199900 h.vanhouten@xindao.nl • www.xindao.nl





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



PSI DÜSSELDORF 2013 · STAND E41 · HALLE 11





AN EXTRAVAGANT SHAPE

acar Europe is presenting an extravagant notebook that comes in the shape of a SIM card. It can have an imprint placed on its entire surface, and the ample space for perfect brand communication lends this memo pad a special appearance. The shiny or matt textured paint give it just the right feeling. What is more, a variety of sizes, ranging from A4 to A7, can be selected. You can also freely select the number of pages and the design of the interior, as well as the advertising pages and logos to be used on the inside of the notebook.

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

SMOKERS' PLEASURE

or tobacco connoisseurs, the Polish company WJ Woloszyn has a patented set at the ready that finally puts an end to the problem of the constant search for the matchbox or lighter, since everything is now kept together. The corpus can be made to fit the various kinds of cigarette boxes and there is also a choice of colours. You can likewise choose how it is to be carried: on your belt, around your neck or on the dashboard of your car.

47782 • WJ Woloszyn • Tel +48 22 8110447 office@woloszyn.eu • www.woloszyn.eu



Carrier De L

PINS WITH A CONCEPT

Precision workmanship goes into the Pins-Konzept from Reflects (supplied by LM Accessoires). Individual pins can be made in three steps on orders of one hundred or more, with a free choice of shape, colour, material, type of product and mechanism. From badges to tie pins, medals, magnet and key ring pendants up to zipper pullers, everything can be customized to meet customers' wishes.

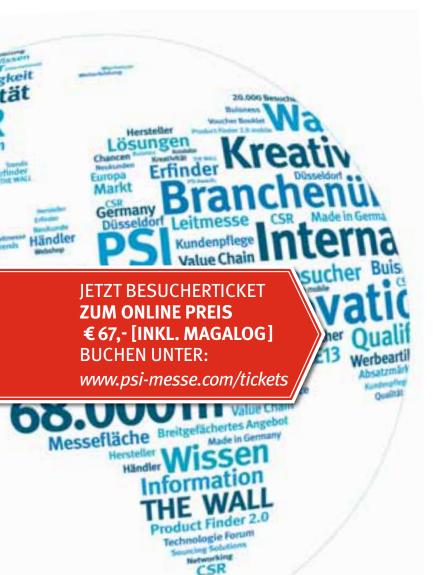
42487 • LM Accessoires GmbH • Tel +49 2234 99000 info@lm-accessoires.com • www.lm-accessoires.com





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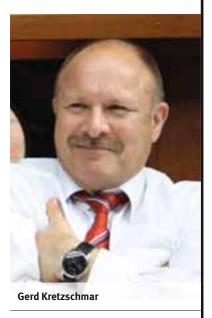


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OBITUARY

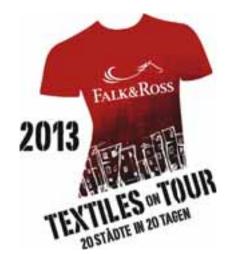
DIE6 MOURNS THE LOSS OF GERD KRETZSCHMAR

D IE6 Promotion Service GmbH has lost its partner of many years, a colleague and friend, Mr Gerd Kretzschmar. The well-known expert of the trade, whom many considered to be a dear friend, passed away unexpectedly on 28 September 2012. Gerd Kretzschmar was a man with a thoroughly positive disposition and the gift to motivate others. During the many years of his service on the Board of DIE6, Mr Kretzschmar left his mark by influencing the development of DIE6 significantly. He never lost sight of the matter in hand and was able to master even the most difficult of situations with his professional, balanced manner. The success of his own company is also based on his future-oriented visions. The loss of Gerd Kretzschmar will be felt by all of us. DIE6 offers its sincere condolences to his family and companions.



FALK & ROSS GROUP EUROPE GMBH TEXTILES ON TOUR – TWENTY CITIES IN TWENTY DAYS

he well-known textile distributor Falk & Ross is setting off on a tour through Germany, Austria and Switzerland in January of 2013. Textile highlights and awesome alternatives to the customary basics, as well as technically impressive materials from the 2013 collection, will be presented to the professional public in a total of twenty cities. The goal of the Falk & Ross Textiles on Tour is to give visitors a comprehensive look at the company's broad range of products and to get them enthused about the items through hands-on experience. During the tour, the familiar Falk & Ross contact partners from the areas of sales, customer service, as well as a few representatives from the brand-



name manufacturers, will be on hand to advise the guests. All Falk & Ross customers and those who would like to become customers are invited to this free event. They are encouraged to register, however, so that all guests can be assured of having some time set aside just for them. In addition, each registered guest will have a chance to win great prizes, such as a fully equipped shop unit from Russell, one of twenty high-quality Stormtech jackets or many other attractive prizes. Detailed information on the specific cities, free registration and conditions for participation in the prize competition can be found at www.falk-ross.eu.

PROMOSWISS

BASIC COURSE ENDS SUCCESSFULLY

he Association of the Swiss Promotional Products Industry has just carried out its basic course for promotional products consultants for the third time. The seminar comprised four days of training, which were divided into four thematic modules and could be booked individually. Two female participants and one male participant completed all four disciplines of the basic course and received the qualification certificate "promotional products consultant". The basic course conveys expertise which successful promotional products consultants require for everyday business: relevant facts on

the themes marketing/communication, telemarketing, textiles and printing procedures, transport as well as leather and foods. The course participants particularly praised the learning content, the seminar documents and how they were presented. They appreciated the balanced mixture of conceptual activities and case studies. Altogether 29 participants took advantage of the offer to expand their knowledge on the promotional products industry. www.promoswiss.ch <



The participants of the course day dealing with leather, food and transport: Reto Stutz, Sergio Maurizi, Romy Eggimann, Ralf Schmid, Barbara Hicklin, Tanja Reber, Samantha Gerundo.

ASS ALTENBURGER STEFAN LUTHER TAKES OVER COMPANY MANAGEMENT

n 1 October Stefan Luther took over the management of the company ASS Altenburger. He draws on more than 15 years of experience with gift articles and toys. The business administration graduate



Stefan Luther

was previously employed as the sales director and authorized representative of the company Schmidt Spiele GmbH in Berlin. In his function as managing director Luther will be responsible

for all activities related to retailing (toys segment), sales promotion (promotional playing cards) and loyalty (customer retention) as well as for the entire production facilities in Altenburg. Since 2002 the playing cards manufacturer Altenburg GmbH has belonged to the world's largest playing cards company Cartamundi with headquarters in Belgium and is active in three areas of business.

www.spielkarten.com

HERZOG PRODUCTS GMBH NEW KEY ACCOUNT MANAGER



Axel Schmidt

xel Schmidt is
the new Key
Account Manager for
Herzog Products,
Keltern, Germany.
Previously, Mr
Schmitt worked for
Richartz, where he
was able to gain
seven years of
experience in the

industry. He is now responsible for the areas which cover post codes o to 5, as well as for Switzerland as the country of distribution. Under the label "zogi", Herzog Products sells trendy products of the electronics and multi media sector. www.zogi.biz

PRÄSENTA PROMOTION INTERNATIONAL GMBH

MERGER WITH BRAIN PROMOTION

astei Lübbe holds stake in Präsenta Promotion International. With immediate effect, Brain Promotion is giving up its status as an independent business unit in the company of its "big sister" Präsenta Promotion International GmbH in Solingen, Germany. Präsenta Promotion, a full-service agency specialising in the logis-



tics for the procurement and sales of promotional products and gifts, has sold a 50 percent stake in its company to the publishing house Bastei Lübbe Verlag in Cologne. With these new developments, the service provider for promotional products is presenting a broader range of products, which are on sale exclusively for the promotional products market. Its product range now includes products from the company Räder, which is a subsidiary of Bastei Lübbe. Räder not only stands for lifestyle products and exceptional gift products, but it also offers a wide array of high-quality promotional products. Thomas Herriger, the managing director and partner of Präsenta explains, "With the cooperation agreement with Präsenta Promotion, Räder promises to give us access to the market with a partner who has been successful in this special market segment for many years, who has excellent contacts in the promotional products industry, and last but not least, who is well acquainted with the annual PSI Trade Show. With the publisher Bastei Lübbe Verlag, we also have a supplier of excellent audio books, specialist books and light fiction available to us, and these products are perfect for using as promotional gifts." Präsenta will showcase the entire range of Räder products for the first time at its stand 12G14 during the PSI Trade Show 2013, which will be held from 9 to 11 January in Düsseldorf. www.praesenta.de

INCREASING TURNOVER WITH PROMOTIONAL PRODUCTS

CRIMEX CASE STUDY

Laus Roeting from crimex plans to increase the turnover of his company by 50 per cent by simply using promotional products. In order to demonstrate this effectively, it was decided to convert the Osnabrück cult pub "Abgefahren" at the central station into the crimex Lounge "Voll Abgefahren". The idea behind the project has been considered by Claus Roeting together with Macma managing director Matthias Huff:

The restaurant will be packed in every possible way with promotional products. From the ashtray on the drinking glass to the doors - everything is to be furnished with labels. Conversions and renovations will be starting in the next few months,. For more information on the project, visit www.crimex.de or Facebook at www.facebook.com/CRIMEXLounge.



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IT'S ALL CUDDLY

PROMOTION PETS WITH A NEW LOOK



he specialist for custom-made plush and stuffed toys, Promotion Pets GmbH from Hamburg, will now be presenting itself with its new motto "Alles kuschelig" ("It's all cuddly") and is also launching its innovative and modern brand concept at www.promotion-pets.com. The new motto was of course inspired by Promotion Pets' products which have always been cuddly. "But 'It's all cuddly' says even more," according to founding partner Jan Basjmeleh. He adds, "We provide comprehensive advice to our customers, in order to define the perfect 'brand ambassador' which is tailored to the respective marketing mix. With the highest quality and security standards, a strong design team and an excellent price-quality ratio, we offer our customers the ideal all-round product package - which is guaranteed to leave a cuddly impression on them." The company has also taken extensive efforts to overhaul its website. Visitors to the new uncluttered, modern site can obtain detailed information on the compa-

ny and its range of services. The innovative navigation concept based on sideways scrolling allows for a clear illustration of the products. Specific product information and all details on the important security certifications are clearly presented. One additional new feature is the "direct briefing form". Here potential customers can send a request directly through the website – and immediately receive their personal offer. "We are proud of our new look. It was time to present Promotion Pets to the world the way that we have been seeing and experiencing it," says Jan Basjmeleh. Contact: Tel. +49 40 4294967-101, jb@promotion-pets.com. www.promotion-pets.com

THE LEATHER BUSINESS

REACH REPORTS PUBLISHED

he Leather Business has published REACH reports on the standard leathers it uses on stock items – these results can be found on their website by following the red signs on the home page: www.leather-business.co.uk. MD John Thorp said, "We regularly REACH test our

Eather **Business**

leathers so it makes sense to publish the results on our website – simply follow the red link on the home page. The website is completely neutral with no mention of our contact details indeed we are not even in the phone book so our customers can direct their customers to it with confidence." www.leather-business.co.uk

FUXX VERTRIEBS GMBH RELOCATION AND REINFORCEMENT

he company Fuxx Vertriebs GmbH has moved into a new and larger office. The staff of the promotional products distribu-



Claudia Lügtenaar

tor will be supporting customers from the new centrally located office in the town of Nordhorn, Germany in its usual service-oriented manner. Its own laser engraving machine allows for the individual in-house processing

of promotional products even in the smallest quantities and at very short notice. In addition, Fuxx is welcoming its newest employee: Claudia Lügtenaar has recently joined the staff of the Germanbased promotional products specialist. Following her maternity leave, the qualified commercial clerk is back working full-time and will now be supporting both the new customer area as well as the after-sales area for Fuxx. www.werbeartikel-fuxx.de <

FIRST TRAINEE ECO-PROMO RELYING ON THE NEXT GENERATION

nother step in the direction of successful company development is being taken right on time for the beginning



Verena Schmidt

of the new training year by eco-promo GmbH, which is turning itself into a company that also takes on trainees. Verena Schmidt is the first to start her training as management assistant for office communica-

tion at this well-known specialist in innovative promotional products with ecological aspirations.

www.eco-promo.de

SCHILDKRÖTFITNESS MTS SPORTARTIKEL IS TAKING OVER DISTRIBUTION

he traditional German brand Schildkröt is breaking entirely new ground: Schildkröt Fitness is the new name of the company specializing in home fitness apparatuses. After Schildkröt Funsports, the table tennis specialist founded in 1896 is now also focusing its efforts on the wellness and health segment. Once again behind this brand is the firm MTS Sportartikel Vertriebs GmbH from Wolfratshausen, Germany, which is in charge of not only European sales and distribution, but also product development and design. The diverse assortment of products of the new brand Schildkröt Fitness offers a large selection of home fitness apparatuses such



as barbells, balance boards, expanders and power equipment. They do not require much space, fit into every living room and allow for a very individual training programme. Schildkröt offers the necessary background knowledge by providing training tips and illustrations of muscle groups being used. www.schildkroetfitness.de – www.mts-sport.de

MOYND GMBH SALES TEAM REINFORCED



Sandra Bremer

he Germanbased sticky note specialist has reinforced its sales team for international sales with Sandra Bremer. In the future, she will serve the French-speaking customer base as

well as act as the contact person for international English-speaking customers. The company moynd GmbH will be present at the PSI Trade Show in Düsseldorf at stand 12K13. www.moynd.de

IN-HOUSE TRADE FAIR AT VIP PRÄSENT

SUCCESSFUL "1ST OCTOBERFEST"

n 20 September, VIP Präsent, the specialist for promotional products, invited its customers and business partners to an authentic "1st Octoberfest" at the Schüssler Vil-

la in Künzelsau in southern Germany. With its product presentation at its own stately company domicile, VIP Präsent presented an impressive range of products, just in time for the start of the annual schedule for promotional gifts. Attractively shaped writing utensils and carrier bags, functional jackets, all manner of textiles, leather goods and "sweet" promotional ideas, as well as iPad covers, promotional umbrellas and much more – their



guests received in impression of the big world of advertising products and their possibilities. That day, the customers of VIP Präsent came from up to about 100 kilometres away. A total of 60 companies and 90 of their employees used the opportunity to drop by. True to the motto of the day, the hosts, exhibitors and catering staff all wore traditional dress. The seven competent experts of VIP Präsent gave advice to their customers on their walk around the stands of the ten suppliers. "We answer all queries as quickly as possible. We are prepared for this," Regina Müller stressed. Since 2000, she has managed the company together with Ingolf Schenk. "Together with a network of well-known manufacturers, they are able to provide what their customers of the region want for their visits to trade fairs and customer visits in a short space of time. Everybody could see this on the day of our exhibition," Ingolf Schenk said. www.vip-praesent.de

"PSI TRADE SHOW BATTLE"

THE KARLOWSKY FASHION COOKING DUEL

A nyone who is ready for an extraordinary cooking duel should not hesitate to apply for the "Karlowsky Fashion Cooking Duel" at the PSI Trade Show in 2013. Contestants will have the opportunity to convince a prominent jury of their skills in Düsseldorf from 9 to 11, January 2013. Four contestants will be chosen from among the applicants



to compete against another candidate from the crowd at the trade fair. Strong nerves, creativity and ambition will be needed when the shopping basket with the ingredients is presented. They will have twenty minutes to "outcook" their opponents. The winners will then face off in the finale. Here they can not only win fame and honour, but also an exclusive weekend with TV celebrity chef Stefan Marquard. He will be joined by the company's managing director Thomas Karlowsky and a high-profile surprise guest to choose the winner. Cooking adepts visiting the fair can apply at www.karlowsky.de.

INDUSTRY PSI Journal 12/2012 www.psi-network.de

EXPO RECLAM 2013

MOST SPACE HAS ALREADY BEEN BOOKED

xpo Reclam celebrates its silver anniversary with a significant portion of its space booked. 70 percent of the space at the professional trade show has already been booked, thanks to the faith more than 120 exhibitors have placed in the event which will be held at Ifema Madrid, 16-18 January 2013.

Another significant finding of the great power of attraction that raises the event is the data on visitors who have requested the entrance pass. In just 24 hours, over 1,200 people have registered through the web www. exporeclam.es in order to get the accreditation to visit the event. This system also presents a major innovation: the visitor will receive the entrance pass by email in PDF format. The access to the show in January will be easy, com-



fortable and without waiting line. Expo Reclam 2013 (ER13) is the only event in Spain reserved solely and exclusively for corporate gift industry and advertising and promotional gift professionals. Expo Reclam has become the undisputed gathering for industry professionals on the peninsula and Europe's number two trade show in the promotional item sector, surpassed only by PSI.

In fact, PSI Düsseldorf will take place one week before Expo Reclam. This is good news for industry professionals, as it ensures that new products for 2013 will be presented in Germany and Spain at virtually the same time. This year, more than ever, Expo Reclam will allow visitors to discover the newest items on the market and begin the year in a strong position to tackle promotional campaigns with the very latest ideas. Organized by Reed Exhibitions Iberia, this international trade show attracts 90 per-



cent of the advertising and promotional gift suppliers in Spain to 4,000 net square metres of exhibition space.

Expo Reclam is attended by exhibitor companies representing the full range of promotional items on the market: textiles, food items, stationery products, housewares, leisure articles, machines and Christmas items, among others. As usual, in addition to the stands for exhibitor companies, in January Expo Reclam will feature services, including an area with free Internet access, and the Green Point Area, exhibiting organic and ecofriendly products; further the Primer Paso (First Step) Area, intended for exhibitors taking part in Expo Reclam for the first time.

exporeclam@reediberia.com www.exporeclam.es

MARKE[DING] **AWARDS 2012 CEREMONY**

n 16 October 2012, the marke[ding] Award 2012 was presented during a ceremony in Wels, Austria for the categories "new product 2012" and "promotional product 2.0". This prize, which is now highly sought after in the industry, is awarded every year by fair visitors and online voters at www.markeding.at. Approximately 150 guests from the business world, politics and the press were present when the trophies and awards were handed over. The two winners also received a free rebooking for the marke[ding] promotional products fair in Vienna in 2013. For the category "new product 2012" the company Mahlwerck Porzellan came in first place with its article Snack2Go. The Colormagic walking stick umbrella from Fare was voted into second place by the public. WMF Austria came in third place with its salt and pepper shaker



The happy winners of the 2012 marke[ding] Awards together with the organizers.

set McSalt. The firm micx media in concept won the prize for the category "promotional product 2.0" with its video card product, followed by Xindao B.V. with its "sunflower". Herzog Products came in third place with its Webfly 2.o. The public voting for the marke[ding] award will be a standard part of the fair next year. In addition, a new fair concept and new name for the event were introduced during the evening in Wels: marke[ding] will become an even larger and more diverse event, which will be called markeding plus.

www.markeding-plus.at



Vorteile im Fokus

"Wir sind Mitglied im bwg...



Dirk & Jens Holtzmann Holtzmann Creativ Werbemittel bwg-Mitglied seit 1986

... weil er uns auf die Branche zugeschnittene Aus-, Fort- und Weiterbildungsmaßnahmen bietet.

In Zeiten sich wandelnder Märkte profitieren wir von berufs- und praxisnahen Fachseminaren exklusiv für Werbeartikel-Händler."

Wir wünschen allen unseren Mitgliedern und Lesern Frohe Weihnachten und einen guten Rutsch ins neue Jahr!

INDUSTRY PSI Journal 12/2012 www.psi-network.de





berger.

KOLIBRI GMBH

ADVERTISING WITH ALL YOUR SENSES

Kolibri has once again presented more than 500 products in its showrooms, this being the fourth time. Over a period of two weeks, the exhibition attracted many visitors who were not only delighted with the individual and detailed advice they received but were also amazed by the elaborately decorated premises.

and smelt was proved by kolibri's promotional products experts in their showrooms in Waiblingen near Stuttgart once again. The Germanexperts offered their customers the possibility to get to know more than 500 products and to receive individual advice about them over a period of two weeks. More than 40 manufacturers exhibited their products in the company's showrooms. "We have organised the promotional product exhibition in this form four times now, orienting ourselves on our customers because we can offer them one-to-one support and individual

appointments in this way," explains Heiko Ziegler. He began his career in the promotional products sector by printing Tshirts. What the trained mechanical engineer saw as only a small second income developed into a full time job in the course of time. The company celebrated its 15th anniversary last year. Ziegler undertook a one hundred per cent expansion of the range of products and service and took Karin Jagersberger on board for extra support as a second Managing Director. The company has repeatedly attracted attention to itself, most notably with individual, custom made articles. Great importance is attached to individuality in general. This philosophy begins with kolibri's own Corporate Identity, which suggests creativity, diversity and ingenuity. Jagersberger has been with the company for 10 years now and has also gained something positive from this line of business. "The creativity, challenge and variety are what fascinate me. This line of business never gets boring," reports Karin Jagersberger.

FULL SERVICE IN ALL FIELDS

It never gets boring for the promotional product distributor's customers either. Kolibri hardly leaves a wish unfulfilled, from conception through to packaging. "We are partners who do not believe in making compromises," says Heiko Ziegler. This was also plain to see during the exhibition of promotional products. Apart from interesting products and detailed information, small culinary gifts could be found on the elaborately decorated tables. For anyone who felt the need, it was possible to embellish a small wooden platter as a souvenir of the event. The "Hüttengaudi" (Après-Ski event), which is traditionally celebrated in Bavarian style, was a further highlight of an excellent event.

CONTACT

kolibri GmbH tel. +49 7151 949480 fax +49 7151 9494810 info@koli-bri.net www.koli-bri.net





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Promoting Success[™]



TEN YEARS OF MULTIGATE

A LAVISH CELEBRATION AT THE MUSEUM DISTRICT

On reaching its first full decade, promotional products distributor Multigate put on a jamboree in its home city, Vienna: 437 customers followed the invitation to the museum district and celebrated into the small hours.

n the Ovalhalle in Vienna's museum district, Multigate, together with partners, customers and companions, marked the promotional product specialist's tenth anniversary on 11 October 2012: whereas many a problem of self-discovery in early puberty can still be discerned in children just reaching their teens, the birthday

child's father, Multigate managing director and proprietor Werner Keltscha, presents himself as the mature head of a 19-member team. An ensemble which, despite economic crisis and economising trends among customers, has successfully lived through the past ten years not only in healthy form, but also at a constant rate

of growth. Reason enough, then, to celebrate with everyone who has loyally accompanied this journey.

EXQUISITE CUSTOMER CARE

Exactly 437 guests from all of Austria's provinces as well as from Germany, the Czech Republic and even China followed the invitation and enjoyed the party mood, which



was kept at a constantly high level by skilled DJs. The customers from the widest variety of industries, among them agencies, pharmaceuticals, food and non-food companies, banks, insurers, service providers as well as non-profit organisations, enjoyed the culinary delights and joined the initiators to toast a successful evening. Werner Keltscha and son Daniel, together the twoman Multigate management team, made use of the opportunity to join their team to strengthen their ties with their business partners in a pleasant atmosphere, with an eye to the future too, of course: "We are already looking forward to 2022, but can't and don't want to wait so long for the next festivities," says Werner Keltscha.

LUCKY WINNERS

In the evening, Werner Keltscha then redeemed his promise to hand over to Andrea Prantl, PR manager of the Saint Anna Children's Hospital Fund, a cheque amounting to exactly 4370 euros, which is ten euros per party guest in attendance. Multigate has supported this organisation ever since the company was founded and, with its annual mascots, also raises Austrians' readiness to donate to children suffering from cancer. At the end, Fritz Schalk from Shell Austria, the winner of the main prize drawn among all the guests, a snow-white Toyota Yaris with the Multigate logo, was one person who had no need to make his way home via the underground.



The Multigate event was also a family festival. At the centre of attention: Werner, Michael, Klaudia and Daniel Keltscha (from left).



A top mood in the Ovalhalle in the museum district.

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NEW WAVE GERMANY

FIT FOR THE FUTURE

Brands from the Swedish New Wave Group have already been successful on international promotional product markets for decades, the group's collections being distributed in Germany by New Wave GmbH and Texet GmbH. Now these two companies are combining their strengths for even more impact.

ew Wave GmbH, Oberaudorf, under the management of Holger Hoffmann, has been successfully marketing the textile-based promotional products of the brands Texas Bull, New Wave and Clique in Germany and Austria since 1997. Texet GmbH. Visselhövede, under the management of Bernd Steger since December 2011, has been supplying German and Austrian customers since 2004 with the brands D.A.D, James Harvest, Printer, Grizzly and ProJob, and in the premium sector with Sagaform, Kosta Boda and Orrefors. An abundant portfolio, therefore, from the basic promo article to high-end profile products and functional working clothes, from two high-performance partners in Germany that flexibly and obligingly meet their customers' daily business requirements and needs.

STRONG TOGETHER

However, the market and its associated demands are continuing to change: more than ever before, speed, service and straightforward processes are the important business attributes. These facts moved Hoffmann and Steger to discuss the future setup and orientation of their companies, to look for ways to optimise processes and thus continuously improve services. Along the way, intensive consultations with customers formed the basis for the development of a viable future concept. It soon became clear that a parallel market presence

by both companies – as practised in the past – cannot be sustained. Finally, customers demand straightforward access to goods and information, and manageable processes for their daily business. The decision to combine distribution activities and all associated administrative and logistic services of New Wave and Texet was, therefore, an obvious one. Hoffmann and Steger swiftly decided on a corresponding strategy that was to concern all divisions, from distribution through to logistics and administration.

EVERYTHING FROM ONE SOURCE

Customers in Germany and Austria, therefore, will now be able to access the entire brand portfolio of New Wave and Texet via one sophisticated platform in the form of a "one-stop shop". A contact partner in field sales and a joint back-office team will be on hand for customers during daily business. All departments of both companies will be brought together in Oberaudorf, warehousing and logistics will likewise be combined at the existing warehouse on the German/Austrian border in Erl. A joint field sales team has already been in action













in Germany since 1 October 2012. From 1 January 2013 German customers will accordingly be supplied by the newly defined New Wave Germany.

FOCUS ON THE STRONG BRANDS

In the course of the strategic reorientation Hoffmann and Steger also scrutinised the brand range for the German and Austrian market. Some previously distributed brands, such as Jingham and MacOne for example, were removed from the range in order to concentrate on the strong brands in the future. Clear positioning and a coherent collection structure were the defined goals here, which is reflected among others in "MyBook13." The catalogue called "MyBook", successfully introduced for the first time in 2011, is a tool that is designed as a working catalogue for distributors. All brands are presented in one catalogue in a clear overview according to product groups, easy findability and information guaranteed. A step forward has now been taken in the design of "MyBook13": the textile brands from New Wave and Texet are now jointly presented and the product portfolio has been constructively condensed down to the strongest products. The outcome of this is a practical and handy reference work that makes tasks easier for distributors on a day-to-day basis. As a logical consequence an additional version is now also on offer for end customers, whom distributors are able, with their printed logo or their own cover design, to incorporate in their marketing activities.

ONLINE INCLUSIVE

While one-to-one, competence advice will remain at the focus in the future, Hoffmann and Steger are also banking on the continued development of virtual opportunities: a joint website and a complete web shop will present to customers of New Wave Germany all available product information and guarantee easy ordering. An easy function for stock queries is also integrated.

FLYING THE FLAG

Hoffmann and Steger, who are sharing roles in the new configuration, intend to present this abundance of innovations with their team at the PSI Trade Show 2013 (hall 10, stand 10D32). On approximately 225 square metres, the 2013 range awaits trade show visitors with many new innovations and, naturally, the new catalogues. "We are looking forward to the trade show and of course a continued collaboration with our customers. We are convinced that, in its new configuration and with its strong range, New Wave Germany is going to play an even bigger role than before on the German and Austrian promo products market," the two CEOs confidently sum up.

CONTACT

bernd.steger@texeteurope.com holger.hoffmann@newwave-germany.de



UP-TO-DATE PRODUCTS

The promotional products that we will be presenting to you in this category are both trendy and stylish. Thus to some extent they stand in contrast to the "classics" theme in the same edition. These "up-to-date" products make an impression with their focus on here and now.

The items that you will encounter on the upcoming pages are very contemporary and trendy. In our opinion they also have "style" thanks to their characteristic features and designs. When the two characteristics – trendy and stylish – join together, the results are remarkable across all the different product groups. However, before we focus our attention on the smaller and larger products from the industry, which are either trendy or stylish, or both, we would like to briefly discuss the terms themselves. The word "trend" has entered the modern German language through English, but is also related to the Middle High German word "trendeln", which means "to spin" or "to roll down". The word "style" is much older and can be traced back to the Greek word "stylos", which means "stylus". The link to the modern-day meaning is as follows: one could recognize in a piece of writing how someone wrote something (thus with which stylus). Subsequently, the meaning shifted from "writing technique" to "way of writing" (handwriting) and then to "the typical handwriting of a master or a school" (and hence "manner").



STYLISH KITCHEN, STYLISH CHEF

Lisitors to the yearly PSI Trade Show come and go in a continuous stream, but a stop at the Karlowsky Fashion stand has become a firm tradition. Because the promotional fashion specialists cook for the crowd, putting on a fantastic show featuring live commentary by a well-known TV chef. Karlowsky is currently presenting its new collection of Rock Chef cooking aprons which boast a new, high-quality look and are refined with decorative elements in embroidery, print or in the form of a plectrum made of metal. The bib and bistro serving aprons are available in black and white.

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







triangle GmbH · Friedenstraße 98 · 42699 Solingen / Germany Phone +49 212 22 11 5-0 · Fax +49 212 22 11 5-11

WWW.TRIANGLE-TOOLS.COM



FRESHLY BREWED COFFEE

ith its Philips promotional range, the Dutch company Intraco offers a variety of coffee machines to suit different tastes and preferences. Customers can choose from traditional coffee makers with glass carafe or trendy express coffee makers from leading brand manufacturer Philips, which, like the new Senseo Twist, produce premium coffee at the touch of a button. Intraco distributes Philips brand products exclusively for the promotional products market. Further customisable coffee products can also be viewed on the internet at www.d-vice.info/philips.

43540 • Intraco Trading by • Tel +3175 6475420 info@d-vice.info • www.intraco.nl

PORTABLE PROMOTIONAL CLASSIC

ith its FlapBag, Halfar presents its smart classic among the shoulder bags. It's made from polyester with a flap out of truck tarpaulin and is manufactured in Europe. The customer is spoilt for choice when it comes to the design. The advantage: the bag gives the impression that it's custom-made, but it's actually the product of a standardised system – the bag construction kit by Halfar. This makes it less expensive and quicker to produce. In addition to 38 different colours, customers can also choose from other materials such as felt for the attention-grabbing flap, which can be customised in a variety of ways.

45666 • Halfar System GmbH • Tel +49 521 98244-0 info@halfar.com • www.halfar.com





MILESTONES IN OFFICE CULTURE

hether milestones in development or stones for construction: there are no limits to the variety of possible slogans that can be used to accompany this milestone gift, a multifunctional desk object available from Kellermeister Manns. The product idea turns out to be a paper-clip and memo holder, consisting of three magnetic stones including five paper clips to get you started. For making a toast to future business relationships or enjoying a relaxed drink with your family after work, the set additionally includes a bottle of dry Stein Dornfelder produced in Rhine-Hesse.

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

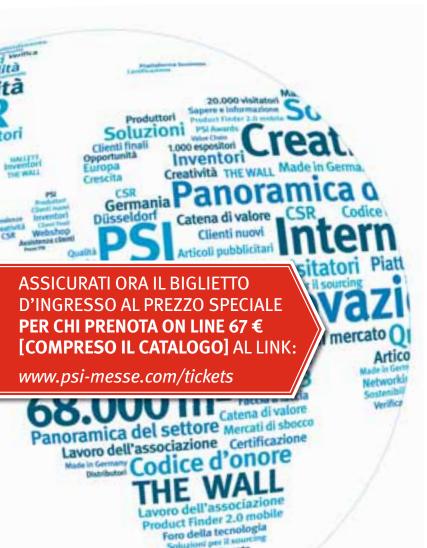
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Scopri come!





Venite a trovarci su:







PRACTICAL KITCHEN HELPER

E irst cut, then fold – these are the instructions for the Flipp cutting board by koziol which features new folding functionality. The product, that's available in many lively colours, has been cleverly designed with a central fold, allowing it to be bent so that chopped items can slide securely into the bowl or pot without falling off. The cutting and breakfast board [pi:pl is for all those who like stories with a happy ending. Cat to the bird: "You might be my breakfast." Bird to the cat: "You must be a bird brain – you'll eat what's served to you and not directly from the tree."

47406 • koziol » ideas for friends GmbH • Tel +49 6062 604-0 incentives@koziol.de • www.koziol.de

PORTABLE EYE-CATCHER

L Lederwaren from the Netherlands has launched its stylish Postman bag on the market, available in many different, often trend-setting colours. For example, customers can choose from fluorescent colours – a hint of the trend for the coming year. SL uses fluorescent details in its latest designs, thus creating fresh and hip bags which are impossible to miss. The bags are made from 600D polyester or PU leather. The flaps can be customised in many different ways, turning them into real eye-catchers.

48221 • KYMM Bags by SL Lederwaren B.V. • Tel +31 575 515-455 info@kymmbags.com • www.sl-bv.com





FOR ENVIRONMENTALLY FRIENDLY FASHION FANS

B & C The Cotton Group has embraced the ecological trend. Its Biosfair line includes a fashionable T-shirt for women as well as one for men that's 100 per cent fair trade and made of pure organic cotton. The shirts from the Belgian supplier impress due to their soft wearing comfort and are available in white, black, natural and dark red. Sizes range from S to XL for women and up to XXL for men.

45235 • B & C The Cotton Group S.A./N.V. • Tel +32 235 21100 info@bc-collection.eu • www.bc-collection.eu







WOOLLY WARMER FOR CHILLY DAYS

crocheted and loosely knitted, not to mention oversized, patterned and adorned with fringes and pompoms – these are the colourful winter headwear ideas of Daiber's own brand, Myrtle Beach. The beanies and hats not only make cool accessories but are also an expression of a lifestyle. From the classic, close-fitting knitted hat with or without fold-up to the hip crochet hat, a wide variety of models are available to suit almost every conceivable taste. All products are listed in the new special Beanie Mania catalogue by Myrtle Beach, which can be ordered now from Daiber.

42819 • Gustav Daiber GmbH • Tel +49 7432 7016-800 info@daiber.de • www.daiber.de

SUCCESSFUL PROMOTIONAL TWIST

nyone looking for an unusual eye-catcher for their desk has come to the right place with the Note-Spiral from Karl Knauer: here, everything revolves around customized advertising. According to Knauer, advertising can now be printed directly into the spiral for the first time. This impressive effect will arouse people's interest and attention, thereby creating the perfect basis for a successful promotional campaign.

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





FASHIONABLY ITALIAN

ith more than 45 years of experience in the promotional products sector, the Italian company Emmebiesse specializes in textile promotional media for the bathroom and kitchen, leisure sports and beach fashion in almost every imaginable style. Besides bath towels and bathrobes made of cotton, there are also a variety of blended fabrics and velour products available, with a choice of printed or woven variants. Alongside the many standard versions, custom-made products in all kinds of sizes and colours can be made on request, the Italian company says.

45079 • Emmebiesse S.p.A. • Tel +39 0142 74391 info@emmebiesse.it • www.emmebiesse.com



COFFEE DRINKING PLEASURE

he world's best coffee is still gently brewed by hand. Unplugged by koziol creates a tantalising coffee aroma to stimulate the drinker's nose. This is because the coffee making process can be truly celebrated again and every cup can be prepared to suit the drinker's own personal taste. Filter bag, ground coffee and hot water, all without complicated technical equipment and elaborate maintenance - that's all that's needed. The product is inexpensive and also leaves the user with a clean environmental conscience because, after all, the filter bags and coffee grounds are compostable.

47406 • koziol » ideas for friends GmbH • Tel +49 6062 604-0 incentives@koziol.de • www.koziol.de



AND MORE! WWW.TOPPOINT.COM

91474 FOLDABLE PICNIC BASKET

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86710 FLEECE BLANKET







ABS FOR YOUR SHOES

he cold season can bring on early snowfall, especially at high altitudes, and the sudden onset of black ice can surprise you time and again during the winter as you start your day. For such situations and for a sure footing on icy paths, The Gift Groothandel from the Netherlands has designed its shoe spikes for the promotional products market. Made to fit any shoe size, the spikes all feature attachment bands with adjustable lengths.

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

HEARTBREAKER

the its smart nutcracker called Heartbreaker for the winter and Christmas season, Multiflower has a practical designer item for everyday use in its range. Listed as item number 4285, the product is packaged in a little bag along with a greetings card. The nutcracker is both compact and useful, and its heart shape makes it perfect for an accompanying cordial advertising message. On the little card, there is space for a standard promotional motif. Personalized design options for the card are possible on purchases of at least 250 units.

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



58

GET CRACKING

animals is to be found in the range of Römer Präsente from Traben-Trarbach, Germany. With the integrated spring, the lever of these useful and decorative nutcrackers remains in the upper position, making it child's play to crack nuts. The products are available in the shape of a reindeer, a squirrel or a rabbit. The shiny chrome animals come with the option of a classy black gift box or as a set with 800 grams of mixed nuts.

43892 • Römer Wein & Sekt GmbH • Tel +49 6541 8129-0 info@roemer-praesente.de • www.roemerwein.de

Gib' Gummi

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HANSEATIC BRIGHT SPOTS

ew and exclusively available from Lampvertising from Hamburg are lampshades that can be used either for hanging lamps or floor lamps, decorated with the attractive image motif of the container port and several additional views of the German Hanseatic city. The lampshade, which can be rolled up and measures 40 centimetres in diameter, is delivered as a handy package including the support rings and is extremely easy to assemble. Furthermore, the lampshades shine visibly more attractively than conventional fabric lampshades. The reason for this is that they are made by hand from recyclable polyester and printed beforehand with ecological Latextine, free of harmful substances and softeners. The light and cable are not included.

48734 • Lampvertising • Tel+49 40 248448-44 info@lampvertising.de • www.lampvertising.com





SOUND2GO LIGHT

he little ball called Sound2Go Light from Mobiset, distributed by Seecode Technology, provides for powerful sound and amusing light effects. It is a modern and portable speaker with a choice of bright-and-colourful or stylish-and-discreet styles that can conjure up astounding sound from a mobile, smartphone or tablet. Thanks to vacuum technology, the little dwarf has a full bass sound for its size, while bright LEDs, if desired, can create the effect of a little disco ball. The mini-speakers are available in red or green with a 3.5-millimetre audio jack, or in a lacquered black or white version with a Bluetooth connection. They are charged by means of a standard USB cable.

47983 • Seecode Technology Ltd & Co. KG • Tel +49 221 9895237 sales@seecode.de • www.seecode.de

LUNCHBOX FOR CRAFTSMEN

he plastic lunchbox available from Wera is tightly sealable and food safe and can be divided into one, two or four compartments with individually removable dividers. As a combination set, the box is filled with 20 hygienically-packaged, hard Wera bits each of the profiles PH2, PZ2, TX20, TX25 and TX30. With these, all common jobs requiring a screwdriver can be carried out. And since perfect screwdriving work, alongside top-class tools, calls for something tasty to eat, all you have to do is prepare your snack for yourself and pack it in the lunchbox. Alternatively, the box is also suited to the storage of other small components.

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



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Plantanas Group GmbH Zur Hammerschmiede 21 - 89287 Bellenberg Tel.: 07306.926230 - Fax.: 07306.926233

www.plantanas.com



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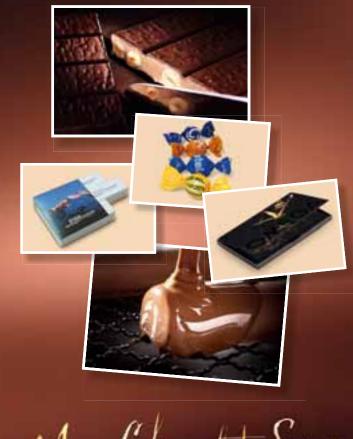
DAS SPEZIELLE KUNDENGESCHENK!

Camille Bloch ist ein Schweizer Familienunternehmen, das für seine hochwertigen Schokolade-Spezialitäten, wie zum Beispiel «Ragusa», bis weit über die Landesgrenzen hinaus bekannt ist. Nun können auch Sie mit unseren Produkten ganz individuell für Ihr Unternehmen werben:

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Mehr Informationen finden Sie auf www.camillebloch.ch oder besuchen Sie uns am Messestand 12D40.



Mon Chocotat Sinse



MUSICAL CUBE

he mini-speaker from Ritzer does not require any annoying cable connections and is linked to the desired device, such as a mobile, tablet or computer, by Bluetooth to play your desired music tracks. To connect it to a device without Bluetooth, the speaker additionally has an integrated 3.5-millimetre audio jack. The speaker's battery is charged by means of a connection to a PC via USB.

47232 • Ritzer Beteiligungsgesellschaft mbH magic logo • Tel +49 611 9862537 meneses@verticas.de • www.magic-logo.de

PRACTICAL TABLE ACCESSORIES

Lock range with the product line Bisfree. The Bisfree boxes have a crystal clear, shiny surface and can therefore not only be used as storage boxes but are also ideal as tableware. They are available in seven different sizes and three shapes: square, with a capacity of 580 and 930 millilitres, rectangular from 460 to 1200 millilitres and round with 760 millilitres of content.

44212 • iSi Deutschland GmbH • Tel +49 212 397-0 thomas.saatz@isi.at • www.isideutschland.de





ACCURATE TO THE VERY LAST PIXEL

ith the App Touch, Troika is presenting a new generation of pens for iPads, iPhones and other devices with touch-screens. App Touch can be used to click down to the very last pixel, to take electronic notes and to write signatures. The product is made out of matt lightweight aluminium and is equipped with a rubber tip and clip. The product conforms to European standards and has undergone the legally required testing for electronic devices. Because the pen doesn't have a refill compartment, the App Touch can also be used in the medical field and can be taken into operating rooms. Additionally, it is also ideal for sales reps working in outside sales and for people making presentations, either in or out of the office.

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

WIPER BLADES AS SHARP AS A KNIFE

he grooves which develop over time on wiper blades end up leaving streaks on a windshield, restricting visibility and making it a hazard to drive in traffic. The company Achilles concept is selling a product which makes it unnecessary for you to buy expensive new windshield wiper blades for a long time. This windshield wiper polisher enables you to remove streaks quickly and easily. First, the blades are abraded roughly and then with precision. As a result, you get a clear windshield. The longer use-life of the wiper blades enables you to save money.

45561 • achilles concept GmbH & Co. KG • Tel +49 6102 597057 info@achilles-concept.de • www.achilles-concept.de





A SMART SHINING STAR

he SmartliteMini Star, which is an extremely small torch from HNC made out of aircraft-grade aluminium, is equipped with a one-watt high-performance CREE LED. This enables the very small 65 millimetre light to have impressive luminous power. It runs on simple AAA batteries, which come with the torch, and can operate continuously for up to 48 hours. Also new, is the SmartliteRetro LED, which is a great light for meeting even the highest demands with its lighting range of up to 200 metres. The built-in, high-performance LED and the latest modern collimator technology produce a light which is almost as bright as daylight while using only very little energy. The light can be selected to run on 100 per cent illuminating power, 50 per cent illuminating power or with a blinking feature.

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

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Halle 11 / Stand A61



BALANCED STEREO SOUND

usic listeners can enjoy powerful stereo sound with the HD 201 earphones from Sennheiser, which are available from Lehoff. The earphones are good at shielding a person from outside noises, they are comfortable to wear, and are designed to completely cover the ears, which are all qualities that make these earphones so special. The robust HD 201 gives off a solid bass tone and is impressive with its high-quality ear-pads, which are made out of imitation leather. The earphones, which are equipped a gold-plated 6.3 millimetre adapter, weigh about 165 grams without the cable.

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

FOR MEN'S HEARTS THAT ARE ON FIRE

he new fire truck from Troika is fast, red, versatile and small. This nice fire truck will win over men's hearts in a flash. Nearly every small boy dreams of becoming a fireman at some point in time, and hence, the idea for the fire-fighter was born. The red speedster also comes with a secret compartment, a magnet for paperclips and a stainless steel ruler, in addition to the pull-back friction motor you use to get it to run. At the same time, the fire truck also serves as a paperweight. The rubber tires guarantee just the right grip and the fire truck will surely be used again at the office or at home. It is the perfect gift for all heroes and little kids.







A RELAXING COFFEE BREAK

he company alfi is presenting a way to prepare coffee in its purest form with its product called the French Press Coffee. The essential oils in the coffee remain in the pot because the metal filter of the mechanical press only separates the solid ingredients from the liquid, giving you an authentic aroma and inviting you to a delicious voyage of discovery. The high-quality, double-sided stainless steel design of the coffee press is made to be robust and have a cool style. This elegant design piece is perfect for using every day at breakfast time, including while on holiday, and it showcases a perfect mix of shape and function. All parts of alfi's coffeemaker are dishwasher-safe so that you can relax even after taking your coffee break. Do you want to make three or eight cups? The coffee expert comes in two different sizes to meet the needs of different gastronomes.

43066 • alfi GmbH • Tel +49 9342 8775820 innendienst@alfi.de • www.alfi.de







MAXIMUM ENERGY WITH VITAL MAXX

orld famous athletes have discovered the hologram wrist-bands long ago and now they are increasingly popular among non-athletes as well. The highly regarded Vital Maxx wristband is now available from Lehoff in versions for him and her and for young and old alike. The wristband can be worn in all kinds of situations, including during sports or while at work.

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

A CLASSIC BIO-SNACK

ealthy snacks are very trendy, even more so, if they are made from specially selected ingredients which come from controlled organic cultivation and if they offer the best aromatic flavour without using any additives. One such snack is the organic apple chips from eco-promo, which is a specialist for promotional products that meet ecological requirements. The chips are made from sweet and juicy apples which have been dried under gentle conditions, making them the ideal snack between meals. They have been left in their natural state, are fat and gluten free, and contain important minerals, vitamins and fibre. In comparison to potato or bread chips, the apple chips not only give your body important nutrients, but they also save you lots of calories.

47503 • eco-promo GmbH • Tel +49 9369 9835910 sales@eco-promo.eu • www.eco-promo.de



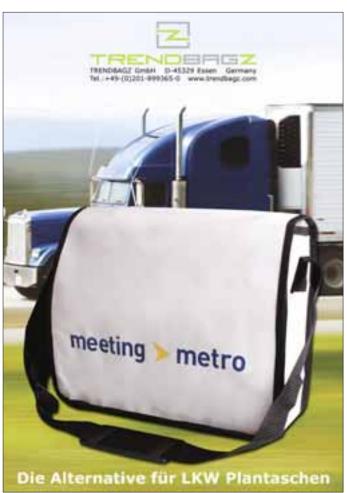


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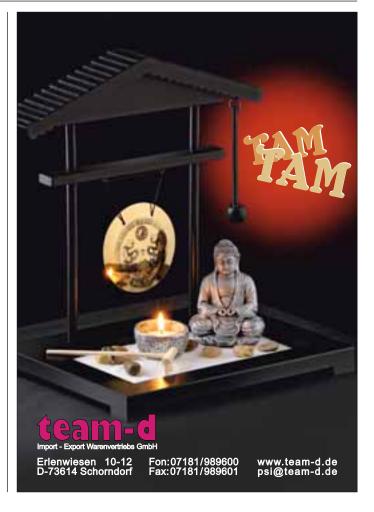
Pads or tablet PCs can be safely stored in Topico's protective case called Mobility and can be protected from scratches when being transported. The case is intended for devices with a maximum size of 24 x 17.7 centimetres. The interior, which has a velvet velour lining, showcases practical details, like a collapsible compartment for holding memo paper which can also be used as a stand-up display. At first glance, the protective case looks on the outside like a writing case; it has a leather appearance; and comes with an ornamental seam and fastening strap. And you can even take a picture without having to take your Tablet PC out of the case, thanks to the built-in camera hole that has a metal frame around it.

44327 • Topico Ideas for excellence • Tel +49 421 5227-0 sales@topico.de • www.topico.de











WOODEN PROTECTOR

protective case for iPhones and iPads doesn't always have to be made out of plastic. At Reiner Fichtner there is an elegant and hand-made alternative in the form of two-piece wooden cases, which are made out of wood from apple, oak, alder, ash, beech, locust and plum trees. These cases can protect the valuable iPhone 4/4S from external mechanical influences. A wooden case for the latest iPhone 5 is currently in the pipeline. This natural alternative case for the iPad2 comes in the following types of veneer wood: cherry, walnut, oak and acorn. Due to the individual grain of the wood, each and every case is an unmistakable one-of-a-kind, which is what makes it a unique qift.

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

GETTING PLUS POINTS WITH CUSTOMERS

ompanies which are looking to be on their customer's good side will find just the right promotional gift they are looking for with the treats being sold by i.p.a Sweets which come in the form of pebbles. i.p.a Sweets' pebbles look like real pebble stones but they have a sugar-coating surface, which hides the real treats underneath, like dried fruit, delicious nuts, fine marzipan, or fine chocolate. They become a real eye-catcher when placed inside a decorative glass jar with a cork top, which can be furnished with a four-colour label. They can also come in an attractive mini-candy box or practical advertising bags. What is more, the versatile and sturdy glass jars can also be filled with other products. This is a product that is guaranteed to be a success with customers and it will surely bestow the sender with the plus points he has been looking for.

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



A PLEASANT WARM FEELING FOR WINTER DAYS

he value of a cosy home is really appreciated when it is cold and wet outside. The warming blanket being sold by the company Kundenpflege for the promotional

products segment is a home accessory which is essential for creating a particularly homey atmosphere. The very light micro-fleece blanket has a size of 2 by 1.5 metres and is made 100 per cent out of polyester micro-fleece with a thickness of 250 grams per square metre. The blanket comes in four different colours and is individually packaged in a polyester bag with a banderole label on it. The person who gives this blanket as a gift to customers will be fondly remembered for a long time. Other innovative wellness sets and promotional gifts can be seen on the internet at www.kunden-pflege.de.

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





A GLITTERING MATT BLACK PEN

The writing instruments family CSW GmbH from Cologne, Germany has had the trendy, solid black colour pencils with fascinating original Swarovski elements on them in their product line for about a year. The matt black varnish of the pencils creates an elegant contrast to the glittering applications, and these decorative pencils are sure to be the stars on any desk. All of the other round pencils in CSW GmbH's product range can also be furnished with this unique accessory. Many colour combinations are possible, which means every customer can create his very own individual pencil. Of course, the pencils can also have printing placed on them, which underscores the uniqueness of the product.

45020 • CSW GmbH • +49 221 9523688 weidemann@csw-gmbh.de • www.csw-gmbh.de



AROMATIC MIXTURE

The simple shape of the Peugeot Daman Pepper Mill from PSP Deutschland is an ode to transparency: the mill does without the customary central shaft and nothing mars the aesthetics of this object whose receptacle displays only the peppercorns and grains of salt. Daman is easy to fill and has a magnetic closure. The missing shaft in the centre of the mill is an internationally patented special feature. Furthermore, u'Select, a patented six-level adjustable grinder for pepper and salt, always produces the perfect results for each coarseness setting. In order to set the degree of coarseness, all you need to do is turn the adjustment ring on the bottom of the mill.

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





STAND-UP DISPLAY FOR MOBILE PHONES

he company Notes is selling a new portable stand-up display for mobile phones called adNotes Mobile Phone Set, which is made out of polypropylene. This mobile phone holder will always give you an ideal view of your display, regardless of whether you are using it with a smartphone, iPod or MP3 Player. Your devices can be placed directly within reach or in sight, instead of having to be kept inside a briefcase or in the pocket of your shirt or jacket. With this product, you can admire videos and photos in such an ideal way because they turn every smartphone temporarily into a digital picture frame. During conferences and meetings your smartphone will always be in sight and the ringer can be turned off. If needed, you also have plenty of room for taking notes by using the set's high quality mini-pen and the 100adNotes adhesive notepad, which is 100 by 62 millimetres in size. A four colour imprint can be placed on the adhesive notepad and on the 0.80 millimetre thick PP cover, which can come in white or be transparent. The holder is suitable for all commercially available smartphones.

42487 • Notes GmbH & Co. KG • Tel +49 4106 7658-0 info@notes-international.com • www.notes.sh

HIP ALL-ROUND BAG

waren from the Netherlands is presenting a real eyecatcher in this sector. The vintage vinyl bag is available in many different variants. Alongside many fashionable colours, the bag can also be designed with fluorescent elements, promoting it to a hip accessory in the midst of mundane, everyday life. The trendy bag features a large compartment as well as a zipped compartment for your mobile, keys and wallet. Conveniently, this product made of PU artificial leather can be used equally as a sports, fitness or travel bag. To finish the bag with a company logo or slogan, printing and embossing are available as options.

48221 • KYMM Bags by SL Lederwaren B.V. • Tel +31 575 515-455 info@kymmbags.com • www.sl-bv.com





TEK HAS TECHNICAL EXPERTISE

ek is the name of the multifunctional tool from Xindao based in the Netherlands. It has 13 different useful functions, is made of stainless steel and has a handle that lies comfortably in your hand. The tool is suitable as a stylish promotional gift that is sure to be highly appreciated by the customer. Available from Xindao under item number P221.042, the implement is supplied in an attractive gift box.

42772 • Xindao B. V. • Tel +3170319990-0 deutschland@xindao.nl • www.xindao.com

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Messebesuch

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Trendsetter entdecken unsere exklusiven Geschirrserien mit Ihrem Logo, das ideale Geschenk für Ihre Kunden! PRODUCT GUIDE PSI Journal 12/2012 www.psi-network.de



HELPING HAND ... AND FOOT

he right answer to cold hands and feet is provided by the heated, cordless and rechargeable gloves and shoe soles from Puttkammer. Ideally suited as a Christmas gift, the high-quality Thermo Soles and Thermo Gloves have been delighting people all over the world for years when skiing, riding a horse, working or simply going on a walk on cold winter's days. Thanks to a high-performance battery, the products can be conveniently recharged from a socket after use. The range additionally includes a shoe-and-glove dryer-and-warmer which dries and warms simultaneously. The special thing about this model is that it also has a disinfection function thanks to an integrated UV light. This causes a huge reduction in the spreading and contagion of disease, fungi, bacteria and almost all germs.

47997 • Puttkammer Handels GmbH & Co. KG • Tel +49 4461 965219 pp@putkammer-premium.de • www.puttkammer-premium.de

TRIANGLE MEETS RECTANGLE

he all-round shoe brush from Frank Bürsten is trendy and stylish, as the cool design of the triangular brush made of transparent plastic proves. In terms of functionality, it also shows its inner values: it can be used to polish smooth leather, care for full-grain leather or brush off coarse dirt. The all-round shoe brush is packaged in a practical and hip klickbox, of which the standard version is transparent. From 200 units upwards, it is also available in blue, green, red or yellow. On request, both the brush and the klickbox can have a personalized company or promotional logo applied, promoting this promotional product to the status of "must have" on off-road expeditions or shopping trips in the urban jungle.

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





IN THE SPIRIT OF WINE

In he stylish decanter from Spranz's product range has an effective ventilating funnel, a silicone top with an integrated sieve to filter out floating particles and deposit, and a seal to regulate the air supply. The product is also suitable as a carafe for water, juice or punch and is dishwasher safe. It is supplied in a designer box. More items on this theme and many others are additionally listed in the current Spranz collection. The catalogue can be requested as of now. From stock in Koblenz, Germany Spranz offers a full-service package from a single source, which includes advice, sampling, the pre-press process, printing and dispatch on behalf of the customer.

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









PRODUCT GUIDE PSI Journal 12/2012 www.psi-network.de



SOFT AND CUDDLY SPINY ANIMAL

he cheerful cuddly hedgehog "Sweety" from sigikid must be one of the top candidates for taking children's hearts by storm. The many colourful fabric spines and the cute nose are particularly entertaining. The tummy of this cuddly friend is very soft and, thanks to the granules inside, it can also take on a comfortable seated position. The outer material is composed of cotton and microfibre plush, with the filling being made of polyester wadding. Available from sigikid under item number 38302, the hedgehog is also washable at 30 degrees Celsius.

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

HOT-WATER BOTTLE IN KNITTED JACKETS

Implies the cold season, it is time for warm clothing again. But who is to say that this only applies to wrapping up the human body? With its cloaked hot-water bottle, The Gift Groothandel from the Netherlands has an idea in its range for anyone who looks forward to relaxing warmth on their back or neck after a hard day in the office or on the road. The little knitted jackets of the hot-water bottles, which are available in white or red and measure 32 x 20 x 4 centimetres, give these hot-water storage units made of plastic an even more attractive appearance. Furthermore, eye-catching advertising can be accommodated.

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







TRANSPARENT WRITING STYLE

new trendsetter for more transparency in written expression is the market-proven retractable ballpoint pen Centrix from Senator, which is available as of now with additional colours and in a new combination with a transparent clip and push-button. The design of this writing utensil, which is manufactured in Germany, received the reddot Design Award 2012. In addition, as of now, there is the option of a crystal clear variant alongside the ten shiny, transparent colour variations. The four parts of the Centrix Colour Mix, available with a high-quality, large-capacity refill with a choice of blue or black ink, can be assembled in any colour combination, thereby facilitating a diversity of individual design possibilities that will impressively support any company's corporate design and any message. The striking upper part can be printed all round, thereby providing an additional space for advertising.

41838 • Senator GmbH & Co. KGaA • Tel +49 6162 801-0 info@senatorglobal.com • www.senatorglobal.com



green

people and environment friendly



Special FSC cardboard case to promote the icon green



Nature friendly

Made of non-toxic plastics, it has been designed to have a long life and to minimise the risk of harmful substances being released into the environment. Using a pen for as long as possible helps to reduce pollution and enables us to give full expression to the concept of promotion.



Looking to the future

Made of plastic suitable for toy manufacture (according to European standard EN 71-03 and U.S. FDA regulations).



Really safe

The plastics employed are compliant with European and American FDA food contact regulations.



Green Chemical

It does not contain dioxin, phthalates, biosphenol A, antimony, arsenic, barium, cadmium, chrome, mercury, lead, polybrominated biphenyls (PBBs), polybrominated diphenyl ethers (PBDEs) or deca-BDE, and conforms to RoHS and REACH directives.



Anti Bacterial

It is made of antibacterial plastic containing a special additive which releases silver ions that prevent bacteria from colonising the surface of the pen.



CLP compliant

It is rated as **non hazardous** pursuant to the Regulation on Classification, Labelling and Packaging.

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ORIGINAL BIRD SNACK BAR

leine Meise", available from designimdorf, must be one of the smartest and most species-appropriate feeding stations for tits and many other songbirds this winter. To delight both the bird population and the onlooker, the fat ball is simply placed into the stainless steel holder and hung up. With this, the bird snack bar is ready. You subsequently need to supply adequate replenishments. In return, you are rewarded with a front-row seat close to the suspended restaurant with its feathered guests throughout the entire winter. With this little bird, designimdorf is introducing another original item in its series of popular animal products.

45562 • designimdorf Stefan Spitz GmbH & Co KG • Tel +49 7675 923838 did25@designimdorf.de • www.designimdorf.de

MATT OR GLOSSY?

ollowing the trend of many high-quality commercial products, Sanders Imagetools' customers can now choose between a matt or glossy surface of the stylish image drinks with their full-body design. The aluminium slimline can that holds 250 millilitres is available with all kinds of different contents and flavours, which can be made into promotional products with a young and dynamic image. In the slightly smaller lifestyle can with its capacity of 200 millilitres, an Italian Prosecco is available. Sanders Imagedrinks in a can legally require no deposit in Germany: an unbeatable selling point for the promotional products trade. All the recipes and formulations are produced in accordance with food regulations and made to meet the ever-changing labelling requirements. The custom decorated goods ultimately arrive precisely at the right time, in the right quantity and in the right place, complete with the pro forma invoice of the distribution partner.

46551 • Sanders Imagetools GmbH & Co. KG • Tel +49 9401 60798-0 welcome@imagetools.com • www.imagetools.com





-Advert-



CARAN d'ACHE

SWISS MADE



Die aus der Fusion der Elemente und dem Qualitätslabel Swiss Made geborene neue Kollektion ALCHEMIX von Caran d'Ache beeindruckt mit einer bisher unerreichten Dimension von Modernität und Design.

Die Kollektion ALCHEMIX ist in 8 personalisierten Modellen verfügbar: Carbone, Wenge, Graphite, White, Black, Red, Metallic Blue und Metallic Black.



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AGILE DATA-EATER

he USB-Robot from Kellermeister Manns, available under item number 40.633, is more than just a conventional storage medium. The exclusive portable data storage device is a source of fun, both optically and functionally: after all, the arms and legs of this robot figure made of high-quality metal can be moved – a special feature that will let you play to your heart's content in the creative break at your desk. And with 4 GB, this little companion additionally has ample storage capacity. Two bottles of Scavi & Ray Sprizzione come with it. Cheers!

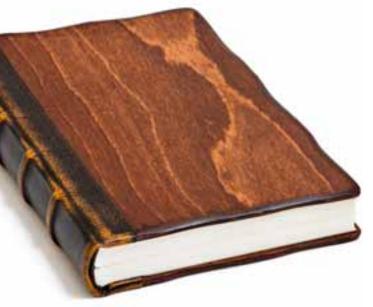
45384 • Kellermeister Manns GmbH • Tel +49 2045 960477 info@kellermeister-manns.de • www.kellermeister-manns.de

CLASSY JEWELLERY BOX

Lassy and luxurious are words to describe the new, unusual jewellery box Lense from e+m Holzprodukte. It will fit into any handbag and safely stores the items of jewellery entrusted to it. The two identical wooden discs, made of native sycamore, can be closed gently with a magnet. The surfaces are treated with natural waxes and provide for a perfect finish that is pleasant to the touch. The engraved top comes in a choice of heart or bow motif. On adequate order quantities, special motifs are also possible. According to the customer's requirements, personalization can be carried out on both the top and bottom by means of printing or laser engraving. This practical accessory is packaged in an eco-friendly paper box.

42200 • e+m Holzprodukte GmbH • Tel +49 9181 2975-75 info@em-holzprodukte.de • www.em-holzprodukte.de





ELEGANT NOTEBOOKS

legant diaries and notebooks in DIN A5 format from Agenda Natura's Royal series, featuring a wood/leather cover in antique brown and a ribbed leather spine, are available from Weyou Consulting. This natural product, made by hand, has more than 320 pages of colour-coordinated, 80-gram paper. Each book is unique, thanks to the distinctive grain of the wooden cover, which is treated with beeswax and can be personalized by means of embossing or laser engraving. Further information is also available on the internet at www.agendanatura.de.

48750 • Weyou Consulting KG • Tel +49 7152 3304140 mail@weyou.eu • www.weyou.eu





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indao from the Netherlands has picked up on the retro trend for the promotional products market. The XD design team has developed an attractive retro smartphone docking station, listed under product number P280.201. In order to experience the pleasure of this novelty, the user simply needs to download the charming retro rotary dial symbol in the App Store and connect the receiver to the station. Further innovative products in addition to the modern retro smartphone (docking station) can be found on the internet at www.xindao.com.

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D. LAINAS & CO. S.A.

EFFECTIVELY ADVERTISING IN TIMES OF CRISIS

Behind the PSI member number 47361 stands D. Lainas & Co., a manufacturer of promotional products made of paper and based in Athens. The company has impressively demonstrated that it is possible to supply effective promotional products of high quality even in times of economic turbulence.

G reece is still deeply mired in the economic crisis and no one knows what is going to happen in the end. Yet in the middle of the economic dilemma we also find signs of confidence, nourished by inventive business initiatives which see difficult times as an opportunity and are setting hopeful signals with commitment and passion. The traditional Athens-based com-

pany Lainas is one of this group. This producer specializing in making promotional products out of paper also has to struggle with the depression and is not being spared its effects. Orders on the Greek market – hitherto the main market for Lainas – have sunk by nearly half since the crisis began. Now Lainas is increasingly looking to its international business.

SATISFIED CUSTOMERS THROUGHOUT EUROPE

"At present, about twenty per cent of our orders come from other European countries. Due to Greece's current economic plight, we are constantly looking for new markets. We view our membership in the PSI network as an opportunity, especially considering the current situation in our



country. It opens up perspectives for us going forward and creates favourable conditions for reaching our goals," says Dimitris Lainas, Managing Director and owner of the family enterprise, adding, "We exhibited for the first time at the 50th PSI Trade Show and achieved our first success in the search for new European business partners. Now we have satisfied customers throughout Europe, whom we have been able to convince with our reliability, quality and prices. Thanks to our efforts, we were able last year to significantly increase our exports and thus, despite the economic crisis, did not have to dismiss any em-

ployees – in contrast to many other companies in Greece."

MORE THAN FIFTY YEARS OF EXPERIENCE

Lainas is known as a company with a long tradition for good reason. This manufacturer looks back at more than fifty years of experience in finishing paper products. N. Lainas founded the company as a printer's shop in the centre of Athens in 1960. After enjoying continuous, healthy growth, it moved to new premises with one thousand square metres of floor space in 2002. At the same time, new machines were acquired. Lainas has also been producing

post-it notes since 2005. In recent years, new machines have constantly been added to keep up with the latest state of the art. The efficient, fast-working family firm currently employs ten members of staff. Its product range covers a broad spectrum of high-quality promotional products made of paper. Along with traditional print products, the range also features a large selection of post-it notes, Z notes, note blocks, note boxes, pads of paper, magnets and calendars.

HIGH QUALITY

"The adhesive function in our products is 'Made in Germany, printed in Greece', thus

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ensuring high quality and performance standards. Furthermore, Lainas Printing is a member of the Club of Notes, a worldwide alliance of promotional product manufacturers, whose members combine their strengths and resources in the development of excellent products and services, meeting the ever changing needs of a global marketplace. Our post-it notes are certified by the FSC and have the Blue Angel eco-label," Dimitris Lainas says, underscoring the extraordinary quality of his product range. Lainas also scores on price with its reasonable offerings. Another advantage is customs-free export from the EU to the EU.

IDEAL SERVICE PARTNER

The company also proves to be an ideal service partner when it comes to sales and marketing support. "Customers receive free product samples and can count on fast and flexible production times, as well as prompt responses to their inquiries," continues Dimitris Lainas. The Export Department conducts its professional customer care in German and English. Moreover, Lainas has graphic artists and highly qualified print technicians in-house to help and advise its partners from the promotional products trade with finding ideas, designs and prepress artwork. Those who would like to satisfy themselves of the competence of D. Lainas & Co. S. A. are cordially invited to visit the company's stand at the 51st PSI Trade Show in Düsseldorf from January 9 to 11, 2013. The stand number is Stand D20 in Hall 10.

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10 YEARS OF EMOTION FACTORY

GREEN GROW THE CAMPAIGNS

Promotional products specialist emotion factory enriches the industry with gifts which have been given for generations as signs of esteem and attachment: plants. For ten years, they have been the reason for the growing success of the German-based company.

hey come in small and large sizes, in solid greens and colours – hardly any promotional product proves to be as versatile as the promotional plants from emotion factory. However, that is not their only advantage. They are simply made for this industry. After all, the relationship to the product and the advertising company grows along with the sprout. But when the company got started ten years ago, the emotion factory team first had to convince the industry of these advantages.

THE BIRTH OF EMOTION FACTORY

It all grew out of curiosity for what is new. In 2002 today's managing directors Jörg Dennig and Stefan Kühlbrey, who had already gained a great deal of experience in the business with their other company, Jung Bonbonfabrik, took notice of the products of the bankrupt company Multi GmbH. Promotional products in the form of plants, which the company had been offering at that time, seemed to the two managers to be a potentially profitable business con-

cept. So they decided to buy the company and further expand the "advertising and growth" segment, an offer which today ranges from lucky clover cubes to seed packets up to herb gardens – everything a green thumb could desire. Yet it was not fated to be limited just to promotional plants. In the very same year, the managing directors created the "X-mas ideas" segment. The impressive heralds of Christmas and high-quality design products made of wood round off the portfolio of emotion factory.

Well positioned, the company from Vaihingen an der Enz in southern Germany set its course for growth.

BECOMING AN APPRECIATED PROMOTIONAL PRODUCT

The promotional products specialist was helped along by the trend in favour of products close to nature. In the wake of increasing environmental damage and pollution, green products were enjoying widespread popularity. Still, emotion factory knew that "there's no such thing as a free lunch". As is usual with new products, the industry first had to be convinced of the value of these green growing advertising ideas. The products did their part to help, but the emotion factory team was also called upon. "Then as now, we always have to point out the broad target group," explained Marketing and Sales Manager Stefanie Genesius, who handed over her position to Ulrike Schwarz in May to go on maternity leave. "Our products can be used in many different ways. The ecological aspect does not always have to be focused on."

WIDE VARIETY OF THRIVING PRODUCTS

As emotion factory became better known, the company's product range also grew. Today's range of products refutes the generally held opinion that a plant is nothing but a plant. A comprehensive, original product range was developed thanks to a treasure trove of ideas. "We are always on the lookout for product ideas that promise success," explained Genesius. "We get our inspiration from new trends that we discover not so much at trade fairs as in everyday life. But emotion factory relies on more than just new products. With the aid of finishing techniques, we have also been enhancing the company's timeless classics. The ability of this initiative to bear fruit is shown by a product from the company's early days. The 'Patent-Plant-Pot', filled with soil and fresh seeds, has been becoming more and more attractive and individualized since it first appeared," says Genesius, explaining further, "In the beginning, we applied the logo of the advertising company to the insert in the lid by means



Emotion factory is increasingly relying on inhouse quality.

The visual "figurehead" of the company was modernized in 2009 and clearly shows how it is developing into an innovative hotbed of ideas.

of pad printing. Today, finally, we can offer all-round designing. Thanks to the sleeves, which come customized in photographic quality, every Patent-Plant-Pot gets its own personalized 'jacket'."

COMPREHENSIVE SERVICES

In the past ten years, the company has also expanded its range of services. "Today, our ten-person team takes care of everything right here at our headquarters, from getting the ideas to packaging and printing up to result testing and shipping," explains Genesius. "Of course, we also offer special 'titbits', like developing creative slogans and tailored consultancy for special advertising tactics." The customer-oriented services are based on proximity to the customers, flexibility and an awareness of quality.

KEEPING AN EYE ON THE FUTURE

But even a success story that has lasted ten years now is not considered a reason to sit back and relax at emotion factory.



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The company wants to reach upcoming milestones successfully, as well. That is why everyone is well prepared for future challenges. In the opinion of those at the company's helm, independence, logistics handling and flexible as well as prompt customer care will play a key part along with the products. So the company has been hard at work on optimizing the value added chain in the past few years and intensifying collaboration with its parent company Jung Bonbonfabrik. "This tight intermeshing creates many synergies. For instance, we benefit from the experience

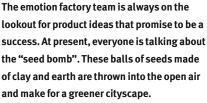
and trusted collaboration of the employees in both companies, and push ahead with the joint use of the machines. For our clients, this all means more flexibility, more speed and better service," explains Genesius. With its foresighted management and focus on independence and in-house quality, emotion factory has decidedly set its course for lasting, future growth. Thus the company's slogan, "Advertising concepts that thrive" is true in two senses: for the products and the future development of this hotbed of ideas in Vaihingen.

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MAICA TIES, TEXTILES & ACCESSORIES

SIX DECADES OF TAILOR-MADE ELEGANCE

This year, Maica GmbH can look back on 60 years of successful development. As a specialist in premium menswear, the company stands for tailor-made elegance. Especially for the promotional products industry, Maica Corporate Fashion offers textile advertising at its best.

when company founder Helmut Bleeke started a business to manufacture high-quality ties near Nienburg in Lower Saxony, Germany. Just a few years later, the company relocated to its current head-quarters in Garbsen. For several decades, high-quality textiles and ties have been produced here for the German and international markets in the company's own sewing rooms. Maica quality has been very sought after and the production facilities

have constantly been expanded in order to keep up with the ever growing demand. From the start, several fashion collections have been designed under their own label. Thus the brand "Carlo Gaggioni" emerged right in the early days.

PERFECTION IN DELIVERY AND SERVICE

In the 1990s, Martina Höpfner, daughter of the company's founder, assumed leadership of the family business as managing director and is managing it now as the sec-

ond generation. At the turn of the millennium, globalization called for a further realignment of the company. Traditionally established in the field of gentlemen's fashion, today the Maica range covers high-quality products from socks and leather belts to sweaters, T-shirts, shirts and men's suits. Carlo Gaggioni offers contemporary fashion with high-quality standards at favourable prices. All of this is with the aim of guaranteeing the Maica trade partners at home and abroad "perfection in deliv-



ery and service" at all times. The Maica label Carlo Gaggioni unites a sense of fashion that shows "classic elegance, exclusivity and charisma" with high-quality materials, intricate workmanship and optimum wearing comfort, which guarantee lasting durability. Over the course of the years, Maica has remained true, above all, to one thing: the number one men's fashion accessory, the tie.

MAICA CORPORATE FASHION

An additional cornerstone of the Maica company has always been the design and production of high-quality ties, shawls and scarves for promotional and presentation purposes. These textile promotional media are designed, produced or finished according to the customer's requirements in their corporate colour with a logo and lettering. "Since the textile promotional media are products that require a lot of ex-

planation, we offer our customers and their sales force specially-created work folders as a particular service. As a useful aid, these folders contain quality samples of various accessories and fabric samples, as well as detailed information about the various finishing techniques. We are also happy to provide advice to individual companies on the subject of corporate identity."

A POWERFUL IMPRESSION

"From the first idea through the design proposals to the entire production, we are constantly on hand for our trade partners," says Rita Wilke, Head of Maica Corporate Fashion, and adds: "Here we have always succeeded in creating a fashionable presentation at favourable terms that will fit into any advertising budget. Whether it is clothing for business, trade fairs, associations or to create an image, with our company's own design studio and innovative

finishing techniques, such as textile printing, embroidery or jacquard weaving, we implement individual concepts in such a way that the textile advertising makes a powerful impression. Corporate fashion is the business card of every company." In a nutshell: this long-established company is a place well worth contacting for corporate fashion.

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Founded by Konrad Godec as Kolibri KEG in a small office 23 years ago, the newcomer quickly established itself on the market. The motto: "The customer is king". Accordingly, Kolibri does not regard itself merely as a supplier but, above all, as a genuine partner to its customers. The nimble, flexible entrepreneur is proven right by his success.

A fter beginning in 1989 as a two-person company in an office of just nine square metres, things quickly started to look promising for the little Kolibris (German for "hummingbirds"). The expansion strategy begins: just four years later, their

own office building was built in Deutsch Brodersdorf in Lower Austria. After hiring sales representatives and administrative staff, the enterprise changed its name to Kolibri Handelsgesellschaft mbH. The company continued to expand, making it nec-





essary to build new headquarters in Ebreichsdorf in the year 2000. The following year, Kolibri moved to a large, modern office building measuring 800 square metres. For logistical purposes, they additionally had their own embroidery facility and a warehouse with 550 pallet spaces. Since then, the managing director has made both the number of employees, currently a team of 21 people, and the services conform to the size of the office building. Today the company with the skilled little flying performer in its logo is among the five largest promotional products companies in Austria. Kolibri is a member of the Association of Austrian Promotional Products Distributors. VÖW of which Godec, after several years on the executive board, has now been president for a year.

"WE GIVE YOUR BRAND WINGS"

Not least through his involvement in VÖW, Kolibri's managing director Konrad Godec is working on a company philosophy that he wants to make the credo of the entire industry in Austria: "We have to further boost and firmly establish the customer's and the public's awareness of the high val-



ue of the promotional product," says the Viennese businessman, following on from the communication concept successfully initiated by BWG and GWW about three years ago. "After all, we are supplying our customers, both small and medium-sized enterprises and major international corporations, with vehicles for their brand and image." The competitive and market conditions as well as customer demands have gone through significant change over the course of time. Ultimately, through individually selected brand boosters, the value that results, namely the creation of a positively perceived image, is increased, says Godec.

ESTABLISHED AS A FULL-SERVICE PROVIDER

Kolibri's strength, by its own account, lies in its range of comprehensive, one-stop solutions, covering everything from thorough advice and developing the concept in cooperation with the customer through to the

delivery of the finished product. The transfer prints produced on the premises are applied to textiles, bags, umbrellas and much more. Further kinds of finishing, such as embroidery, flock transfer, screen printing, pad printing, embossing, engraving and etching, are additionally offered. Godec names textiles and electronic goods as the top-selling product categories and has noticed strong growth in the high-quality segment. The customers are based in the domestic market of Austria and in the neighbouring countries of the EU region. "Most of our customers have their base in Austria, many of them with branches abroad to which we also deliver," Godec explains. Additional elements of the full-service range are logistics, warehousing, dispatch and onlineshop administration for the customer.

WIDE SCOPE OF ACTIVITY ON THE MARKET

The hummingbird, a tiny, colourful bird, serves as the company's logo and is the in-

spiration for the company philosophy: the hummingbird as a brightly coloured creature with an exceptionally high rate of wing beats that can also fly backwards, sideways and hover on the spot. This makes it extremely flexible, quick, efficient and striking. A bright array of products, flexibility, speed and an optimum price-performance ratio for any target group are the strengths of the promotional products specialist. Godec places great significance on the practical implementation of his maxim which is to offer the highest level of quality, flexibility and continuity to his partners, who as long-term, satisfied customers remain loyal to the company. Moreover, in all areas of production they comply with the company's Code of Conduct, which also applies to their own branches in China and Turkey. Regular training for the employees constantly maintains the quality and service at a very high standard.



PETER MUCHA

THE TEAM CAPTAIN

Peter Mucha, founder of Tramondi, the Swiss promotional ball specialist with the Fairtrade seal of quality, is someone who says what he thinks. His heart belongs to his family, travelling and the king of sports: football. On 31t December 2012, the 56-year-old will hand over the reins: after 31 years as company head he's taking a step back. Of course, not before laying strong foundations for the company's future growth for his three sons who will take over.

eter Mucha approaches people directly: the determined handshake when greeting, the friendly look and the demeanour of the businessman convey warmth and communicative openness. It's a Friday and Peter Mucha greets us dressed in casual attire. He immediately transports us to his past in a candid and straightforward way. "My parents were so-called Danube Swabians," says Mucha. Difficult circumstances for the family: "Father and mother, born in Romania and Croatia, had long held German passports and initially met after the end of the War in a refugee camp in Austria. They soon turned their backs on the problematic situation in the Slavic countries," he recalls. In 1954 his older brother Werner was born in a refugee camp in Germany; shortly thereafter his parents and grandparents began a new life at Lake Constance.

FOOTBALL BEATS SCHOOL

Born on 6 February 1956, Peter Mucha grew up in Friedrichshafen. He went to primary school and later to an academic secondary school. After a short school year the talented sportsman changed from the academic secondary school to a general middle school. After all, he had a burning passion for football: "I then played for the club VfB Friedrichshafen, with whom I moved up from the highest amateur league at the time to the newly formed upper league. That was more important for me than school back then," he admits. In the amateur league he was a midfielder, controlling the midfield, and the youngest team captain in the league. In life, just like on the playing field. He's a man of action, one who pulls the strings, equipped with the necessary freedom. A hint of his later career path: a life in a tailored suit is not his world. The arteries of this man transport the blood of a sportsman's heart. It's only logical that this nature would later lead Peter Mucha down the road to setting up his own business. "I've always done my own thing, the things I wanted," Mucha acknowledges. After graduating from middle school in 1972, the dynamic free spirit attended the Friedrichshafen vocational training college and completed

a traineeship as a wholesaler at the company Gummi Fischer. This was followed by a brief stint at Zeppelin Metallwerken Friedrichshafen. In 1978, the 22-year-old moved to the football pitch full-time for a short period, together with two of his former VfB companions: "A hungry team, which just missed the chance to move up a division and, boosted by us, immediately started a new attempt. I had a great year there, because I was like a semi-professional and could do what I really enjoyed," he remembers.

SWITZERLAND INSTEAD OF AUSTRALIA

What came next was basically down to fate. The club president wants to keep the upand-coming talent, but Mucha wants to emigrate after an enriching and rewarding year under trainer Heinz-Dieter Lömm aka Lauterborn, former player for Schalke 04 and the Wuppertaler SV. "I wanted to go to Australia, that was my dream," he recalls. But instead of distant shores, his path led him to Switzerland in 1979. By coincidence Mucha met Paul Heyeres, former player for 1. FC Cologne, on the street. "He advised me: Go to Switzerland, you can make a lot of money there." An ideal opportunity. The reference to an ad in the sports magazine Kicker set the ball rolling: the FC Oberentfelden was advertising for a midfield player. He applies and becomes a member of the Swiss team promoted to the first division. Determined not to earn his living from football alone, he begins a second, "real" job. He becomes the right-hand man of Rolf Hugo Ammann, the owner of a shoe factory. In 1981 things really get going for the dynamo. It becomes clear to him: "Everything that I can do for him, I can also do myself," and on 1 September 1981 he founded Tramondi Mucha & Co.

FAIR TRADE AND FAIR PLAY

In the Canton of Solothurn and only around half an hour by car from Basel, Bern or Zu-

rich, Peter Mucha built up his business. "Back then I arrived in Switzerland with practically nothing apart from a small suitcase," he says. But it didn't remain that way for long. The company name Tramondi is a purely fictitious name, as Mucha admits. It could also stand for "Trans Mondial": "I have always liked travelling the world and also travel a great deal with my family." But above all, Tramondi also promises "Tragfähige Moral" (Sound Morals), because the promotional ball specialist has long been committed to fair trade and fair working conditions. "Back in 2002 we decided to offer Fairtrade certified sports balls," according to Mucha. A commitment that has been specially acknowledged by people such as Willi Lemke, UN Special Adviser on Sport for Development and Peace: "It is very important for me to support companies like Tramondi, who uphold strict Fairtrade standards, in their work and dedication." Fair play has been Tramondi's creed from the outset in all business activities and relationships with staff and customers.

SUSTAINABLE PRODUCED QUALITY

In addition to sports balls, the product portfolio also includes a range of different promotional and merchandising products for various brands and wholesalers in Europe. Highest quality at attractive prices is possible due to efficient structures and a high level of flexibility in production and distribution. "First and foremost, one of the most vital factors is my motivated team, who are dedicated and passionate about their work," says the team captain, proving himself to be a real team player. At four sites - in Hägendorf/Switzerland, Friedrichshafen/Germany, Hong Kong and Pakistan - Tramondi currently employs a total of 600 employees, 11 of whom are based in Switzerland, 10 in Germany and 2 in the Hong Kong office. The majority work in Pakistan, the land of football: 70 per cent of the roughly 40 million footballs produced worldwide come from there. Tramondi has its own manufacturing facility in Sialkot. "This is the only way that we can take full and continuous responsibility for the product quality and, in particular, the working conditions in this poor country," says Peter Mucha, who of course also provides local assistance through Tramondi. An appeal for donations among his own customers allowed immediate help to be given when 100 of his employees were in need during the flood catastrophe in 2010. "Low manufacturing costs are not achieved through low wages, but rather through precise planning of the manufacturing process, direct distribution and a strategy focused on sustainability," he adds. The "System Tramondi" allows him to transfer the high demands with respect to the quality of the manufactured balls to "our responsibility towards the families of our employees", reports Mucha. Tramondi pays the school fees, books, teaching materials and school uniforms for the children of its employees. "By doing so we help to prevent child labour and give the young people opportunities for the future." A commendable commitment.

PIONEER IN FAIR TRADE

Mucha himself is a father of three. Wife Barbara, with whom he will celebrate his 30-year anniversary next year, gave birth to the twins Dominic and Manuel in 1984, both avid sports enthusiasts. Holding dual nationality, they are currently active SML players in the highest league in Switzerland and German national team players in unihockey and floorball respectively. The four-year younger Nicola Luca is also an active floorballer. The trio of the second generation now hold leadership positions in the company - a company with a tradition to be proud of. Amongst the ball manufacturers, Tramondi is one of the worldwide pioneers in fair trade - with its own factory in Pakistan. The facility in Sialkot



PETER MUCHA IN PERSON

What was your first thought this morning? No sunshine again!

When is your day a good one? When there is no bad news.

What gets you in a good mood? Celebrating with friends and family.

And what drives you crazy? Injustice.

What are you most likely to forgive yourself about? When I drink or eat too much.

When do you lose track of time? When taking part in sport – actively or passively.

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

To the USA.

What do you like spending your money on? Travelling.

Do you let yourself get seduced by advertisements? Seldom!

When is a promotional product a good promotional product?
When it is useful and emotional and can be associated with an idea.

What is the best promotional product you have ever received?
A sports bag.

What do you find irritating in relation to promotional products?
When they are useless.

is one of only five manufacturers that produce Fairtrade sports balls. The biggest highlight: for the 2006 World Cup in Germany, the ultimate sales opportunity, Mucha received the FIFA license and catapulted five million balls into the receptive arms of customers. Two years later it repeated this again with the acquisition of the license rights for the European Football Championship in Switzerland and Austria – this time with the sale of 1.5 million balls. And the license for the 2014 World Cup in Brazil is also within reach, as Tramondi is just about to conclude negotiations with FIFA for the countries Germany, Italy, Switzerland and Austria.

FURTHER BUSINESS AREAS

In addition to the business with balls, Peter Mucha also has other business areas centred on office furniture, copying machines, merchandising and license products as well as a web shop. In 1986 he founded a legally independent branch in Friedrichshafen, together with his older brother Werner Mucha, which is focussed on merchandising and license products, including the labels "Wilde Kerle" and "Teufelskicker" which are very popular in Germany. The promotional product business is primarily conducted via the web shop catalogue in collaboration with Midocean Brands. Own creations like the extremely inventive O-Pen, a highly exclusive designer fountain pen, also enhance the product range. A further highlight is just about to be launched. "We currently have high hopes in the Flexitec, a fantastic insole that gives the impression of walking barefoot with shoes," reveals Mucha.

HANDING OVER THE CAPTAIN'S JOB

A new phase in the life of Peter Mucha will commence in 2013. Whether the man with the clear blue eyes, by his own admission a little impatient at times, will actually be content to observe his professional life's work from the sidelines for long? Only he knows. But what's certain: Peter Mucha will continue to lead his "life without an alarm clock - as always when I don't have appointments." And he will continue to travel extensively - to Mallorca, Canada, South Africa or perhaps finally to Australia. And after several cruciate ligament operations he won't be returning to the football pitch, but often to the golf course instead. He will leave the future of the business in the hands of his sons, who possess a wealth of experience on the field. And he has complete faith in their entrepreneurial skills. Without wanting to look over their shoulders, he will always be available to provide support and advice. As a dependable partner, companion and impulsive flywheel.





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- Presse- und Öffentlichkeitsarbeit
- Stellenwert des Werbeartikels innerhalb des Marketing-Mixes pflegen
- Plattform für interessierte Lieferanten bieten, die den Schweizer Markt mit qualifizierten Unternehmen bearbeiten möchten
- exklusive Partnervereinbarung mit Lieferanten abschliessen
- aktuelle Branchen-News den Mitgliedern zur Verfügung stellen
- Nachwuchsförderung
- · Weiterbildung der Mitarbeiter

Ihr Nutzen

- Erfahrungsaustausch innerhalb der Branche
- die neuesten Trends frühzeitig erkennen und für Ihr Unternehmen umsetzen
- von den speziellen und exklusiven Partner-Lieferanten-Konditionen profitieren
- stetige und gezielte Schulung der Mitarbeiter dank Seminaren und Foren
- Gratis-Abo der Marketing-Fachzeitschrift "Marketing und Kommunikation"
- Gratis-Eintritt im PSF-Forum für jeden Mitarbeiter der Mitgliedsfirmen
- Vorteile bei der Auftragsvergabe der Industrie dank dem Qualitätsgütesiegel des Verbandes
- Gratis-Eintritt an allen SW-Veranstaltungen
- unentgeltliche Benützung des Rechtsdienstes der SW
- Stärke dank gemeinsamem Auftritt im Bereich PR/ Werbung
- diverse Kommunikationsforen können aktiv genutzt werden
- Mitglied des führenden Verbandes





Bitte vormerken!

16.05.2013 • PSF-Forum

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www.psf-forum.ch

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INNOVATIVE PROMOTIONAL PRODUCTS

THUMBS UP FOR FRUIT GUMS

early any advertising message can be communicated in an impressive way using the six new individually packaged fruit gum shapes from Jung. It doesn't matter if the fruit gums come in a shape of a "thumbs up", a car, a telephone or even a special shape that is made according to a customer's special wishes. The tasty popular figures, which each weigh twelve grams, come packaged individually in a promotional pouch that can have a 4c imprint placed on it, and they speak their entirely own language. Alternatively, there are shapes which come in an XL size and weigh 50 grams. Jung is also announcing that it will add a fruit gum in the shape of an Easter bunny for Easter to its product line. The company has a neutral PDF file on the topic of fruit gums available for commercial mailing campaigns. More information can be obtained directly from Jung.

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



NOT ONLY FOR TRUCK DRIVERS

he specialist for bags made out of truck canvas, Trendbagz GmbH, has extended its portfolio by adding a smartphone pouch made out of truck tarpaulin to it. The robust material that the Truckz Phone Pouch is made of protects various popular smartphones, including among others the iPhone 5 as well as the preceding models 4 and 4s, from scratches and damage caused by careless transportation. The Truckz Phone is available in black and silver ex works but can also be individually finished using pressure printing, of course. More information on this can be found on the company's website.

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

AN ALL-ROUND WONDERFUL DRINK

with the new Travel Mug from Emsa, there is now another argument for using the trendy insulated cup for enjoying a nice drink while you are on the go. The stylish all-rounder is not only 100 per cent drip-proof and keeps your drink hot or cold for an extra-long time, it also comes with a special and completely adjustable drinking spout. It enables you to take a sip from any side you want without dripping. You can drink from the travel mug simply by pressing the quick press cap. A colour symbol clearly shows you when the cup is opened or closed. It can hold 0.36 litres of liquid, has a slip-proof bottom, and can fit in all standard car drink holders. Eleven colours are available, and it can come in a plain or lacquered stainless steel version or inside a practical soft-touch sleeve.

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



ire Bestellun



LEGENDS WITH A ROCK & ROLL EFFECT

ith its latest Legend Collection, the T-shirt specialist B&C is presenting a series of new shirts which absolutely have the potential to become a future classic. The 13-piece series catches people's attention and incorporates five different fashion styles with three different types of materials. The T-shirts in the collection include the classic style with a new look to it, the Vintage Slub Edition made out of denim, and the ultimate Deluxe Edition. The names of the individual styles are taken from the big legends in Rock&Roll music. With names like B&C Mick, B&C Blondie, B&C Patti, B&C Pink and B&C Iggy, the shirts remind us of unforgettable musical highlights. Today these legends are coming alive again and the Legend Collection offers interesting advertising possibilities for tomorrow.

45235 • B & C – The Cotton Group S.A/N.V • Tel +32 71 870100 info@bc-collection.eu • www.bc-collection.eu

-Advert-



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EXCLUSIVE ELEGANCE AROUND THE NECK

Iready belonging, in fact, in the adornment category, ties and scarves give the recipient twice the sense of being valued. Specialist textile artisans Club Crawatte Crefeld are, of course, familiar with this effect and have tuned their range of high-quality silk ties and scarves precisely to achieve it. The company's experience, which goes back more than 40 years, is reflected in every single product – be it a silk scarf from its collection or a specially custom-produced tie in corporate colours. Thanks to innovative techniques, such as jacquard weaves, textile printing or embroidery, the most diverse customer desires can be individually realised. Finally, choice packaging variants take care of finish and that moment of delight on presentation.

43606 • Club Crawatte Crefeld • Tel +49 2151 7812990 service@club-crawatte.de • www.club-crawatte.de





PURE FUN WHILE PLAYING

sitting at the wheel of a big tractor and driving over the fields is a dream that both kids who want to have fun and men who are willing to admit it have. And these dreams can come true with the remote control Claas tractor, which was officially licensed by the manufacturer of the original version for Jamara. The model Claas RC Axion 850 comes in two dimensions: 1:16 or 1:28. In terms of having fun, kids and men will be totally satisfied because the remote control and the tractor's many special features turn a kid's room into a farm and the living room carpet into a field. The tractor can run for about 90 minutes until it needs to refuel again at an electrical socket, making the fun just perfect.

47696 • Jamara e. K. • Tel +49 7565 9412717 e.gropper@jamara.com • www.jamara.com

INDIVIDUALITY 2.0 FOR BALLPOINT PENS

A ballpoint pen with a custom-made design makes an even better impression on a customer than just a normal high-quality pen. In order to realise this new form of individuality, uma is presenting a finishing programme called Visual. This pro-

gramme clearly offers more options than the imprinting methods previously used. Product images, advertising motifs, or your own personal design can turn the wide selection of ballpoint pen models available into one-of-a-kind advertising messengers. Adding the visual effect can be done for orders of 1,000 units or more and can also be done in conjunction with CI pens according to a PMS special colour. Uma offers product samples on the internet at www.uma-pen.com/ umavisual. Of course, the well-known uma product configurator continues to be available in addition to this webpage.

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





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Zustell-, Transport- und Vertriebsgesellschaft mbH & Co. KG Westpreußenstraße 4, 47809 Krefeld, Tel.: +49 2151 - 529 - 200

info@ztv-logistik.de · www.ztv-logistik.de



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DIGITAL IS NOT EVERYTHING

Precisely in an ever-faster digital world with tablet PCs and laptops, memories of analogue times are granted a special place. This also applies for the notebooks from Xindao, which are a calming antithesis during those hectic meetings or on the move. Faster and more individual than hurriedly typing a note on the PC, handwritten paper-based memory aids additionally convey a certain degree of politeness towards the interlocutor, the manufacturer argues. With the notebook model Prestige, the design effect is another argument coming into play, as from the moment of handover this book is captivating, with its appealing gift box and the pen contained inside.

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

DOUBLE-SIDE PROMOTIONAL EFFECT

S ticky notes have long been popular as helpful memory aids or promotional message bearers. As a specialist in these little notes, moynd GmbH now presents an innovation that completely doubles the promotional effect: the company is now printing adhesive notes, on request, on both sides from 4/4 to 8/8-colour. According to the supplier, even all-over printing is effortlessly possible. The new sticky notes will be on view as early as January at the PSI Trade Show in Düsseldorf, at stand 12K13.

46708 • moynd GmbH • Tel +49 5331 900990 sw@moynd.de • www.moynd.de





AN INDULGENCE FOR THE SENSES

the senses. The gleaming pot presents itself as striking equipment for multiform preparation of tea classics and trendy drinks alike. Combined with the stainless steel tea strainer, the pot swiftly becomes a prestige object for aesthetes: its clear, cylindrical form, modern handle design and a functional spout convey Bauhaus charm and noble elegance. In addition, the teapot is not only captivating looks-wise, but also during practical use. It is pleasant to touch, comfortable to handle, and dishwasher safe. The pot comes supplied at capacities of 1.4 or 0.6 litres.

43066 • alfi GmbH • Tel +49 9342 8775820 innendienst@alfi.de • www.alfi.de

contigo

SPILLPROOF AND LEAKPROOF DRINKWARE





Closed

MORGAN

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- . The shape of a classic coffee mug with all Autoseal benefits.
- . 100% spill and leak proof.
- · Drinking made easy! Press to sip. Release to seal.
- Special reservoir designed to 'slurp' your hot beverage.
- Durable thermo-plastic is double-walled for thermal insulation.
- · BPA free.







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CRYSTAL-CLEAR PRIDE OF PLACE

ts crystal-clear acrylic optics and timelessly elegant design ensure that the new Handy-Note dispenser and utensil holder from Gutter will find pride of place on every desk: this accessory, combined with the corresponding customisation, will thus be a pleasing and at the same time useful promotional message bearer. Manufacture, confectioning and printing are performed at Gutter, therefore completely "made in Germany", Handy-Note can currently be supplied with around 300 sheets wood-free, white writing paper in 10×10 centimetre size.

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

QUICK HELP COMES BY MAIL

intertime is often thought of as being cold and flu season and Solares knows that quick help is needed at this time of year. The specialist for hygienic advertising products is selling a set of 15 two-ply tissues packaged in a specially prepared envelope, which can be printed on individually. Advertising messages can be placed in 4c on the front and back side of the robust envelope, which is suitable for letterboxes. These messengers for health and well-being are available for minimum orders of 100 units.

46518 • Solares Ith. ve Ihr. San. Tic. A. S. • Tel +90 216 5197576 solares@solares.com.tr • www.solares.com.tr



SOPHISTICATED AND SUSTAINABLE

e it mild smoked salmon, noble graved salmon, or the first-class Filet Royal: every single Nordland salmon variant from Fröhlich is a special indulgence. Before making its appearance on the table, the Nordland salmon swims in the streaming waters off the Hebrides, Orkney and Shetland Isles in Scotland, where the raw wind whips the waves onto the promon-



tories. This turns the salmon into a real beefcake. With its slim eleven to twelve per cent fat, the salmon's flesh is extremely firm and very refined. Original Nordland salmon is packaged in elegant gift boxes and, where required, temperature-controlled in cool packs. The present sets can be delivered throughout the year. Small-scale salmon farms slaughter and finish the salmon elaborately by hand: after salting down for preservation and a period of rest, the salmon are cold-smoked in oakwood ovens over chippings of old whiskey barrels.

45661 • Fröhlich GmbH & Co. KG • Tel +49 700 12312330 mail@webfroehlich.de • www.webfroehlich.de



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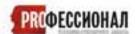
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Try us!













International Association of Promotional Products

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ALL THE PLAYERS ARE KEPT ACTIVE

he special thing about the new card game Qwixx from the company Nürnberger Spielkarten is the fact that all the players can actively partake in the game regardless of how many are playing (two to five persons aged eight or older). There is no waiting time, even for the players who are not actively throwing the dice at the moment, because they are kept busy with keeping track of the scores on their own personal game record sheet that other players get when throwing the dice. The more crosses they make, the better. The game Qwixx was created by Steffen Benndorf who also invented games like "Würfelexpress", "Fiese 15" and "Mensch ärgere Dich mal anders". According to the supplier, the game takes about 15 minutes to play, which is also makes it an interesting game to play during short breaks.

42719 • Nürnberger-Spielkarten-Verlag GmbH • Tel +49 911 969670 info@nsv.de • www.nsv.de

HEIGHTENED SPLENDOUR

Nothing can change the appearance of a promotional product as lastingly as doming. This is also true of many products from the Reflects range from LM Accessoires. The clear liquid resin, applied to a custom motif, lends logos and other promotional messages a heightened sophistication and long durability. Innumerable variants and possibilities make doming a particularly universal form of finishing. One current example of this is the Reflects-Chadderton key ring, in which a QR code linking to more promotional messages can be accommodated. As the contents of this link destination can be continually updated, the promotional effect will stay current even after years.

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



WHAT REALLY COUNTS IS THE COVER

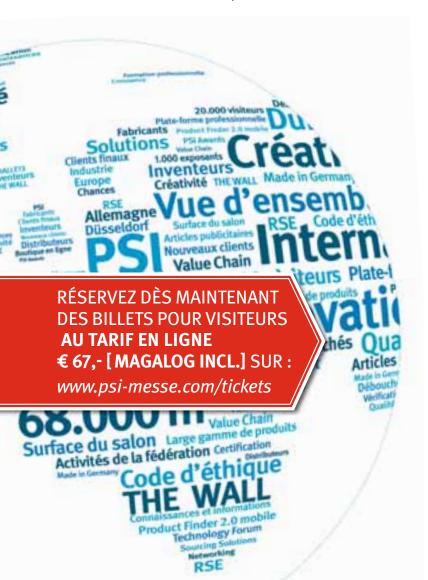
ADV-PAX Lutec functions as a business card and a container for a variety of different kinds of valuable contents. The coffer with the detachable snap-on lid has a very modern look despite its simple shape, and with its dimensions of $228 \times 78 \times 72$ millimetres, the coffer offers plenty of room for sweets, sweet and salty baked goods, or pralines, just to name a few examples of what can be stored inside. The blank version can be ordered for a minimum order of 12 units, and for a minimum order of 1,000 units, an imprint can be placed on the lid or on the side. For orders of 2,000 units or more, the coffer can have designs with special decoration themes placed on them according to a customer's special wishes.

46850 • ADV PAX Lutec Vertriebs GmbH • Tel +49 7123 380070 info@adv-pax.de • www.adv-pax.de



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PUT IT ON AND CUDDLE UP

reary fall and winter days demand cuddly clothing solutions for the entire family. The latest Daiber jackets and vests made out fleece are just the right kind of solution for this. Special models and cuts for women and men, but also for kids, make the product line a real treasure trove for cold days. It doesn't matter if you use the soft fleece jackets or vests to warm you up and make you feel good or if they have a short or long zipper, because all of the fleece products are very comfortable to wear. The Winter Catalogue 12/13 showcases a wide selection of fun colours and models of outer-wear jackets or clothing for underneath, as well as new products for the fall and winter accessories. All of the products can be individualised with imprints or embroidery.

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

THE CAKE MAKES A HOLIDAY SPECIAL

I he Wonder-cake from the company emotion factory is being presented as a real visual feast and culinary delight. The delicious cake in a can is a real highlight wherever it is used for celebrating. Its advertising effectiveness is also underscored by a mini-wonder candle, which also magically creates a bright festive spirit for the eyes when placed on a desk. The cake can be used for anniversary celebrations or office parties and is also perfect for any occasion where an advertising greeting should be remembered for a long time. The inlay and the advertising sleeve that goes around the cake can both have their very own design in four colours.

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



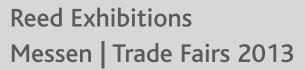


BRAINPOWER IN A CUDDLY BAG

alnuts are generally thought of as being healthy and increasing brainpower. Multiflower is selling 120 grams of walnuts in a cuddly, soft, little felt bag so you can take along this delicious brainpower snack with you when you go to the office or out and about. This product comes with a nutcracker so you can enjoy the nuts wherever you are. This different kind of nutcracker is made out of stainless steel and is intended to help you with opening the hard walnut shells quickly. An advertising message can be placed on the greeting card attached to the nutcracker, and the card can be individually designed for orders of 250 units or more. As an alternative, the nutcracker can also be lasered.

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





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SHOWTECH 18. - 20.06.2013 Berlin

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ALUMINIUM CHINA 02. - 04.07.2013 Shanghai

Asia's leading Trade Fair & Conference www.aluminiumchina.com

COMPOSITES CHINA 02. - 04.07.2013 Shanghai

Chinese Trade Fair and Forum for Advanced Composites and Technologies www.composites-china.cn

ALUMINIUM INDIA 12. - 14.09.2013 Mumbai

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

Internationale Fachmesse für visuelle Kommunikation, Technik und Design International trade fair for visual communication, technology and design www.viscom-messe.com

MODERNER STAAT 03. - 04.12.2013 Berlin

17. Fachmesse und Kongress www.moderner-staat.com



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44655	Abanicos Aparisi, S.L.	9E41	44736	ELITE Srl	9L04
	* '				
48359	ABC Promotion s.r.l.	9K25	46834	Emzed Promotions	9M14
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48360		9L41	47973	Ferdinand Bethäuser GmbH & Co. KG	9049
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47411	badge4u Wojciech Pawlowski	9B41	47348	Maurizio Franco	9031
45371	badgepoint Namensschilder Systeme GmbH	9E14	41853	Frank Bürsten GmbH Bürstenfabrik	9N42
41338	Bären-Luftballons GmbH	9H22	47595	freie-produktioner Münster/	
48049	Bahar Tekstil San. Ve Tic A.S.	9L27		Osnabrück GmbH & Co.KG	9G18
48350	Barbara Hofmann Cosmetic-Pinsel GmbH	9K14	48689	Frontini snc di Gianmarco e Fabio Frontini	9H28
45434	Bartl GmbH	9F07	46306	GEZI Druck GmbH	9N13
45934	bb med. product GmbH	9C32	47578	Gimex melamine plus GmbH	9N49
47453	Beta Plastik Sanayii ve. Tic. As Mr Davit Ozmizrahi		46847	Gizben Promoting & Advertising / Printing	9B32
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47943		0/9M49	43242	Göckener GmbH	9M17
46839	Bio Laboratories Ltd.	9F28	47707	Goprom Handelsgesellschaft mbH	9D50/9E49
48466	Bite Promotions	9F28a	46517	Gorenler A.S.	9D02
41435	5	4/9C13	48266	Gourmet Leon Feinkostmanufaktur	9H42
48718	BOHEMIA SPORT LION, spol. s.r.o.	9N03	45468	Goya Importaciones y Distribuciones, S.L.	9C10
47566	BOLA GEMA	9K04	47197	GPE A. Ardenghi srl	9H04
45767	Bottle Promotions a Tacx International Company	9K32	43990	Guidetti Carlo Ombrellificio	
46304	The Brand Company, S.L.	9G31		di Eredi Guidetti S.N.C.	9F18/9G17
46905	Brauns-Heitmann GmbH & Co. KG		48704	Gündogdu Makina Sanayii Ve Ticaret Ltd. S	
10,00	ehemals Krebs & Sohn Vertriebs GmbH & Co. KG	9A25	46944	Gutting Pfalznudel GmbH Entwicklung und	>100
48383	BSC SRL	9D08	10711	Herstellung von Logonudeln	9A27
45956	burger pen AG	9D52	46496	HAN-Bürogeräte GmbH & Co. KG	9C22
47952	Büyüksoy Bayrak Ve Semsiye San. Tic. A.S.	9G02	47160	Hauff Schreibgeräte GmbH	9E10
46643	Caramelos Cerdán S.L.	9F14	44145	helo ® Heckelmann Holz und	01704
43811	•	2/9B31		Kunststoff GmbH + Co. KG	9K21
47456	Cemertas Promotional Textiles		48183	High Profile Plastic Parts Ltd.	9M09
	Industrial and Foreign Trade Company Ltd.	9B01	44346	Hummel Germany GmbH	9N24
47689	CEOTRA Vertriebs- & Handels GmbH Thomas Faiss	t 9A04	45302	ICO JSC	9D39
46125	CG International GmbH	9G52	48229	IF Solutions Ltd.	9G40
47791	CHILI CONCEPT SARL	9C41	48770	Ilpen Kalemcilik Plas. San. Tic. Ltd. Sti.	9C07
48316	Chocolissimo by MM Brown Deutschland GmbH	9L14	44898	Jaan Ingel AB	9K28
48658	CiTRON btl Magdalena Owczarska	9D09	46924	INPRO SOLAR SYSTEMS Inh. Georg Huber	9003
46851	Classic Line Warenhandels GmbH	9017	46999	IN-YO Promosyon Ve Reklam DIS TIC. LTD.	STI 9007
48748	Claymore Willemen Koffers B.V.	9M31	46848	Ipeknur Textile Clothing Co. Ltd.	9E02
48047	Clean Promotion UG	9F35	46922	Istanbul Tekstil ve Promosyon Ürünlerl,	71.02
44497	Comet Sports GmbH	9D32a	40722	SanTic.Ltd.Sti	9N28
	CoMo Europe B.V.		40257	IVB TransferDruckSysteme Norbert Koch	
46789	*	9M52	48357	ū .	9B27
41421	COOLIKE Regnery GmbH	9E31	46742	JHK Trader S.L.	9A52
PSI Partner	Counselor by ASI Advertising Specialty Institute	9004	41170	JÜSCHA GmbH	9F50/9G49
48505	CreCon Spiel- und Hobbyartikel GmbH	9N12	47998	Jute statt Plastik	9F31
PSI Partner	CSR-Magazin		48180	Jute Trading Limited	9K31
	Vogel Business Media GmbH & Co. KG 900	1, 9004	47413	Kelnet	9E28
48442	da Vinci Künstlerpinselfabrik Defet GmbH	9F21	47903	Kimpeks Tekstil San. ve. Tic. Ltd.	9H13
PSI Partner	dedica Dr. Harnisch Verlagsgesellschaft mbH	9004	41614	KM ZÜNDHOLZ INTERNATIONAL	
44487	Demapen srl.	9C31		Karl Müller GmbH	9L13
46660	DEONET GmbH	9G04	41119	Knops Acryltec	9041
48203	Divazzo - Özgec Reklam Promosyon	7001	47732	P.H.U. KODER Waldemar Sikora	9C28
40200	Malzemeleri Imalat Ltd. Sti.	9K53	42087	Kössinger AG	9A18/9B17
48615		9M37	47941	KOSMOS Franckh-Kosmos Verlags-GmbH &	
	DIZAYN ETIKET San. ve Tic. A.S.			5	
40723	DOM POLYMER-TECHNIK GMBH	9L52	46770	KREITER GmbH	9N34
48061	Drechslerei Kuhnert GmbH Erzgebirgische Holzkunst	9E39	41027	KUM GmbH & Co. KG	9N14
44886	DreiMeister Spezialitäten		44678	L&D Aromáticos, S.A.U.	9F41
	Hans Schröder GmbH & Co. KG	9C51	46523	The Leather Business John R.P. Thorp	9D23
48122	Dubi's Promotionartikel Service	9D32	47073	Leniar Sp. Jawna WYTWORNIA SZABLONO	W
48467	Dunelm Glass Limited	9H39		KRESLARSKICH	9K08
46391	EASY - Haushaltsprodukte Inh. Jochen Petereit	9N46	41248	Leser GmbH	9N07
48758	Eco Partners Corporation AG	9K01	46104	logolini Präsente Backhaus Fickenscher	9C42
46994	ECO Keyrings Hubbes Verkstad AB	9A41	47400	LTP Litschka Toys & Premiums GmbH & Co.	
41387	EHRENBERG GmbH	9F04a	46095	Lumitoys - GmbH	9E42
				,	

PSI NO.	EXHIBITORS HALL	/STAND	PSI NO.	EXHIBITORS
48754	Lutuf Inanc Textile Ltd.	9L24	47430	RO-WE SNC DI Brusaterra Roberto & C.
40974	LYRA Johann Froescheis	9K33		PRODUCIONE PORTACHIAVI / KEYHOLD PRODUCTION
47002	Lyra - Bleistift - Fabrik GmbH & Co. KG MaCookie	9K33 9A17	44170	Sachsen Fahnen GmbH & Co. KG
48283	Maikii s.r.l.	9B18	48152	Saltini\'s Salzmanufaktur Landkaufhaus May
48747	Mameks Tekstil San. Paz. Ltd. Sti.	9H18	48107	Sampiyon Sport San ve Tic Ltd Sti
40755	Marbo-Werbung Norbert Bokel GmbH	9G03	48125	SANIMAR ic ve Dis Tic. Ltd Sti
48696	Mario Peche Fernandez (Iron)	9N38	47541	Rudolf Schaffer Collection GmbH & Co.KC
46766	Marsanam BV	9G41	47514	Schärfer Werben GmbH
43478	Masguant, S.L.	9F12	47061	August Schmelzer & Sohn GmbH
47648	Mattina Display + Werbung GmbH	9L34	47753	Carus - a brand of Seidel GmbH + Co. KG
46503	MAXIM Ceramics GmbH	9B13	40529	Gustav Selter GmbH & Co. KG
48690 46460	Maxima Sports B.V. ME AND MY GmbH	9N48 9B50	47593 44885	Sensel Workwear and Textile Promotion Heinrich Sieber + Co. GmbH + Co. KG Fak
PSI Partner	media-TREFF	9000	48311	sigikid H. Scharrer & Koch GmbH & Co. K
1 51 Tartilet		001, 9004	46405	SIPLAST Siegerländer Plastik GmbH
47238	Mega Promosyon Ve Hediyelik Esya San.	,	47466	SKINCOM AG
	Ve. Tic. Ltd. Sti.	9013	48634	SM DOKUMA KONFEKSIYON SAN.TIC.LT
43570	MEMORY K., S.L.	9N04	47104	Softreflector LLC
48219	Memory-Clip world wide GmbH & Co KG	9D27	47677	Sopp Industrie GmbH
PSI Partner	mep - Marketing, Event, Praxis		46493	Sphere Time s.a
46706	Verlagshaus Gruber GmbH	9004	44488	S. R. Brothers c/o M & N Group Sushil M.
46786	Merkel GmbH	9D01 9E22	43287	Schwan-STABILO Promotion Products GmbH & Co. KG
45861 41680	Messiaen NV METRICA SPA	9E22 9N45	42183	STANDARDGRAPH Zeichentechnik Gmbl
41581		G50/9H49	47007	Stefania Zaklad Galanterii Skorzanej
43444	EDWIN MIEG OHG	9C18	47785	Margarete Steiff GmbH
47582	Mindtwister AB	9E07	44393	Steiner GmbH Spielwarenfabrik
47665	Miraplast Kunststoffverarbeitungs GmbH	9011	45341	Stereo Holland-Gebäck GmbH & Co. KG
44940	MK-Haushaltswaren - RICOLOR		45280	Stiefelmayer-Contento GmbH & Co. KG
	Thomas Mayr-Kiessling	9F27	48783	STIL Media SRL
48784	Modal BRG Örgü Dokuma Tekstil		PSI Partner	Stitch & Print International
10510	Sanayi Ve Ticaret Ltd. STI.	9E13	DOLD .	by Eisma Businessmedia by
48710 41702	Modulstudio 6 srl MÜBOPLAST Müller GmbH	9K10 9H50	PSI Partner 47268	Stitches by ASI Advertising Specialty Insti Stressplanet - Division of Biblio Products
48432	NAR SAGLIK HIZMETLERI LTD. STI.	9L02	43053	SUCCESS - Dr. Rolf Hein GmbH
47956	NAV Enterprise LLC Cosmos Exports	9C36	40000	Pustefix - Dr. Rolf Hein GmbH
45981	NOEX spolka z ograniczona odpowiedzialnościa sp.l		PSI Partner	Supplier Global Resources
42719	Nürnberger-Spielkarten Verlag GmbH	9B28		by ASI Advertising Speciality Institute
48669	Nunet Ltd.	9H38	46111	Sweet Concepts
45998	O-Square GmbH	9D35	43817	TechnoTrade Import-Export GmbH
42655	Oppenhejm & Jansson A/S	9M03	48418	Ted Gifted Lanyards BF Promotion,
46305	Original Icecup	9E04		Bartlomiej Farjaszewski
46305	ORIGINAL LANYARDS sdi publicidade lda	9E08	46120	The Pen Warehouse A division fo Tancia I
47226 48288		F40/9G39 M38/9N37	PSI Partner 46832	Trade Only Ltd. K.Z.W.P. Trefl-Kraków Sp. z o.o.
46550	PENKO GmbH	9K02	47228	TRIGON Tekstil San.Ve Dis Ticaret Ltd.Sti
47667	Piel Urbana, S.L.	9D31	46265	TS COM'PACK
45437	PILOT PEN (Deutschland) GmbH	9K38	43722	TÜRMAK Makina Sanayi ve Ticaret A.S.
46070	Zaklad Produkcyjny "POLY" Malgorzata Dorosz	9M32	PSI Partner	TVP Textilveredlung & Promotion
48652	Milacotech digital company S.L. PPC Computers	9B42		Verlagshaus Gruber GmbH
48685	PR Tryck AB	9G14	47548	Uniform Accessoires Bohemia, s.r.o.
48727	Promedya Tanitim Matbaacilik Montaj		44597	UNIVERSAL S.p.A.
105.45	San. ve Tic. Ith/Ihr. Ltd. Sti.	9F17	42161	VAERST UHREN Inh. Marc Vaerst e.K.
42547	PROMO SEEDS	9L37	48534	Vardenod Asociados
43550 48660	Promoclip International BV Promod Promosyon Reklam	9M27	47448 42570	Vermod K.H. Schieber Viborg Ballon A/S
40000	Hediyelik Esya San. Ve Tic. A.S.	9M36	43672	Village Cosmetics GmbH & Co KG
46124	PromoNotes Sp. z.o.o.	9L17	10072	Abt. Sonderproduktion
43614	PROMO SERPENTIGRAFF, S.A.	9H32	47241	Viola Folienverarbeitung GmbH
PSI Partner	Promotion Magazine by O.P.S. srl	9004	46622	Viva-Plus Joanna Kowalczyk
PSI Partner	PromZ Vak Het Portaal Uitgevers B.V.	9004	44685	WAGUS GmbH
PSI Partner	PromZ Magazine Het Portaal Uitgevers B.V.	9004	PSI Partner	Wearables by ASI Advertising Speciality I
	PSI Versandstation / PSI Parcel Service		47968	Werbekonfekt GmbH
	powered by alpexx GmbH	9002	48654	Werbeversand Giesen e.K. Inh. Gert-Rigo
	PSI 3D-Produktvisualisierung	9052	42713	Poul Willumsen A/S
	PSI Journal PSI Media Lounge powered by Mahlwerck	9004 9004	47740	X-Tra Projects International Marketing & Foreign Trade Ltd.CO.
	PSI Rebooking	9042	48535	Zustell-, Transport- und Vertriebs-
	PSI Sourcing Services	9052	40000	gesellschaft mbH & Co. KG
42073	Pulma Lederwarenvertriebs GmbH	9L06		g
42109	Quickbutton Badges AB	9L28		Up-to-Date: 6 ¹
42762	R&JP International Limited	9E40		·
47458	Volker Rasehorn GmbH & Co.	9C52		
44741		G51, 9L32		
PSI Partner	Regal Difussyo by SERGRAF	0004		
40510	Servicio Gráfico y Comunicación	9004		
48510	Reiter Polska Sp. z. o.o.	9A28 9M04		
47620 41211	Rheingold - Comet - Sports GmbH rio Ballfabrik e. K. Inh. Gunnar Fuchs	9M04 9F04		
47847	Rösler Ceramtec GmbH	9F04 9B49		
47729	Roll-Over sp. z o.o.	9027		
		,02,		

DERS 9D14 9C50/9D49 9C50/9D49 Iayer GmbH 9A50 9G32/9H31 9B39 ζG 9A14 9M11 9L33 9N21 9A42 9F39 9L03 abrizio 9D22 9D42 9G01 LTD.STI. 9M13 9L42 9N41 9C49 M. Motwani 9M01 9K50/9L49 9C27 bΗ 9D40 9F32 9A40 9D04 9G27 9037 9004 stitute 9004 9G40a s Ltd. 9C17 9004 9H34 9K49 9B45 9C04 9H40 9B40 Ltd. 9C02 9L18 šti. 9K17 9004 9D13 9K27 9M50 9D31a 9N31 9D05 9L31 9N18 9G28 9A43 y Institute 9004 9C40 go Richrath 9039 9E50/9F49 9F03 9D17

6th November 2012

HALL/STAND

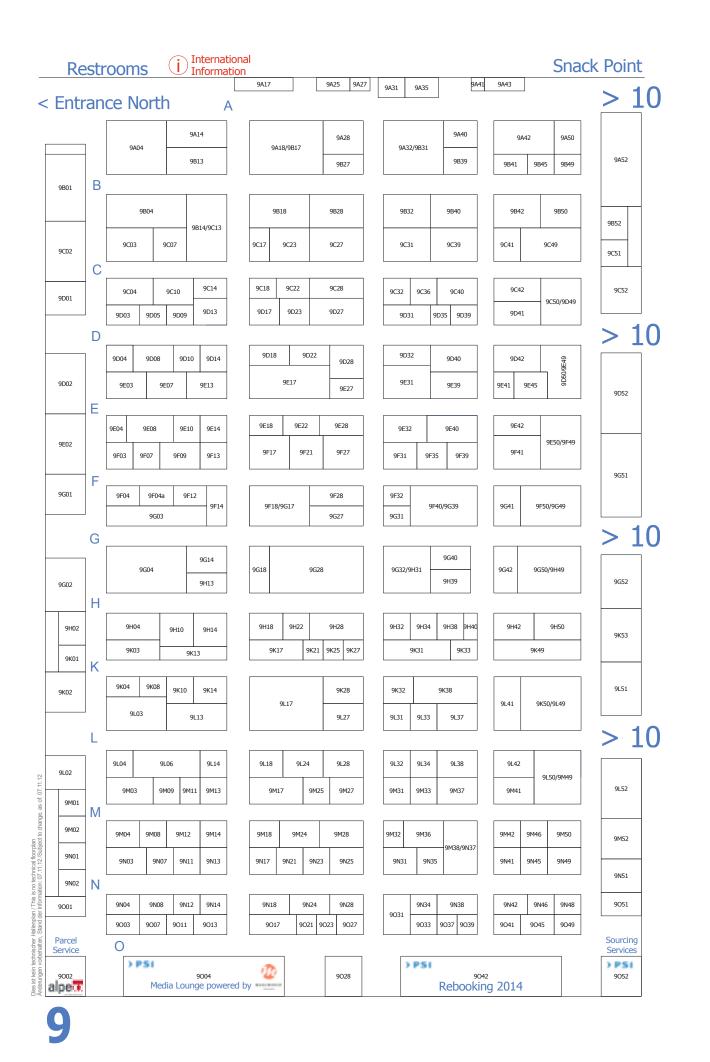
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PRELIMINARY EXHIBITOR LIST OF THE 51ST PSI TRADE SHOW 2013

9th TO 11th JANUARY 2013 IN DÜSSELDORF



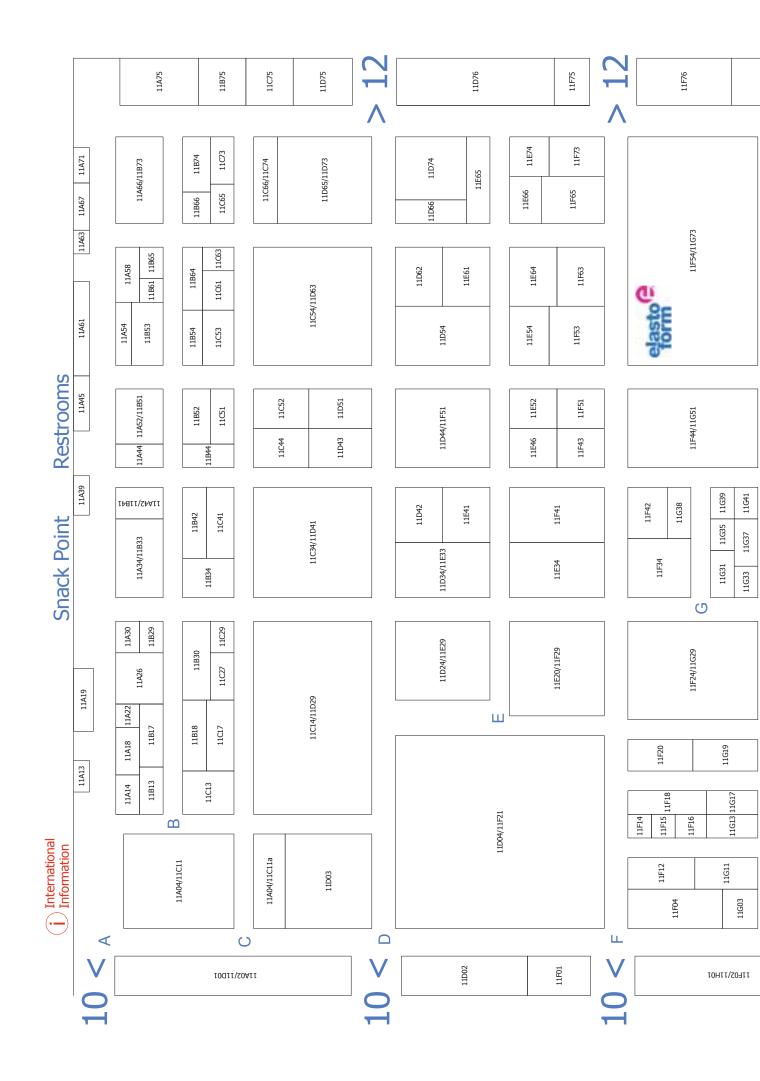
PSI NO.	EXHIBITORS H	ALL/STAND	PSI NO.	EXHIBITORS	HALL/STAND
45561	achilles concept GmbH & Co. KG	10C16/10C20	41009	Mellert SLT GmbH & Co. KG	10A32
42299	adamo design GmbH	10D10	41836	meterex - Karl Kuntze (GmbH + Co.)	10G63
46059 44533	Afkim Ltd. Albene GmbH Marketing Handel	10F03 10A13	45899 40661	micx-media in concept gmbh & co. kg Mohn media Kalender & Promotion Servic	e GmbH 10G73 10G33
41542	Althans GmbH & Co. KG Plüschtierfabrik	10C10	47988	Moosmayr Ges.m.b.H	10K04
48454 46521	Angels Business Center SL Anvil GmbH	10D20 10E16/10E20	48646 45974	M&S Textilhandel e.K. Inh. Sohail Mushta Multiflower GmbH	10B15 10G61
46920	ARENA PROMOSYON ve OTOMOTIV	10L10/10L20	47959	MULTITEC Distribution GmbH	10G05
45005	ÜRÜNLERI SAN.	10D18	44983	Murat Tekstil	10B22/10B28
45895 42676	Artihove Regina B.V AS Advertising Support Werbeträger Vertriebs GmbH	10H64 10H35	45109 46486	F.X. Nachtmann Bleikristallwerke GmbH Nath 2004 S.L.	10C43 10C15/10C19
48738	AuRa Textil ĞmbĤ	10F68	48294	NESA Tekstil San Ve Tic A.S.	10D16
43000 48503	AXOPAD® by IMTC Manufacturing & Trade GmbH BASICS WEAR A.Y.A. International Trade &	10A53	45411 44367	Neutral.com Fun Tex Clothing Co. ApS New Wave GmbH	10E08 10D32/10E41
	Investments Ltd.	10D27	46376	J.G. Niederegger GmbH & Co. KG	10D03/10D07
48731 48494	Beseda Adrian Bereszynski BHS Binkert GmbH	10A45 10G23	47254 45393	Nimbus Nordic A/S Nordiska Etikettbolaget AB	10B53/10B61 10H16
40774	blomus GmbH	10G73a	44879	NOTES GmbH & CO. KG - Niederlassung Qu	ickborn - 10G20
40861 48043	BMI BAYERISCHE MASSINDUSTRIE A. Keller GmbH Boogaard Textiles B.V.	10K73 10K64	42298 46990	Novia Designs ApS OM-AR Tekstil Promosyon TIC. LTD. STI.	10A07 10F60
46116	Brand Promotion CZ s.r.o.	10G26	48673	Original Buff, S.A.	10F75
48361 47769	BrandCharger Europe VOF Brumley Tex Inh. Uwe Brumley e.K.	10B19 10A78	45288 48745	Pacor - Pamero BV Pernod Ricard Deutschland GmbH	10D04/10D08 10E21
45286	Business European Publicity, S.L.	10H03	48500	PEUGEOT - PSP Deutschland GmbH	10F01a
47469	Calendars & Diaries International B.V. CARAN D'ACHE S.A.	10A64 10D24	45291 48070	PIKO Spielwaren GmbH PIM TEKSTIL SANAYI VE PROMOSYON L	TD 10A69 TD 10K45
48732 46153	Clipper A/S	10D24 10A22	45595	PIXIKA SAS	10H26/10K27a
48344	Color Print Ltd.	10H11	48576	P&K Marketing&Promotion Stickerei Gmb	H 10A54
48726 45500	Confiserie Heilemann GmbH Coriolis Baladeo SARL	10A20 10H26/10K27	40637 42332	Plastoria S.A. prodir S.A.	10B04/10C13 10C74/10E75
47675	Cotton Classics Handels GmbH	10H24	45471	Promodoro Fashion GmbH	10G04
45019 47361	Textilhandel-cotton-n-more GmbH D. Lainas & Co. S.A. Printing Company	10K49 10D20	48042	THE PROMOLAND s.r.l PSI VIP Lounge	10F76 Food Plaza Halle 10
47107	Diarpell S.p.A.	10K44	/ 5	PSI Lounge powered by	
42562 46535	dietronic Computer-Service Ralf Dietrich DIPLOMAT Eine Marke der helit innovative	10D14	48056	Pernod Ricard Deutschland GmbH Ral Tekstil Ltd. Sti.	10E27 10K76
	Büroprodukte GmbH	10F74	46261	reeko design gmbH & co. kg	10E63
48594	EBERLE & OSTERRIED GMBH ERGA Srl	10G75 10C02	48295	Relags GmbH Retap ApS	10G19 10A43
42480 47128	E.T. Technologies Deutschland GmbH	10C02 10C49	48273 44411	REXHOLM A/S ID® Identity	10C44/10D43
48768	Eurograph Kft Exner Fashion GmbH Mode mit System	10H29	41821	Karl Rodewohld KG (GmbH & Co.)	10E02
46537 47964	First Editions Ltd.	10K70 10A03	48426 42743	ROSLE GmbH & Co. KG Russell Europe Ltd. by FOL International C	10F01 GmbH 10C53
44389	Floringo GmbH	10C22	48319	same same but Different GmbH	10B75
42743 47833	FOL International GmbH Gecko Europe S.A. PENTAGRAM Polska sp. z o.o.	10C73 10K50	43756 48772	Häusser Europe OHG Sanem Matbaacilik Ulus Tas San. Tic. AS	10E76, 10D44/10E43a 10D63
40969	Jakob Göschl GmbH	10K22	46525	Sanjuan Hermanos, S.A.	10F20
44615 43808	Golfball Bussjäger Florian Bussjäger Goudsmit Magnetic Design B.V.	10G53 10K63	43416 45805	Schneider Schreibgeräte GmbH	10G40 10C21/10C27a
48446	GUTENBERG GmbH	10K11	41650	DropStop® Schur Pack Denmark a/s Selecta Signé B.V.	10K28
43116 45107	Karl Habmann GmbH Franz Hagemann GmbH & Co. KG	10F13 10A59	41838 47630	SENATOR GmbH & Co. KGaA Shevimpex Ing. Peter Sevec	10E24 10D09
43628	HAMA GmbH & Co. KG	10G62	47752	SOCCER FIRST Inh. Axel Fraunholz	10K73a
45383	Smartwares® Printables GmbH (formerly Hanesbrands Europe GmbH)	10D31	47760 43917	SÖRTEKS Dis Ticaret Paz. Ltd. Sti. Sofrie S.A. ADDEX design	10K15 10F54
48569	Hardwork International	10H33	44472	SOL'S SOLOINVEST S.A.S.	10C31/10D42
41016 45818	Heri-Rigoni GmbH Golfvertrieb Hilbrand	10G40a 10H20	48149 41462	SONAX GmbH Spranz GmbH	10F09 10E03/10E07
45973	Hörsteler Interior Design GmbH	10B63	43836	STABILA Messgeräte Gustav Ullrich Gmbl	
43576	HOLTSCH Medizinprodukte GmbH	10D53	45383	Stedman® by Smartwares Printables Gmbl Storm Textil Niels Storm	
47614 48513	Hong Fang "CZ" Group S.R.O. Image Kompagniet APS	10A14 10B18	44974 45204	Stormtech Europe Ltd.	10E14 10A44/10B49
47996	iMi Partner A.S.	10G16	48081	Styx Naturcosmetic GmbH Taste & Beauty N	
44740 43000	Impliva B.V. IMTC Manufacturing & Trade GmbH	10C75	47930 43648	SUNKID GmbH SWITCHER Textil Vertriebs GmbH	10E60 10G01
	The Pad Company	10A53	44186	team-d Import-Export Warenvertriebs Gm	bH 10C14
48692 44894	Industrial Wear srl Intermed Asia Ltd.	10G03 10K02	45668 48308	Tee Jays A/S Teks Pro Promosyon Tekstil Ürün Leri San	10C54/10C62 Ve Tic Ltd Sti 10F19
47410	Ipekyolu Kagit San. Tic. A.S.	10E09/10E13	41647	Tengler Match, eine Abteilung der Tengler	Druck GmbH 10H53
47446 48639	IVM SignTex GmbH Kaiserstuhl Chocolaterie GmbH & Co. KG	10A74/10B73 10G20a	46329 48771	TEXET GmbH Textilium Tekstil Promosyon Ve Reklamcilik S	10D32/10E41 an Ve Tic Ltd Sti 10G44
46232	Kandinsky Deutschland GmbH	10C21/10C27	41875	TFA DOSTMANN GMBH & CO. KG	10K34
40043 47270	KASPER & RICHTER GmbH & Co. KG Kerler GmbH	10H74 10A73	48662 46991	The Royaltex Balloon Company S.L. Thermopatch Deutschland GmbH	10F07 10B44
48417	Keya Europe BVBA by Kamp Europe BVBA	10K31	45780	TITAN ĤAMBURG GmbH	10D22a
40823		4/10H73, 10G76 10E64/10F71	44104	TM Trend Moden GmbH	10E15/10E19
41794 44071	Karl Knauer KG Verpackungen-Werbemittel Könitz Porzellan GmbH	10C04/10C08	46918 46108	TOPKAPI TESSUTI S.r.l travelite GmbH + Co. KG	10E10 10D22
47639	Köksal Canta ve Saraciye San. Tic. Ltd. Sti	10B16	40846	Heinz Tröber GmbH & Co. KG	10E01
47406 45352	koziol » ideas for friends GmbH Kümmel & Co. GmbH	10E53/10E61 10B27	47501 45550	T-SHIRTS 4U s.r.o. Walter Twistel GmbH & Co. KG	10A62 10B04/10C13a
48683	LACUNA d.o.o.	10B32	48084	The Umbrella Company Ltd.	10F72a
45736 45457	L.A. Larsen A/S Lexon S.A.	10B21 10C01	43856 46257	Unilight B.V. Usar Dis Ticaret Ltd. Sti.	10G54 10B03
44862	Licefa Kunstoffverarbeitung GmbH &		48606	V. Fraas GmbH	10B50
47965	Co. Kommanditgesellschaft Listawood AT Promotions Ltd.	10F16 10K03	48790 48196	Vangard Retail A/S VKF Spritzgusstechnik GmbH	10D57 10H27
46414	Lynka Sp. z.o.o.	10D54/10D62	41898	VKF Spritzgusstechnik GmbH Wenger S.A. Messerfabrik	10D44/10E43
48040 47808	Macseis Corporate Services Ltd. Perfecto Candle Experts	10A42 10E74	40450 47688	E. Wilhelm GmbH WILK ELEKTRONIK S.A.	10D21 10F64
47455	Marines d.o.o.	10C28	48490	Xinus ApS	10G17
45014	Master Italia SPA	10E54	48187	Yob Golf Limited Company	10F72
46457 43332	MAXEMA Srl. Maximex Import - Export GmbH	10C64 10A16	44323	Zweibrüder Optoelectronics GmbH & Co. 1	KG 10K41
47483	MAXX Promotion Inh. Dagmar Kornhaas Megalens Matbaacilik Turizm San. Tic. Ltd. Sti.	10E04		Up-to-	Date: 6th November 2012
48781 40714	Megalens Matbaacilik Turizm San. Tic. Ltd. Sti. Karl Meisenbach Beteiligungs- und Verwaltungs- Gmb	10K10 H 10G50			



51st PSI Trade Show 2013 · Düsseldorf · 09th - 11th Ja



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PRELIMINARY EXHIBITOR LIST OF THE 51ST PSI TRADE SHOW 2013

9th TO 11th JANUARY 2013 IN DÜSSELDORF

blue = International Associations Area



PSI NO.	EXHIBITORS	HALL/STAND	PSI NO.	EXHIBITORS	HALL/STAND
48722	365 srl	11K33	42200	e+m Holzprodukte GmbH & Co. KG	11A19
44226	52 Orange GmbH	11E74	42692	EMSA GmbH	11G17
48055	Acar Europe GmbH	11F41	PSI Association	EPPA - European Promotional Products Ass	
40604	Ackermann Kunstverlag		40684	ESKESEN A/S	11B61
	Merkur Marketing Services GmbH	11A58	41857	EUROSTYLE - Emil Kreher GmbH & Co. K	G
PSI Association	AKW Arbeitskreis Werbemittel e.V. Geschäf			Lederwarenfabrik	11C34/11D41
47800	ALFA TEKSTIL PROMOSYON PAZ. SAN.		47391	File Sp. z.o.o.	11E46
	VE TIC.LTD.STI.MAPPA IS MERKEZI	11H42	48519	Finardi Milena SRL	11M33d
45590	aloga gmbh	11C27	47628	Framsohn Frottier GmbH	11F20
44355	A.M.P. S.R.L.	11A45	PSI Association	FYVAR - Asociación de Fabricantes y	
45753	Anda Present Ltd.	11H22		Vendedores de Artículos de Reclamo	11M22
48443	Annaburg Porzellan GmbH	11E66	41615	Geiger Aktiengesellschaft	11C54/11D63
44291	Araco International B.V.	11F24/11G29	47324	Get Impressed srl	11F34
45615	ars Design GmbH	11E65	44530	Frottierweberei W.F. Gözze GmbH Produk	
48785	Art Keeping, S.L.	11M22b		Werk II Werbemittel-Vertrieb	11K42/11L41
48807	ARTE STAMPA SRL	11M33p	46895	Gottschalk V.O.F.	11B52
47525	A-Solar B.V.	11G33	47265	GRASPO CZ, a.s.	11G04
41169	ASS, Spielkartenfabrik Altenburg GmbH	448748	48410	GRAUPNER GmbH & Co. KG	11D75
10554	ASS Altenburger Spielkarten	11F65	48277	Green Earth Products Inh. Helga Nederhoe	ed 11A42/11B41
48571	ASSMANN Electronic GmbH	11C29	PSI Association	GWW Gesamtverband der Werbeartikel-	111.00
PSI Association	ASSOPROM C/o Confindustria Federvarie	11M33	49765	Wirtschaft e.V. Düsseldorf	11L63
48329	Atmosphere brand of Tecnodidattica S.p.A. ATUT & PRIMAR s.c Golab, Rackiewicz	11G14	42765 44954	HAPPY byba	11A14
46148 47779	Ballograf AB	11A63 11E52	46932	happyROSS GmbH HASGÜL TEKSTIL PROMOSYON ÜRÜNL	11F43
48407	Hispánica de Globos S.L. BALLOONIA	11K34	40932	VE DIS. TIC. LTD. STI.	11G20/11H29
47145	BEMAG Behrendt Marketing Group	11D51	41756	HAWECO Import GmbH	11A34/11B33
47646	BergHOFF Worldwide N.V.	11H54	48313	Headwear PL Sp. z.o.o. Sp. J.	11C73
48117	BLU STAR srl	11M33o	41583	HEPLA-Kunststofftechnik GmbH & Co KG	
48401	Bon Goût Eli Katzenstein	11K63	41275	C. Jul. Herbertz GmbH	11L53
41855	BOSCHAGROUP GmbH & Co. KG	11G44/11H43	46235	HERKA GmbH	11K68
47770	Boss Promosyon Ürünleri San. ve Tic. Ltd. S		45918	Herzog Products GmbH	11E34
PSI Association	BPMA British Promotional Merchandise Association		42919	Siegfried Hintz - MAG-LITE Generalimpor	
46432	brandbook.de NEXT design+produktion Gr			Alleinvertrieb Deutschland	11D44/11F51
43076	Joh. Brendow & Sohn Grafischer Großbetrie	eb und	43891	HNC Import-Export + Vertriebs AG	11H66
	Verlag GmbH & Co. KG	11L33	41118	HOECHSTMASS Balzer GmbH	11A61
41141	Hugo Brennenstuhl GmbH & Co. KG	11H20	PSI Partner	Holland Bar -	
40567	BRUNNEN Baier & Schneider GmbH & Co.	KG 11D03		PromZ Vak Het Portaal Uitgevers B.V.	11M02
PSI Association	BSGE e.v. Bundesverband Souvenir		41690	Philipp Holle KG Papierverarbeitung Werl	
	Geschenke Ehrenpreise e.V.	11L75c	48517	I.N.C.A.P. SRL	11M33k
48721	BtoGift SARL	11K16	44659	Infoplus Namensschilder GmbH & Co. KG	
47672	Bulb-Bottles-Jkaplast AG	11E54	42907	Inspirion GmbH	11D04/11F21
PSI Association	bwg Bundesverband der Werbemittel-Berat-Großhändler e.V.		43540 45893	Intraco Trading by	11D62 11D02
DCI Association	BWL Bundesverband Werbeartikel-Lieferante	11K62 n e. V. 11L63	42567	i.p.a. Sweets GmbH	11D02 11D02a
48719	Camilo Vilas, S.L.	11M22g	PSI Association	i.p.a. cosmetics GmbH IPPAG Cooperative International Partners	
48052	CANTATURK Kandemir Deri ve Tekstil Ürür		1 51 ASSOCIATION	For Premiums And Gifts	11M52
40002	Ambalaj San Tic. Pazarlama	11D54	48347	IT2U GmbH	11F44/11G51
48791	CARL SCHMIDT SOHN AG Bernhard Wolte		47258	Jasani LLC	11A67
42482	Cartamundi Turnhout NV	11F65a	46672	Joy Investment S.A.	11A26
48808	Chic Trading srl	11M33h	41990	Joytex GmbH & Co. KG	11F04
40511	Clipper B.V.	11A66/11B73	46091	Kaai Kalender GmbH	11H76
43606	Club Crawatte Crefeld	11C34/11D41a	42706	Kalfany Süße Werbung GmbH & Co. KG	11D34/11E33
48345	CMA Global Inh. Young Sun Kim	11K44	48425	Kambukka BVBA	11G19
48743	Columb EU Sp. z.o.o.	11A71	43358	Kleen-Tex Industries GmbH	11L67
46835	Concert-Merchandising GmbH	11K15	47607	Knirps Media GmbH	11D42
48440	Crazy Bags Ltd.	11B44	42438	Lediberg GmbH	11C14/11D29
48723	Crystal Impressions Iberia S.L.	11M22d	44742	3e Degré SAS - Les Parfumables	11A39
41734	Giuseppe Di Natale S.p.A.		46175	LEUCHTTURM ALBENVERLAG GMBH &	
	Arti Grafiche Cartotecnica	11G34/11H33	48484	LE COLOR Levent Ofset AS	11H32
48773	DIMECO DISTRIBUIDORA MINORISTA DE		47684	LITEX Promo Sp. z.o.o.	11D66
	CONSUMO (DIMECO) S.L.	11M22c	49054	Mag Instrument, Inc.	11D44/11F51a
48471	disc on demand GmbH	11A54	45919	MAGIC PYRAMID Brücher & Partner KG	11K20
46519	DNS Designteam Neth Schäflein GbR water		44833	Mahlwerck Porzellan GmbH	11H03/11H11
12161	nautiloop / mykii / banduo / schnappt shorty		48309	Manufacturas Arpe, S.L. ARPE	11C63 11C52
43461	DOPAN S.A. doppler H. Würflingsdobler GmbH	11C53	48670	Markenreich GmbH	
41752 46897	Dosenspezialist GmbH	11E41 11G37	45721 PSI Partner	MASAS METAL AMBALAJ San. Ve. Tic. A MCO Reed Expositions France	S. 11G03 11L19
45720	DreamPen, Polish Ball-Point Pens Producer		43009	MEIKO INTERNATIONAL B.V.	11L19 11M19
10120	Inh. Dariusz Libera	11G66/11H73	46992	Mister Transfer.com Quatrième Dimension	
47414	BOBINO B.V.	11A30	47798	MKM media Verlags- und Medienprodukt	
41430	Eckenfelder GmbH & Co. KG	11D24/11E29	1773	mbH & Co. KG	11C51
48395	ECUMENICUS di Secchi Sergio	11G31	48035	Möbius + Ruppert KG	11G39
41369	elasto form KG	11F54/11G73	48679	Moleskine SRL	11F51

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PSI NO.	EXHIBITORS	HALL/STAND
40202	Mone Vegit Con Ve Tie Ltd Cti	111/7
48393	More Kagit San. Ve Tic. Ltd. Sti. myfitmix GmbH - Gesunde Werbung	11K67 11G13
47673 40608	MAX NESTELE GMBH & CO. KG "NESPE	
46403	NOTEDECO K. Frasunkiewicz-Jankowiak,	N 11035
40400	P. Jankowiak Sp. j.	11H72
46731	Offene Systeme Software! Thomas Brecht	
47034	OFFICE COLLECTION SP. Z 0.0.	11G52
PSI Partner	PTE Trade Show by O.P.S. srl	11M33
47984	Pack Art Bags sp z o.o. spólka komandyto	
48381	Pamir Havlu Pazarlama San Ve Tic LTD St	
47678	Paul Stricker, SA	11F02/11H01
46273	Müller und Schmidt Pfeilringwerk GmbH	
41565	KP Plattner GmbH	11A52/11B51
45970	Present Time B.V.	11M06
47573	Pressio BV	11L04
PSI Association	PROMOTA UK Ltd. Promotional Merchand	
	Trade Association	11M55
44722	PROMOTION PETS GmbH	11A13, 11A18
PSI Association	PROMOTURK Promotional Products Supp	liers &
	Distributors Association	11L23
	PSI International Associations Area	11K01/11M76
48340	Purple Zebra Products Ltd.	11K71
46434	Raxy Line Srl	11F12
48752	Reclamo del Noroeste S.L.	11M22f
46051	Reda a.s.	11E20/11F29
47182	Reisenthel Accessoires Inh. Peter Reisenthe	l 11G54/11H63
45612	Remarkable Ltd The Remarkable Eco Fact	ory 11A44
41976	RESPONSOR Srl	11F63
40884	Richartz GmbH	11B42
44508	Ritter-Pen GmbH	11D65/11D73
47232	Ritzer Beteiligungsgesellschaft mbH magi	c logo 11F75
47738	RMS Kerst- en Thermapakketten BV	11M04
48386	Royal VKB Koninklijke van Kempen & Beg	geer BV 11B54
47489	Safe Pocket® Ad-corner S.A.	11K66
47967	Sanders Magneet Service	11B13
48140	Screentex International SA	11G41
46097	José Albero Puerto, S.L Secaneta	11H19
48486	SEI DUE SEI SRL	11M33a
48404	senz° umbrellas bv	11C13
48384	Shtox Production UG	11H64
45300	SINANGIN PRINTING & PACKING	
	LIMITED COMPANY	11D74
48706	Slinky Note Ltd.	11M77c
45567	SND PorzellanManufaktur GmbH	11D43
46518	SOLARES Ith. ve Ihr. San. Tic. A.S.	11F53
42932	SPS (EU) Ltd t/a Supreme and Product	
46046	Source Select	11H46
46816	Stieber Stempelwaren	11B66
48447	SUITSUIT International BV	11K14
48729	Suki Gifts International Ltd.	11M77d
44998	Sweetware GmbH & Co. KG	11H75
41831	teNeues Verlag GmbH + Co. KG Abt. Verkauf Industrie	11C66/11C74
47/05	TEKSPA TICARET Inh. Hakan Cakir	
47695	TEN-PACK GmbH	11F18
42735		11B74
46050 48780	that's eli merchandising GmbH Tiflo B.V.	11C44 11M11
	TMS Tailor-made studios International BV	
48118 41783	TOKAI EUROPE GMBH	11A22 11L15
48763	Touch of Ginger Ltd.	11M77b
41941	TailorTies Trendfactory B.V.	11M775 11M05, 11K19
46311	TROIKA Germany GmbH	11M05, 11K19 11D76
47600	Turkuaz Medikal Kozmetik ve Dis Ticaret	
48717	Turrones y Caramelos de Hellin, S.L.	11M22h
46365	Üretici Plastik Ltd Sti.	11F76
48506	UNIONTEX INDUSTRIES INC LTD	11B30
46964	Van der Basch BV	11G12
47000	VELA Promotion GmbH & Co. KG	11L65
42941	Venceremos GmbH Hersteller von Papiera	
44281	VICTORINOX AG	11A04/11C11
41801	Paul A. Henckels Nachf. GmbH & Co. KG	11.10 11 11 011
	VICTORINOX	11A04/11C11a
47869	VINYA NV	11C65
40588	Weidner GmbH	11H16
42955	WIL Langenberg GmbH	11H04/11H12
48066	WIN BENELUX BV MAKITO BENELUX	11H02
42611	Xstyles B.V.	11L03
48603	YCH YONCAHES PAPER PRODUCTS &	
	LUXURY BOXES	11C41
45102	Zaanlandia-Bekkers Blik B.V.	11L43
41823	Zettler Kalender GmbH	11L51

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PSI NO.	EXHIBITORS	HALL/STAND	PSI NO.	EXHIBITORS	HALL/STAND
47761	3T-Transfers Technologies for Textile	12A35 TF	42478	MOHABA GmbH & Co. KG	12M39
44329	aditan Werbe- und Organisationsmittel GmbH		46708	moynd GmbH	12K13
48737	AMEWI Trade e.K. Inh. Melitta Widerspan	12H46	41143	MSA Münchinger GmbH	12H45
46204	Axpol Trading Sp. z.o.o. Sp.k.	12K10	47776	MSW Lasertechnik GmbH	12H45 12B57 TF
48006	BAM BAMS LLC	12L47	47774	Müller Werbemittel GbR Andreas &	
48159	Beutler Verpackungssysteme GmbH	12L26	48124	NEOFLEX Ltd. + Co. KG	12B31 TF
40585	Präsenta Promotion International GmbH	12G14	41816	Nestler-matho GmbH & Co. KG	12D02/12G01
43702	Bredemeijer Group B.V.		43341	Editions OLEFFE S.A. Oleffe Kalen	
100.15	Leopold - Zilverstad - Bredemeijer	12L04	48451	Onteks Tekstil Makina Gida San. Ve	
48045	B-TOKEN BVBA	12H24	47816	PackshotCreator Sysnext SARL	12K25
44668	R. Cermak - Penlights (Made in Germany)	12M47	45999	PASSATGUMMI Schreven GmbH 8	
PSI Partner	Charlie's Corner Taublieb Consulting	12B49 TF	48538	Passion Coton	12M46
48760	Chocolats Camille Bloch SA	12D40	46454	PDC Europe SPRL	12L46
42811	CITIZEN GREEN BOOMERANG S.A.	12G46	48774	Pea & Promoplast srl	12N44
41490	COMPAKT-WERBUNG GMBH	12C54	48702	PELKOTEX Textilhandels GmbH	12B33 TF
45939	Corthogreen by Greengifts & Seedpromotion		46819	PES d.o.o.	12G51
48445	CTP SpA	12B58	41394	PLANET Schreibgeräte GmbH	12M40
47701	Culto GmbH	12M45	46679	Pro Feet Functional Wear GmbH	12L40
47722	Cup Concept Mehrwegsysteme GmbH	12G39	47360	PROMAKS CHEMICAL COSMETIC	
42819		12D14/12G25b		PRODUCTS INDUSTRY AND TRAIL	
45676	Dan Way Design Lizenz GmbH	12L19	46355	Promidata Deutschland	12K40
48715	Die neue Linie GmbH	12L48	48075	PROMOTION4U	12G54
47097	EMBALAJES PUBLICITARIOS NT		43775	promo-watch GmbH	12L14
	Diseño y Aplic. del NT, S.L.	12D19) PS1	PSI Lunch & Learn Forum	12A55 TF
47503	eco-promo GmbH	12L12		PSI Technology Forum	12A14/12B57 TF
48339	efbe Elektrogeräte GmbH	12L54		PSI Teelounge powered by Plantan	as Group GmbH 12H39
48759	Ekologiczna Unia Europejska Tomasz Wozr	iak 12H18		PSI Webshop	12B38
44127	Elektronica SM-Handels GmbH	12H02/12K11		PSI The Wall	12D56/12N53
45340	Elliot GmbH	12M48	41980	quatron design GmbH	12K30/12L37
45997	emotion factory GmbH	12B30	PSI Partner	Regal Difussyo by SERGRAF Service	cio Gráfico y
41768	ESC - Europa-Siebdruckmaschinen			Comunicación	12M28
	Centrum GmbH & CO. KG	12B13 TF	42130	Regine GmbH	12D01
41022	ESCHA GmbH	12G04	48735	Revell GmbH & Co. KG	12M25
48749	EXTRAGOODS Handelsagentur Horst Ballé	12A12	42084	Gerhard Riegraf GmbH + Co. KG Tr	resor Verlag 12K39
43144	FARE - Guenther Fassbender GmbH	12D14/12G25	43799	SEDESMA INYECTADOS S.L.	12L02
48158	Flameclub Europe BV	12B14	43807	SIPEC S.P.A.	12K04
44294	Hermann Flörke GmbH	12N47	46325	Slodkie Upominki	12B20
47463	Francos GmbH Image-Cosmetics & More	12G02	47019	SPOLNOTA - Drzewna Spóilzielnia	Pracy 12H53
45737	Giving Europe B.V.	12F30/12G37	41576	Spontex Industrieprodukte - MAPA	
45666	Halfar System GmbH Rucksäcke und Taschen	12D14/12G25	41108	STAEDTLER MARS GmbH & Co. K	
48028	Haveco BV	12L25	43567	Stiefel Eurocart GmbH	12B39 TF
46712	Heibro International BV	12K21	41032	Suthor Papierverarbeitung GmbH 8	6 Co KG 12L30/12M37a
47476	Horizonte UG	12K54	47733	SYMPATHIE COMPANY GmbH Por	
47349	Hypon BV	12C55		Glas und Emaille	12L53
48090	Idepa - Industria de Passamanarias, Lda.	12H26	48568	Tastimage.com S.A.S.	12C04
48672	IKO - Import Klaus Otte GmbH	12E30	41207	Teca-Print AG	12B35 TF
46028	IMAGE GmbH	12D47	48755	Tepro Garten GmbH	12M08
46271	InnoCard International GmbH	12L30/12M37	48207	The Gift Groothandel B.V.	12D54
44613	ISSUETISSUE ® / Consuma-Issuetissue BV	12A13	48137	Thoolen Bloembollengeschenken E	3.V. 12B56
47696	Jamara e.K.	12D05	48336	TRENDBAGZ GmbH	12G30
41545	JUNG BONBONFABRIK GmbH & Co KG	12D29	44970	TRIGON Deutschland GmbH	
48037	Karcher AG	12G48		(ehemals SEMO Deutschland Gmb	H) 12G40
47464	Karlowsky Fashion GmbH	12D30	47804	Trotec Laser GmbH	12B45 TF
44401	Georg Kayser	12N53	PSI Partner	TVP Textilveredlung & Promotion V	
48148	KeepMe Promotions Ltd.	12D11		Gruber GmbH	12B51TF
46131	KHK GmbH	12G47	41848	uma Schreibgeräte Ullmann GmbH	
43737	Kimetec GmbH	12M53	45036	United International B.V.	12K01
47508	Hans Knipf GmbH & Co. KG	12N31	47527	Erich Utsch AG Kennzeichnungs- u	
48698	Kröll Verpackung GmbH	12N27		Systeme	12A03
47203	Krüger & Gregoriades Im- + Export GmbH	12K26	48786	Vaughtons Ltd.	12M30
48777	Lecce Pen Europe Sp. z.o.o.	12G26	47555	Vim Solution GmbH	12D13
43702	Leopold Vienna by Bredemeijer Group B.V.		PSI Partner	viscom NL der Reed Exhibitions Deuts	schland GmbH 12A56 TF
42487	LM ACCESSOIRES WERBEMITTEL & EXCI		41594	Walz GmbH & Co.KG	12B40
	ANFERTIGUNGEN GmbH	12B01/12C11	42104	Wellness-Promotion GmbH & Co. k	KG 12D45
48100	Lufi Expressz Kft.	12C56	46762	WHB Markiersysteme GmbH	12A37 TF
48310	Luminaria Products Europe Ltd.	12D55	41253	Wild design GmbH	12A09
41617	MAGNA sweets GmbH	12G45	46914	WORLDCONNECT AG	12H14
48775	Märklin & Cie., Gebr., GmbH	12M04	42772	XINDAO B.V.	12D04/12G11
48485	MASTER Gartenhandgeräte und Zubehör G		47817	ZANI DEL FRA' SRL	12C47
42020	MBW Vertriebsges. mbH		43702	Zilverstad by Bredemeijer Group B	
	für Werbeartikel und Spielwaren	12D48	47457	German's Best Werbezucker und	12201
48018	MEDEURAS GmbH	12M26		mehr GmbH Zuckermaier	12D53
PSI Partner	mep - Marketing, Event, Praxis	-220			122.00
	Verlagshaus Gruber GmbH	12B57TF		Un-to-I	Date: 6 th November 2012
47780	Mimaki Europe B.V.	12B55 TF		Sp to 1	
48364	MIYO MENDIL VE GIDA SANAYI				
10001	DIS TICARET LTD STI	12H48			
		121110			

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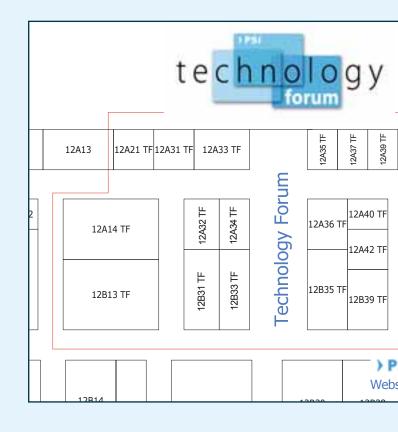
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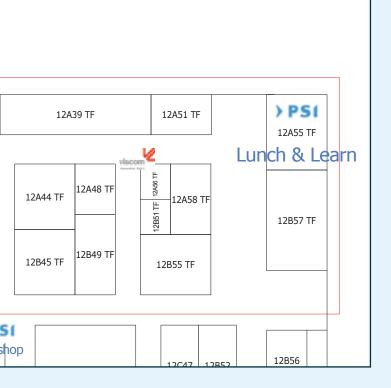


















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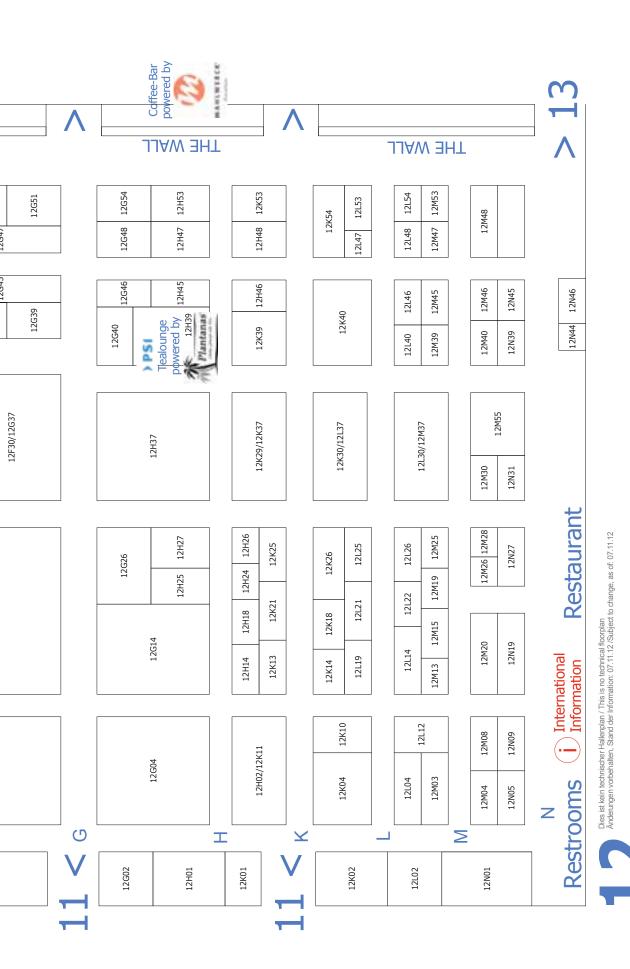
PSI NO.	EXHIBITORS HALL/	STAND
48638	3FREUNDE3f fulfilment AG	13A14
48714	acris Sportpokal GmbH	13F12
48695	ADVERT ANT. Studio Reklamy	13B01
47976	AGB Promotion Productions GmbH	13H07
48766	aida Werbung GmbH	13C15
48686	Air Creative GmbH	13A13
48693	A&M Kreativfabrik GmbH	13B13
48734	anna wand® Corinna Berghoff	13G13
47506	Condom Message ASHA INTERNATIONAL	13B02
48761	Augenwiese Hamburg Inh. Heiko Ammann	13G11
47698	BOFA-DOUBLET GmbH	13D05
48423	BRAINSTREAM GmbH	13E05
48740	brinell gmbh	13F18
PSI Inventor	Bruno Gruber Techn. Entwicklungsb.	13C12
48348 48666	Christophorus Verlag GmbH & Co. KG Confiseur Läderach Deutschland GmbH & Co. KG	13F10 13A22
48136	Creano GmbH	13A22 13A02
48744	CRISBISS GmbH	13G15
48536	Crossboccia GmbH	13E04
PSI Inventor	D3FECT	13A12
48449	Der Zuckerbäcker GmbH	13G10
PSI Partner	Deutsches Patent- und Markenamt	13D12
48259	Dopper Merjin Everaarts	13K04
48489	Dorling Kindersley Verlag GmbH	13C14
48577	dp promotions	13D15
48677	DUO-Care GmbH & Co. KG	13C06
47301	edv-werbeartikel.de GmbH	13B05
48318	EKV GmbH	13F08
PSI Inventor	Erzi GmbH	13A12a
48762	Essential Elements AG	13D09
48521	F&F Verpakkingen Foppen Grafische Bedijven BV	13B06
47123	Fides Druck und Medien	13C01
48668	Formula Cycling BVBA	13D14
45698	Gams Wellness + Buon Appetito Inh. Gabriela Gams	13C16
47893	GK Handelsplan GmbH	13A11
48687	Gubo & Sohn GBR	13C02
48600	HAPPY BRANDS GbR Martin Wedekind &	10002
10000	Marek Lackorzynski	13K13
48616	Happy Bubble BV	13A06
PSI Partner	Hauptzollamt Düsseldorf Presse - und	
	Öffentlichkeitsarbeit	13D12
48787	Heinrich Betz Werkzeugfabrik GmbH & Co. KG	
	Ingo Heyland	13G03
PSI Inventor	HelpGroup GmbH	13C03
46706	Herbalind GmbH	13B10
48699	HERGO Creation GmbH	13C08
48362	HERSOL Willy Herbertz e.K	13G07
48684	i look innovations GmbH Matthias Echelmeyer	13K07
PSI Partner	iENA Messe AFAG Messe und Ausstellungen GmbF	
48038	In-Crystal Sandra Vavelidis IN-SPIRIT GmbH	13G09
48703 48713	invocem	13E06 13H09
48709	Jaeger Accessoires Inh. Thomas Jaeger	13E01
48667	JBS Highlights Frau Jeannette Bieger	13B07
PSI Inventor	KappTec Innovation	13C03a
46887	Kundenpflege Wellness & Care GmbH & Co. KG	13F06
48769	Kwon KG	13E13
48388	lifestyle + promo it Inh. Oliver Henfling	13C09
48548	Lilalu - Aachen Inh. Imke Buchholz	13C13
47113	Löw Energy System e.K.	13G01
PSI Inventor	Lordkiss start up i.G.	13C11a

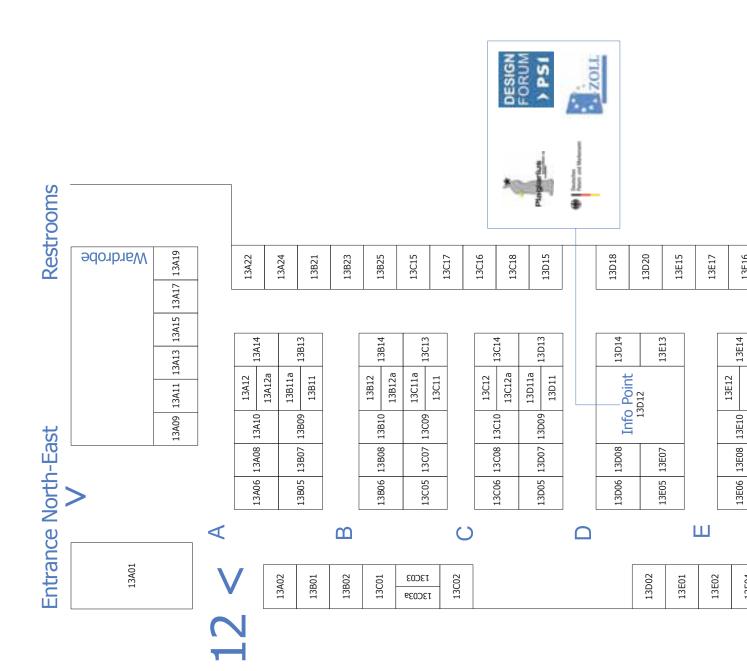
PSI NO.	EXHIBITORS HA	ALL/STAND
47814	Lupenmaxx GmbH	13H14
48728	Mathilda Kuchen im Glas	
	Inh. Martina Sulzmann-Schilling	13B09
48527	MTS Sportartikel Vertriebs GmbH	13B08
PSI Inventor	My Käfer GmbH	13C11
47749	MyClock by BRISA Entertainment GmbH	13F05
47706	NonvisioN Werbeproduktion	13D07
PSI Inventor	Officeflexx GmbH	13B12a
48495	PAUNER OY (Ltd.)	13A15
48650	pemmiproducts Bettina Hennecken	13A08
48371	Pfaff - Die Masken Manufactur / Nasenpfeifer	1
	Inh. Bernd Kaltenbach	13C07
48736	phil goods Inh. Philipp Berief	13H12
PSI Partner	Plagiarius Consultancy GmbH	13D12
48564	PLUS Europe GmbH	13D06
PSI Inventor	po-emba	13B11
48556	PP high tech	13C05
47520	pro mixx GmbH	13H01
48767	Propeller, UAB Laura Dilnikaite	13C17
PSI Inventor	Prora Millenote SRL	13B12
PSI Partner	PSI Design Forum Lutz Gathmann Produkt/D	esign 13D12
	Forum junge innovative Unternehmen	3
	Innovation made in Germany	13F06/13K13
48675	RedCypress GmbH	13G18
48298	Silva Trade s.r.o.	13C10
48716	specials4fun GmbH & Co. KG	13G14
48488	SUNNYTRADE GmbH	13E02
47194	The Glasshouse BV	13C18
48730	Thüringer Baumschmuck SAICO GmbH	13A17
48697	Triangle GmbH	13F01
48334	TrinnoQ Europe Marcus Buijssen	13K01
47935	United Laboratory Group GmbH	13B14
48651	Venter-Glocken GmbH	13A09
PSI Inventor	Vidoni Siebdruck + Display GmbH	13C12a
48764	Dr. Josef Stufler - Waveblock	13B21
48688	Weber & Weber Sp. z.o.o.	13A24
48078	Wera Werk Hermann Werner GmbH & Co. KC	G 13D08
47353	Werner Dorsch GmbH	13D02
48637	Wolpertingers Warenhaus © Eine Marke der G	Gute
	Gesellschaft mbH	13A10
47145	WOW Prooducts by BEMAG Behrendt	
	Marketing Group	13E14
48382	Wunschhonig e.K. Inh. Robert Schuder	13D13
48742	Yoomig KG	13H13

Up-to-Date: 6th November 2012

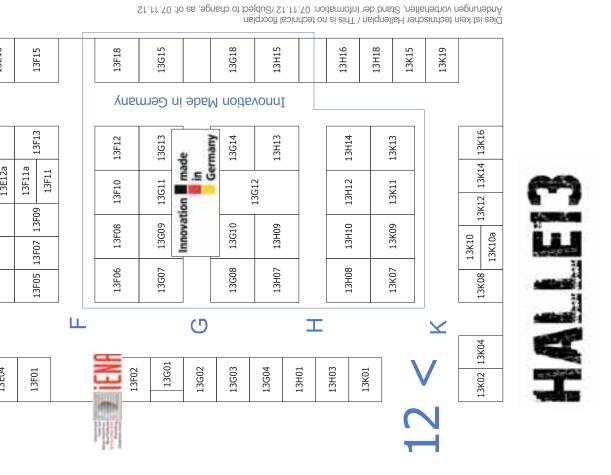


51st PSI Trade Show 2013 · Düsseldorf · 09th - 11th January 2013 · Hall 12





51st PSI Trade Show 2013 • Düsseldorf • 09th - 11th January 2013 • HALLE13







51ST PSI TRADE SHOW 2013

THE HIGHLIGHTS OF THE 51ST PSI

The industry is looking forward excitedly to the most important event of the year: the leading trade fair of the European promotional products industry is going to be held in Halls 9 to 13 of the Düsseldorf fairgrounds from January 9 to 11, 2013. The PSI, which is an international trade fair, as well as a networking and information platform all rolled into one, will be offering all kinds of new products, interesting topics and contacts in the course of three eventful days. And the PSI is also putting forward many new, useful offers and services. Here is a brief guide through the halls to the highlights of the PSI.

HALL₉

PSLARFA

Hall 9 is the place for all participants in the exhibition who would like to obtain information on the wide range of services on offer at the PSI. Whether membership, trade fair, rebooking or sourcing solutions, the PSI Area in Hall 9 is where you can be sure to find the right person to talk to.

PSI REBOOKING STAND (9042)

At the PSI Rebooking Stand (9042), everything revolves around the 52nd PSI in 2014. Here interested exhibitors can seek advice and register in advance for the next event.

PSI SOURCING SERVICES (9042)

The PSI Sourcing Services will be presenting themselves at Stand 9042. The respective professional teams will provide information here on the **PSI Journal**, the Sourcing Hotline, and the Product finder 2.0, as well as the recently redesigned Supplier Finder and Distributor Finder directories. Each of these tools helps promotional products companies to do business even more efficiently and professionally: The PSI Journal offers members many different ways to present their companies and new products effectively. In addition, the magazine reports on current topics and observes markets, trade fairs and trends, as well as what is happening in the industry. Individual product advice from **the Sourcing Hotline** is one of the most tried and trusted PSI services. It is the direct wire to fin-

ding that special product or the best supplier – free of charge and perfectly tailored. Together with the online product query, it is an unbeatable sourcing tool for every promotional products distributor. The Product Finder 2.0 is the high-quality online product database with around 130,000 products at present. This multilingual product pool is a comfortable way to find the product you are looking for, and offers promotional products distributors sophisticated search possibilities and many useful features.

PSI MEDIA LOUNGE POWERED BY MAHLWERCK PORZELLAN (9004)

An ideal place to unwind for a bit, think things over or read your e-mails in peace and quiet during the fair is the PSI Media Lounge in Hall 9, which this year is once again being sponsored by Mahlwerck Porzellan. The lounge offers free Internet access and select coffee specialities – so it's well worth paying it a visit.



PSI SHIPPING STATION POWERED BY ALPEXX (9002)

Thanks to the PSI Shipping Station at Stand 9002 in Hall 9, it is now quite easy to stroll through the halls without being weighted down by lots of baggage and yet still collect lots of catalogues and samples to take home. At this station, you can conveniently drop off your baggage and let it be sent to your home. Smooth handling and attractive special terms are made possible by the PSI cooperation partner alpexx GmbH.



HALL 10

VIP LOUNGE SPONSORED BY UMA SCHREIBGERÄTE ULLMANN GMBH

Away from the hustle and bustle of the Trade Show, the VIP Lounge in Hall 10 offers the perfect ambiance for conferences or meetings with customers. Only those with a VIP ID will be admitted to the lounge. On the first day of the fair, when the official opening will be held in the VIP Lounge, all visitors and exhibitors are cordially invited to attend this event.



PSI BAR POWERED BY PERNOD RICARD DEUTSCHLAND GMBH (10E27)

Anyone who would like to get away from the busy scene of the Trade Show for a moment can pause for a breather at the PSI Bar. Busy visitors to the fair can relax with a complimentary drink provided by the PSI cooperation partner Pernod Ricard Deutschland GmbH.



HALL 11

INTERNATIONAL ASSOCIATIONS AREA (11L23)

For the first time, international industry associations, PSI partners and affiliated suppliers will be present all together on 1,000 square metres of floor space in Hall 11. Even the **Promotürk** partner association will be on hand in the International Associations Area (stand 11L23) to represent **the PSI partner country of Turkey**. For the first time in its history, the PSI Trade Show 2013 will have a partner country, Turkey. Its more than 60 exhibitors make Turkey the second biggest exhibitor country at the PSI and an important partner for the promotional products industry at the gateway to Asia. The productive collaboration was sealed this year in Istanbul when Turkey was nominated as the first official partner country of the PSI. The International Associations Area is the ideal place for international visitors to the Trade Show to meet. New contacts can be made over a complimentary coffee in the coffee bar, and the representatives of the various international industry associa-

tions will be available for fair visitors to talk to. Sustenance will also be provided, for anyone visiting the area will receive vouchers for complimentary Bavarian specialities to be redeemed at the elasto form stand (11F54/11G73).



INTERNATIONAL ASSOCIATIONS AREA

Some of the associations and partners that will be on hand:

Germany: AKW, bwg, BWL, GWW, BSGE

The Netherlands: PromZ Vak

Italy: Assoprom, O.P.S.

Spain: FYVAR

France: MCO

UK: bpma, Promota

Europe: eppa



51St PSI 2013 PSI Journal 12/2012 www.psi-network.de

HALL 12

PSI WEBSHOP (12B38)

The PSI Stand is the place to go for all visitors who want information on what the PSI has to offer. There the PSI team will be ready to go into action to help with any questions and suggestions visitors may have. For instance, if you would like to build



up a presence on the Internet to enhance sales, or add an additional sales channel to your website, you can obtain comprehensive information on the PSI Webshop at the PSI Stand. This newest building block in PSI Online Services opens up many new possibilities for PSI members. Give it a try at stand 12B38.

PSI TECHNOLOGY FORUM (12A14/12B57)

The special PSI Technology Forum area which has proved so worthwhile for many years past will be in Hall 12 this year for the first time. This is where visitors to the PSI Trade Show can find information on textile finishing, promotional products finishing and customization. Select specialists will be providing information on finishing and printing technologies. There will be live demonstrations of techniques for product finishing and advertising application. In this way, visitors can benefit from the expertise and experience of competent suppliers.



PSI LUNCH & LEARN FORUM

Exhibitors at the PSI Technology Forums will hold exciting talks on the latest trends in advertising application at the Lunch & Learn Forum. Register now for only €10 per lecture, including luncheon package. The number of seats is limited. www.psi-messe.com/lunchandlearn

LUNCH & LEARN FORUM TALKS

German: Mimaki Europe B.V.: Wie Sie durch Digitaldruck Ihren Profiterhöhen können.

Wednesday, 9.01.2013, 12:00 – 1:00 p.m.

English: Mimaki Europe B.V.: How digital printing can increase profits

Thursday, 10.01.2013, 12:00 - 1:00 p.m.

English: Charlie Taublieb: Special Effects and Shirt Treatments

Wednesday, 09.01.2013, 12:00 - 1:00 p.m.



German: Deutsches Patentund Markenamt:

Garments, Thursday, 10.01.2013, 12:00 - 1:00 p.m.

Geschützte Vielfalt – Das Deutsche Patent- und Markenamt

Thursday, 10.01.2013, 10:30 - 11:30 a.m.



English: Charlie Taublieb: Designing and Separating for Dark Colored

Patent- und Markenamt

THE WALL (12D56/12N53)

Anyone looking for new products cannot afford to miss THE WALL. This innovation display is the gateway to HALLE13 and one of its highlights. In the roughly eighty-metre long, originally designed display window, exhibitors at the PSI will be showing their latest product developments. THE WALL will be sure to surprise you. You are also invited to spend some time at the coffee bar powered by Mahlwerck Porzellan GmbH in Hall 12.



PSI TEA LOUNGE POWERED BY PLANTANAS GROUP GMBH (12H39)

Relax with a cup of tea in the Tea Lounge. PSI cooperation partner Plantanas Group GmbH is inviting all visitors to the fair to relax over delicious tea specialties and escape for a few minutes from the hustle and bustle of the fair (stand 12H39).







HALLE₁₃

Again in 2013, the PSI Trade Show will be showing how young and innovative it is. In HALLE13, visitors will be able to see great new things, inventors and newcomers. Inspiration is guaranteed if you visit HALLE13.



REPEAT OF COOPERATION WITH THE IENA NUREMBERG

In 2013, PSI will again be cooperating with the organizers of the famous iENA inventor trade fair to make it easier for creative new products and inventions to be ready for the promotional products market. The second collaboration with the iENA went into its first phase at the iENA, held from 1 to 4 November. The PSI was present in Nuremberg with an information stand at which PSI manufacturers were able to get information on the **Inventors Exhibit at the PSI Trade Show cooperation project**. Michael Freter was on hand in Nuremberg to answer questions from PSI members following the panel discussion. This collaboration enables inventors to present their product ideas at display counters in HALLE13 at the PSI Trade Show. This cooperation opens up new perspectives for both sides: PSI manufacturers can ensure a unique product for themselves on the market, and inventors can make use of collaboration with an experienced PSI manufacturer to develop their innovations into marketable products. Gerhard Mayer of My Käfer, the 2012 winner of the Genius Award, will also be exhibiting in HALLE13 in 2013. "The PSI inventor package for HALLE13 is an all-round useful offer for inventors. We booked right away and, of course, also applied immediately for the Genius Award. Now we are looking forward to the PSI Trade Show 2013," said **Gerhard Mayer of My Käfer GmbH**. Last year, Bruno Gruber also exhibited in HALLE13. "I am going to the PSI Trade Show because I have known this trade fair for years, but inventors were not allowed to exhibit until 2013. That is why I heartily welcome the decision of the PSI to bring inventors to the PSI Trade Show. I have been inventing promotional products and household items for thirty-five years. So I am really looking forward to being able to present my inventions at the PSI 2013 once again," says **inventor Bruno Gruber** (iENA Stand 13F02).

INFOPOINT FOR PRODUCT IDEAS, PRODUCT DESIGN AND PRODUCT PROTECTION (13D12)

The PSI Design Forum, the German Patent and Trade Mark Office, Plagiarius Consultancy GmbH and the Central Düsseldorf Customs Office will be on hand to provide assistance for PSI members in word and deed on the topics of product ideas, design and protection at their Infopoint in HALLE13.

FORUM FOR YOUNG, INNOVATIVE COMPANIES

The centre for innovative promotional products will also be located in HALLE13. It is well worth paying it a visit, since this is where young, innovative companies will be presenting their new developments and product ideas. This forum for young, innovative companies is sponsored by the Federal Ministry of Economics and Technology (BMWi).





PSI SERVICES AND REBOOKING

PSI SERVICES OFFER MANY ADVANTAGES

The countdown to the PSI is already running and it is high time to get your tickets. You can order tickets to the trade fair quickly, easily and cheaply from the **PSI Online Ticket Shop** at www.psi-messe.com/tickets. There you can get the tickets for only €67 instead of €77 at the door. What is more, you can avoid waiting at the ticket office. If you need help planning your trip to the 51st PSI Trade Show, you will find all the information related to travelling to and staying in Düsseldorf at the **PSI Travel Center**. www.psi-messe.com/travelcenter. Thanks to a collaboration with Air Berlin, participants at the Trade Show coming from Germany, Austria or Switzerland travelling by air can save around ten per cent of the regular price of the flight. A whole new, very attractive offer is the PSI Bonus Voucher. Each visitor receives a bonus voucher booklet free of charge along with a folding map of the halls at the hall entrances. The bonus voucher contains gift certificates for exclusive discounts and special terms. In order to enjoy these special prices, however, you have to visit the stands of the exhibitors taking part in the programme in order to activate the voucher. The bonus voucher is an interesting tool created by the PSI to enhance the benefits of visiting the Trade Show for distributors. So be sure not to miss the advantages of your voucher!

REBOOKING FOR THE PSI TRADE SHOW 2014: IT IS NEVER TOO EARLY FOR A GOOD OFFER

Exhibitors at the 52nd PSI Trade Show 2014 can benefit from the **attractive rebooking terms** and save five euros per square metre. Just fill in the rebooking forms which were already sent to every exhibitor in November, and book a stand for 2014 without any risk. You can withdraw your registration at any time up to 31 March 2013. If you would prefer to book your stand space for 2014 at the upcoming fair, you can do so for the first time on 8 January – from 8:00 a.m. to 6:00 p.m. in the new rebooking lounge at the north entrance. As in years past, exhibitors can renew their current stand space for 2014 in the rebooking area (stand 9042) from 8:00 a.m. to 6:00 p.m. All stands are guaranteed to remain reserved up to January 10 at 6:00 p.m. Starting on 11 January all stand spaces not yet reserved will go up for sale. If you have any questions or need any advice, the PSI Team will be glad to help you.

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- 5-10 years senior level experience of sales and marketing within the promotional products industry
- Must be excellent at designing and implementing marketing strategies to achieve desired results
 Must have excellent leadership and people management skills and very good financial knowledge
- Must have excellent leadership and people management skills and very good manical knowledge
 Should be able to identify now tronds in the market and design sales strategies and sampaigns to rec
- Should be able to identify new trends in the market and design sales strategies and campaigns to respond to them
- Experience in retail, souvenir and distributor business is a plus
- Fluent English, preferably multilingual

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ELECTION CAMPAIGN IN THE USA

he election in the USA has been decided and Barack Obama remains President for a second term. The election campaign was an incredible media battle of a comparatively mediocre standard. This fact will certainly go down in history.

A few days after the election I had the opportunity to speak to representatives of the promotional products industry in the USA and to discuss the industry. What is the situation in the market? How does it differ from the European market? These and similar questions have preoccupied us and of course the election campaign

was also discussed. The good news for the American promotional products market: During the election campaign, no less than US 800 million was spent on promotional products. A magnitude that would be unthinkable at elections here in Europe.

Daily business shows, however, that the American market is also struggling with problems similar to those facing the European market. Price pressure is also constantly present here in daily business. However, it appears that a large section of the trade has now found recipes to counter this. During a quick survey at the ASI Power Summit, 52 per cent of respondents claimed that the price is not the primary issue when placing orders.

Values such as trust, service, respect and quality mean the price is of secondary importance. This fact is also supported by the demand for better training of sales personnel. This is a positive development that would be well received in Europe. The key message, "The customer has a budget which the level of service needs to match."



Best regards,

Michael Freter
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PREVIEW PSI Journal 12/2012 www.psi-network.de



NOVELTIES AT THE 51ST PSI TRADE SHOW

n just a few weeks, the entire promotional products industry will meet in Düsseldorf. To prepare you for what you can expect, we have included an overview of the new products at the trade fair in the January issue of the PSI Journal. Too much should not be revealed at this point, but we can reveal the following: It will be colourful, original and innovative.

Please give some thought to the cover stories of the February issue "Fan products" as well as "Watches and measuring instruments", and send your product announcements (image and text) by no later than 14 December 2012 to: Edit Line GmbH, Redaktion PSI Journal, Dekan-Laist-Straße 17, 55129 Mainz, Germany, e-Mail: hoechemer@edit-line.de.



JUTE STATT PLASTIK: SUSTAINABLY SUCCESSFUL

he idea of sustainability is now ubiquitous given the dwindling resources and increasing global warming. The German-based company Jute statt Plastik is committed in its own way to the environment and markets "natural" bags that are also likeable and attractive advertising mediums.



IMAGINATIVE PRODUCTS

At the 50th PSI Trade Show, HALL13 became the scene of abundant creativity. From the multitude of ingenious exhibitors, we at PSI Journal have chosen a particularly creative company. Ideenreich Produktentwicklung offers Schneidbox, a high-quality cutting board with additional benefits. A product that will especially appeal to people who not only love to cook, but also to cook sensibly.

IMPRINT

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