

➤ **PS1**

POWER FOR PROFESSIONALS
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JOURNAL



Klaus Kappel And Holger Falk
bk besteck & kappel
A Strong Duo



Michael Vercoulen
ztv mbH & Co. KG
Bespoke Logistics

Burnout
A Disease Of Our
Civilization

Product Guide
Fan Merchandise
Fitness And Beauty

Wolf Ingelheim Group
Printing Media With Esprit

Roadshow 2012
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EDITORIAL

THE YEAR OF THE BRAVE

The PSI in Düsseldorf has proven at least one thing: The market is driven by those who bravely lead the way. Why should it be any different at a trade fair than in normal life? The exhibiting companies that presented themselves as being creative and determined were rewarded by an increasing number of visitors. It was no surprise to insiders that these companies even publicly announced that for them it was the best PSI for years. One explanation for their good mood is that visitors who otherwise had their fixed routes were following a new approach because several big-name exhibitors were unable or did not want to attend the trade fair. Another reason is certainly that although with 13,772 about 15 per cent fewer visitors attended the PSI, there were only 300 fewer companies there. In the current market situation, visitors with long distances to travel expectedly came with fewer employees this year. As there are companies that buy, however, the declining number of visitors is not necessarily reflected in the order books. However, we should know more in a few weeks.

But what was going on at the PSI with those contemporaries who demonstratively walked around during the trade fair with a long face telling everyone that it was much less this year? Whatever they meant by that. They were probably referring to the number of visitors. Haven't these contemporaries realized that the world has dramatically changed? That the southern European markets have collapsed by up to 50 per cent? That's the plausible assessment by Hans Poulis, CEO of the European governing body EPPA. Haven't they noticed that the strong German market has reported, at best, stagnation? This was made clear by Patrik Politze, Chairman of the German Promotional Product Association GWW at the opening of the PSI.

In the light of this pan-European background, we had a very good and, on the bottom line, an enormously solid PSI. A PSI which has shown that even in difficult times it is the only platform of this size and kind in Europe. Where else can you find such diverse information – about products, suppliers and markets? Nowhere. That has to be said, and is also true even when it comes from a very close PSI contemporary like me. But like all businesses in this difficult market, the PSI Trade Show has to overcome new challenges in the new year. It will increasingly need to gain customers from those countries where the economy is still booming. This year it was the Middle East. We will also need to ensure that we are well prepared when Europe recovers. Early signs are there. The markets in southern Europe are gradually recovering. So let us use the opportunities that are there. Lamenting has never brought results.

In this spirit

Manfred Schlösser
Editor-in-Chief PSI Journal



Manfred Schlösser

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COMMUNICATION WITH ENTHUSIASM

28

The range of fan merchandise is large. It is not only targeted at sports fans who identify with their club or are anxiously anticipating the next big tournament. You will discover that promotional products can actually also produce enthusiasm for entirely different things.



TRENDS & BRANDS	Spring fever	4
	Carnival	6
FOCUS	Burnout – A disease of our civilization	10
51ST PSI TRADE SHOW	Europe's leading industry get-together	16
JOURNAL	Economic, political and business news	24
FAN MERCHANDISE	Communication with enthusiasm	28
INDUSTRY	Companies, events, markets	42
	Welcome Home 2012: New promotional products for enthusiasts	50
	Roadshow 2012: Preview of exciting new product launches	54
	Advent Tour of the A+O Team: Attractive products and delicious roast geese	56
FITNESS & BEAUTY	Healthy Promotion	58
COMPANY	Wolf-Ingelheim Group: Specialist in many areas	74
	ztv mbH & Co. KG: Bespoke logistics	76
	Lecce Pen Europe: New group enters the EU market	80
PORTRAIT	Klaus Kappel and Holger Falk: A strong duo	82
NEW ON THE MARKET	Promotional product innovations	86
MY PSI	Information for PSI members	92
OPINION	Insights – A changing Europe	94
IMPRINT		96

BURNOUT – A DISEASE OF OUR CIVILIZATION

10



The success of a company depends to a large degree on the health of its executives, the extent to which they are mentally and physically able to do their work. However, healthcare statistics show that more and more people are having trouble dealing with the increasing demands of everyday life and are coming under pressure.

PSI 2013: EUROPE'S LEADING INDUSTRY GET-TOGETHER

16



For the first time in a long while, it was once again a rather smaller PSI which was held in Düsseldorf. Although the trade fair's 963 exhibitors and 13,772 visitors fell slightly short of last year's figures, this is more than understandable considering the sharp economic declines in southern Europe. However, there can be no doubt that the 51st PSI still plays an invigorating role as the leading European industry trade fair and major international platform for the promotional product industry.

WELCOME HOME: NEW PRODUCTS FOR ENTHUSIASTS

50



For the third time, under the slogan "Welcome Home", eight suppliers from the promotional product industry invited guests to the pre-Christmas event series in seven locations. At this exclusive preview of new products in 2013, there were again revealing insights into the production of the companies.

KLAUS KAPPEL AND HOLGER FALK: A STRONG DUO

82



In 2013, the promotional product company bk besteck & kappel can look back on 15 years of activity. Originally from the tool sector, Klaus Kappel made a change in careers and ventured to re-establish the long-standing German company, working with determination, motivation and precise ideas to turn it into a model example of thorough advice and well-balanced service. Since 2007, Holger Falk has been supporting him in this and was made equal managing partner by Kappel in 2009. Now Klaus Kappel is going into "active retirement" – he will remain connected to his company.

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**SPRING FEVER**

When the days get longer and the first snowdrops sprout, spring is just around the corner. Walkers are attracted to the fresh air and the wildlife gradually awakens out of hibernation. Spring fever is everywhere. Larks need exactly ten hours and 54 minutes sunlight a day in order to begin their courtship. In humans, with increasing light intensity, the hormones serotonin and dopamine are released, ensuring a mild euphoria and generally a better feeling – simply spring fever. On the other hand, many complain about springtime lethargy, the aftermath of winter. To enable you to enjoy the first rays of sun to the fullest, we present some products that will make you look forward to spring.

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**CARNIVAL**

In a little while, throughout the country the fools caps will be unpacked and the hustle and bustle of the carnival will begin. While it was long assumed to be a pagan Germanic custom, other evidence suggests that it has its origins in a Catholic feast. Carnival referred to the night before Ash Wednesday, the beginning of Lent. Shrovetide was also celebrated in monasteries. Reports from religious women in the 18th century speak of gambling late into the night, as well as the consumption of tea and chocolate. In the 16th Century monks and nuns are said to have disguised themselves. The custom of dressing up, however, can be traced as far back as the 13th century and earlier. To drive away the winter, festivals were organized in which those celebrating wore masks and with a lot of noise drove away the fog, snow and cold.

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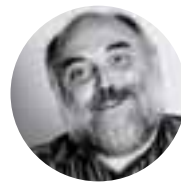
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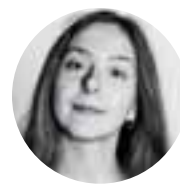
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BURNOUT – A DISEASE OF OUR CIVILIZATION

TAKE ACTION BEFORE IT'S TOO LATE

The success of a company depends to a large degree on the health of its executives, the extent to which they are mentally and physically able to do their work. However, healthcare statistics show that more and more people are having trouble dealing with the increasing demands of everyday life and are coming under pressure.

Studies on executive responsibility show that self-motivation, work satisfaction and preventative health care are important management qualities. The World Health Organization (WHO) has named stress as one of the greatest health hazards of the twenty-first century. Every third

Austrian and German worker is already suffering from unhealthy stress, and one in five is familiar with burnout-like phases marked by physical and mental exhaustion. Many executives neglect warning signals from body and mind for long periods and do not take advantage of medical or

therapeutic help until it is nearly too late. This results in them missing a great deal of time at work and being rendered unable to discharge their duties in the company.

BALANCING BODY AND SOUL

Management trainers speak of human quadrinity. This assumes that the body, mind, emotions and spirituality influence one another and are responsible for allowing a person to unwind and rest completely. Experts maintain that those who would like to do their very best, whether in sports or management, must bring these four aspects into balance. A lack of physical fitness is a risk factor in management professions. Those who regularly engage in sports keep their bodies fit and at the same time learn to overcome internal resistance, while promoting their mental strengths. The body plays an important part in combating burnout symptoms. Physical activity and healthy nourishment help balance the interplay between body and mind.

ENERGY MANAGEMENT IS NEEDED

Just as important as physical fitness is a healthy mind. It is the key to success, for



A healthy balance: Sport, exercise, fresh air. It does not always have to be a holiday.



A healthy work-life balance reduces the risk of suffering from chronic stress.

Whoever cooks with joy and eats healthily can cope better with everyday life.

we are fully responsible for our inner programs. In sports as well as at work, our mental prowess can strongly influence our physical ability, and our emotions can control our mental state. The ancient Greek philosopher Epictetus once said, "People are not upset by things that happen, but by their thoughts about them." Our thoughts are bursts of energy which provide us either with positive or negative energy and have a decisive influence on how we deal with success and failure. A University of Pennsylvania study compared the health of people who basically think of themselves as optimists with those who consider themselves pessimists. Pessimists always blamed themselves for whatever happened and expected to suffer the consequences for a longer time. This attitude caused them to become depressed and more susceptible to disease than people who think positively. Appropriate energy management means to be in balance both inwardly and outwardly. On the level of the body, this means finding a good balance between the poles of exertion and rest. This also involves incorporating breaks into the daily flow of

work in order to be able to maintain a high quality of motivation to perform well. After a strenuous week of work it is important to enjoy leisure time on the weekend, or at least to allow for phases of regeneration. Mental energy management means to analyse yourself in order to identify how you come under stress. If you cannot say no, you will keep running into trouble with your own reserves of strength and your schedule. People who are flexible but chaotic spend an average of two hours a day looking for the papers and documents they need. Finding the right energy balance means filling the various areas of life, such as work, private life and health, with significance and positive energy. This creates a foundation for enjoying life and motivating action and thinking.



Regular breaks at work provide energy.

RECOGNIZE THE SIGNALS

Those who have lost contact with their bodies can regain it through various methods of behavioural medicine. One of these methods is biofeedback. In this process, body signals are reported back by computer so that the person can learn to notice and influence these often unconscious psychophysiological processes. Stress tests are conducted and the computer receives the



Burnout patients cannot switch off, have problems sleeping and suffer from exhaustion and constant fatigue. This can also lead to depression.

measured data, such as skin conductivity, which is used to measure states of tension and exertion, among other things, as well as temperature, pulse rate and breathing. Efficient relaxation techniques suited to the respective person can be learned quickly by this method. It also makes the power of positive thinking visible. Our body is a sensitive instrument which responds to positive or negative thoughts with immediate physical symptoms as if a button had been

pushed. Bearing responsibility at work also means being responsible for your own health and fitness. Proper energy management for stress reduction means taking time each day to release inner strength through mental exercises. "If we all did the things we are really capable of doing, we would literally astound ourselves," said Thomas Edison, inventor of the light bulb. And he was right. A profitable mind cannot lag behind ...



Dr Brigitte Bösenkopf is a psychologist, mediator, management trainer and co-founder of a stress centre. She is heavily involved in the topics of dealing with stress, preventing burnout and enjoying work. b.boesenkopf@5-sterne-redner.at

DETECTING AND PREVENTING BURNOUT

INTERVIEW WITH DR JÖRG-PETER SCHRÖDER

Burnout occurs gradually through constant overwork and a desire to strive for perfectionism. But also a lack of job satisfaction and a negative attitude play a role. In an interview with Dr Jörg-Peter Schröder, a doctor, business coach and burnout expert who has been involved in international health care management since 1987, we investigate the causes of burnout and present some practical solutions.

Dr Schröder, you give seminars, publish literature and are a frequent traveller. How do you deal with stress?

Since I was 12 years old, I have been prac-

tising martial arts, also as a competitive sport. Eventually, I was no longer interested in speed. For me that was the beginning of Qi Gong and Tai Chi which enabled me to again experience moments when I am slow. Before each coaching session, before each workshop, I try to incorporate elements of mindfulness, and to communicate that in companies.

There are countless definitions of burnout. What do you understand by burnout?

Let us visualize the situation when man used to live in caves and a saber-toothed tiger dropped in. What happened? He experienced stress. As a result, cortisol is re-

leased, enabling him to either flee or fight. Today the challenge is, for example, not to react to an e-mail or a customer as if a saber-toothed tiger were standing in front of a cave. How do we deal with this kind of stress today? Burnout is a state of complete exhaustion, which is always accompanied by symptoms of depressive exhaustion. We live beyond our energy means and burn more energy than we have at our disposal. How do I deal with this myself? Do I make sure that I can bring an added value for myself and the company by having a good sleep, by relaxing, by being in good health?

Do you consider burnout to be a “wide-spread disease”? Is burnout spreading like an “epidemic”?

All things considered, burnout is clearly on the rise. However, I would be very cautious to use the term “fashionable complaint” or “widespread disease”. Because it’s always a question of what it means for someone who is experiencing total depressive exhaustion. The downside is that many boast of being a go-getter who can work through the night. The fact is that the workload has increased and that work intensification has increased.

Who actually suffers from a burnout?

It is not a manager’s disease. It is always a question of inflated peer pressure which I create myself. People in healthcare and social professions, and call centre staff are affected just as often as persons in large companies or organizations. Especially people with a high social commitment are at risk. Another important factor is always perfection. The greater the urge to be perfect, the more easily a burnout can occur.

How should people affected and their associates deal with the diagnosis of burnout?

To answer this question, you have to think in three steps: (a) How do I deal with myself? How do I get a better rhythm for myself? (b) How do we deal with each other in the team? Do we really have a spirit of openness, a culture of trust? Are we in a meaningful community of responsibility? (c) The company as a whole: How do we treat each other healthily? Where does this begin? I think an unhealthy attitude is always anchored in the mind. That means if I suffer from back pain, I need to do more than simply go to an orthopaedic specialist. I have to ask myself where does the unhealthy attitude begin? Perhaps already in my mind. For a company this means: When is a company intact? Not simply when the economic figures add up. Figures always result from people who work there. Companies focus on “what”; the question of “how” is seldom asked. And the most important question, “Why am I

doing something”, is never asked. That has to change.

Do you believe executives have a duty to keep an eye on their employees and to recognize when to pull the emergency brake?

When you use the term “executive”, ask yourself the question of how much leadership an executive really has? And I’ll start with myself. How much energy do I have? And the other question is: What can I tell about staff? Do I have the ability to perceive the well-being of staff? Therefore, it is important to talk to each other more instead of making highly standardized formal meetings. And we must make sure that everything has a purpose. In my workshops I give people homework: to sit down on the sofa for half an hour and to do nothing. Nothing at all. A pointless waste of time. For example, instead of making another to-do list, how about making a not-to-do list? What shall I not do first thing tomorrow?

Is there a relationship between job satisfaction and burnout?

There is definitely a connection. If you do what really makes fun, and suits your talents, abilities and potential, you do not suffer from a burnout. We basically have one weakness-based approach: we look at what is going wrong to make it a little better, instead of concentrating on what we’re really good at. There are studies which clearly demonstrate that the incidence of work incapacity of people who are satisfied and have a high degree of freedom and personal responsibility is much lower than that of people who do work with which they are dissatisfied.



Tension and physical ailments such as headaches and back pain may be the first signs of being overburdened.



© Michael Kretzer

Dr Jörg-Peter Schröder, a doctor, business coach and burnout expert has been involved in international health care management since 1987. With management experience in international companies, such as Vice President of the Allianz Group, Senior Director at Oracle and Head of Healthcare at Microsoft, he focuses on the interface of leadership, health and performance. In addition to various teaching assignments, he was a member of the Advisory Board for Health Management at the INSEAD Business School in Fontainebleau.



With increasing stress, the person affected develops abnormal behaviour such as aggression.



When concentrating becomes difficult: People who are prone to burnout are often workaholics who cannot stop until their concentration lets up.

12 STAGES OF BURNOUT

COMPULSION TO PROVE YOURSELF

In the first stage, you develop an exaggerated ability to get enthused about your work. You expect more and more of yourself, while often overlooking your own limits and needs.

ENHANCED EFFORT

You are extremely willing to take over new, additional tasks. The feeling of being indispensable grows.

NEGLECTING YOUR OWN NEEDS

People at this stage put a great deal of time and thought into their work. They neglect their own needs, resulting in them being tired and even exhausted. They occasionally suffer from insomnia. Many at this stage increasingly consume coffee, cigarettes or stimulants.

REPRESSION OF CONFLICTS AND NEEDS

Tension and conflicts are not perceived, or avoided as far as possible. The social environment changes. There is less and less time for leisure activities. Mistakes, such as forgetting appointments, become ever more frequent.

REINTERPRETATION OF VALUES

Everything that used to be important gradually becomes inconsequential. You begin to withdraw from social life and in many cases may have problems with your partner. By now you should seek professional help.

INCREASING DENIAL OF PROBLEMS

You begin to see your job as a burden and become increasingly unwilling to go to work each day. You are increasingly absent from work.

FINAL WITHDRAWAL

At this stage, many people feel that they are without orientation and hope. They seek satisfaction in substitutes, which often ends in addiction. Panic attacks are one of the consequences.

DISTINCT CHANGES IN BEHAVIOUR

Your emotional and social life bottoms out. Many people at this stage suffer an identity crisis, along with strong depression and alienation.

LOSS OF A FEELING FOR YOUR OWN PERSONALITY

At this stage, many people report that they feel as if they were empty inside and are merely functioning. Psychosomatic reactions and physical pain are typical.

EMPTY INSIDE

A negative attitude to life is strongly marked. Many people at this stage exhaust their last reserves of strength in trying to find satisfaction, which in some cases results in binges of eating or shopping.

DEPRESSION AND EXHAUSTION

Total exhaustion and a feeling of torpor appear. You are unable to act and would like to spend all your time sleeping. Many people at this time more and more frequently entertain thoughts of suicide.

COMPLETE BURNOUT EXHAUSTION

Mental, physical and emotional exhaustion takes on life-endangering dimensions and the risk of suicide rapidly grows.

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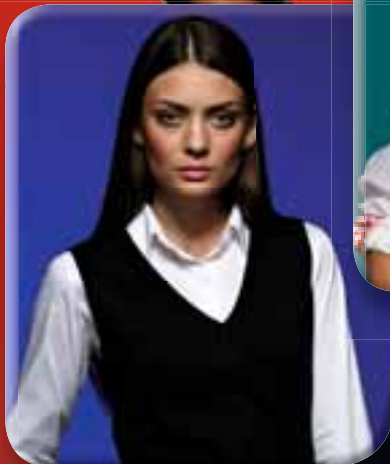
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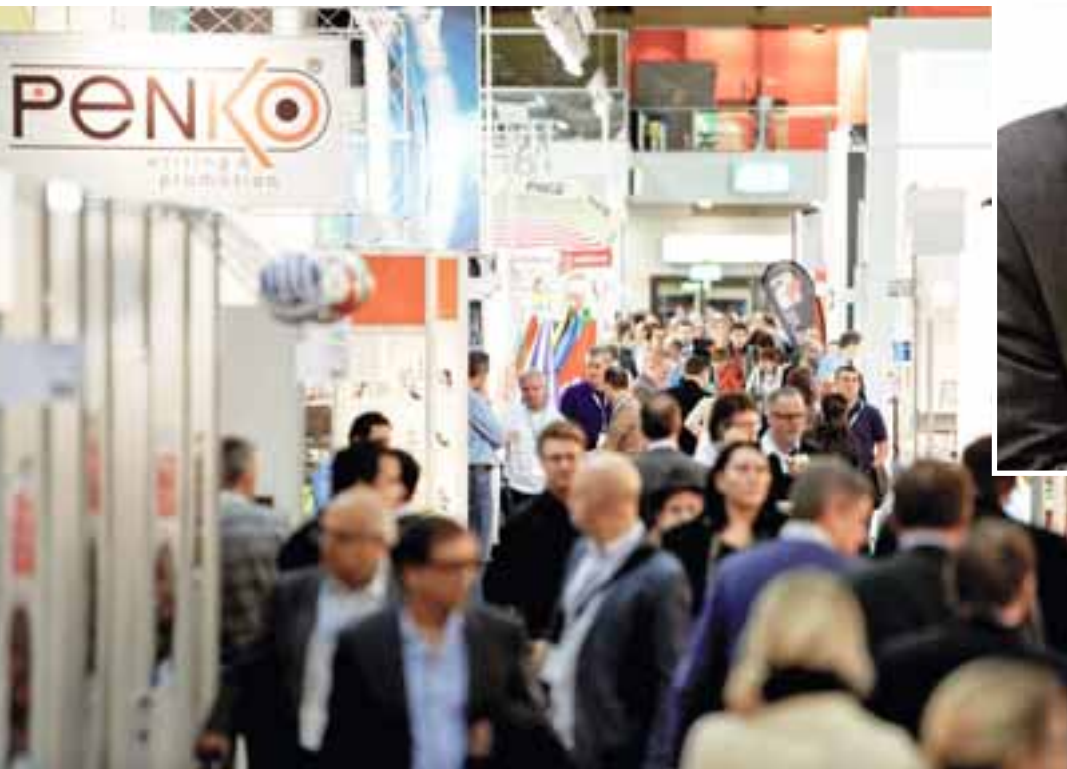
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51ST PSI 2013

EUROPE'S LEADING INDUSTRY GET-TOGETHER

For the first time in a long while, it was once again a rather smaller PSI which was held in Düsseldorf from 9 to 11 January. Although the trade fair's 963 exhibitors and 13,772 visitors fell slightly short of last year's figures, this is more than understandable considering the sharp economic declines in southern Europe. However, there can be no doubt that the 51st PSI still plays an invigorating role as the leading European industry trade fair and major international platform for the promotional product industry.

Even if the halls this year were not always dominated by the accustomed hustle, this did not diminish the significance of Europe's leading trade fair to the promotional product industry. As ever, persons of authority from companies, organizations and associations took advantage of the PSI to share news and views, and

to hold general assemblies and other meetings. The PSI was once again a place for the industry to meet, and a platform for information and new products of convincing quality, variety and internationality.

INTERNATIONAL AND INFORMATIVE
PSI enthusiasts need only picture the many highlights they saw while walking through

the aisles to realize that the PSI is gaining in attractions and attractiveness from year to year. It is not possible to take up everything here, so a few key words will have to do. First, the internationality – around half of the exhibitors came from abroad – was made especially obvious by the new, roughly 1,000 square metres International Asso-



ciations Area, where associations from many nations had information stands, and around thirty exhibitors from eight countries were also present. This is where you could find Promoturk, the industry association from PSI partner country Turkey, whose more than sixty exhibitors made it the second largest group of international exhibitors. Always well visited and very lively was the pavilion of the British association bpma, and right next door, the European umbrella association EPPA was providing information on the new CSR programme, which PSI is helping to promote. Bigger than ever and with an enhanced offering of information in the area of advertising application, the Technology Forum was on display this year in Hall 12. On all three days of the fair, the programme of lectures held within the framework of the Lunch & Learn Forum and the Breakfast Sessions provided interesting facts on topics relevant to the industry, such as a discussion on the new Product Safety Act, which was the talk of the industry in 2012.

HIGHLIGHTS IN EVERY HALL

A real gain for the fair was once again HALLE13, where inventors and young, innovative companies presented original, witty products, most of which are sure to make for very effective advertising, as well. Moleskine, the sponsor of HALLE13 and the Genius Award inventor prize, had ini-

tiated a creative campaign in HALLE13 in which visitors could design their own Moleskine notebook with the aid of stamps – an attention-grabbing attraction for all imaginative participants at the trade fair. Also in HALLE13, the German Patent and Trademark Office provided information on intellectual property rights – still the best protection against the counterfeiting or plagiarizing of merchandise. Nor was there any lack of places to take a breather. The Tea Lounge powered by Plantanas, the PSI Lounge powered by Pernod Ricard, the PSI Media Lounge and the Coffee Bar powered by Mahlwerck Porzellan, the latter integrated into THE WALL, a special show in Hall 12 stocked with products new to the trade fair, invited one and all to stop by and enjoy a break. That so many exhibitors became involved as sponsors for “their” PSI testifies to the trust they have in the fair and the conviction that they have found the right setting here for their products and activities. At this juncture, we would also like to offer our thanks once again to all the sponsors of the 51st PSI! Unfortunately, we cannot name all of them here, but we have already shown them our appreciation in earlier issues.

ANIMATED AND UNMISTAKABLE

A large number of exhibitors once again took advantage of the PSI as a platform for customer care. Many exhibitors came up with ideas for ways to thank their customers or draw attention to their stand, from a stand party, to a campaign or prize competition. This also keeps the PSI alive, makes it animated and unmistakable, and lets all its stakeholders grow together. Here too we can only mention a snippet of the activities. Klio again invited those attending the fair to enjoy a Baden-style wine tasting and a large buffet, a guitarist was playing at Troika and a pianist at koziol, and so many visitors stopped at the Karlowsky cooking show with Stefan Marquard that it occasionally caused a bit of a traffic jam in the aisle. An after-work beer could be enjoyed at the Zogi and Acar Europe stand, where there was also music in the evening and great cooking at lunchtime. The elasto form presence was also new and spectacular: not only did the stand’s design profess its Bavarian origins, but also the catering with typical Bavarian veal sau-



sage, pretzels and everything a real beer garden needs. Many more stand campaigns and fashion shows, as well as food and entertainment, again gave the PSI industry get-together that special something. New products and competent consultancy included!

SOUTHERN EUROPE: DROP IN ADVERTISING EXPENDITURES

It was obvious that the problematic general economic situation in Europe was going to have an effect on the marketing and advertising markets at some point. The overall European advertising market is reporting a decline of 3.1 per cent, although the countries of southern Europe have had

to take much higher losses: Italy fell by 6.5 per cent, Greece by a whopping 33.2 per cent, and even the major markets of Spain and France are noticing cutbacks in advertising expenditures. The German market is proving to be relatively stable at a volume of 3.47 billion euros and is definitely offering flexible European suppliers opportunities to make their mark.

RECESSION NOTICEABLE FOR THE FIRST TIME

This macroeconomic situation also had a noticeable effect on the PSI, so that an almost unchanged number of 963 exhibitors from thirty-two countries were faced with around 15 per cent fewer visitors. This too is understandable to a certain extent: a company that is struggling for its livelihood will tend to sacrifice its information advantage before burdening the budget with huge expenses for travelling across Europe.

At any rate, it will not turn up with its entire team. As experience in years past has shown, however, a recovery is usually accompanied by growing advertising expenditures, so the tide may well turn once again. Increases were noted at this year's PSI among visitors from the USA and the Middle East. More than eleven per cent of all foreign visitors were intercontinental visitors. Those who wanted to make serious use of the PSI as an information platform did not miss the opportunity and came for the comprehensive consulting services, as every year. In our discussions with exhibitors, the quality of the talks at the fair was frequently lauded. The two growing visitor groups, from the USA and the Middle East, are worth highlighting, for they caught many an exhibitor's eye with their specific questions and fresh ideas.

EXPLOIT POTENTIALS

In his opening speech, Michael Freter left no doubt that the industry is going to overcome the key challenges currently facing it. One important reason can be found in the very nature of promotional products, because brand environments you can feel and experience are going to become more and more important in our modern world dominated by digital media, and promotional products are an ideal way to enable people to experience brands with all their senses, as the large advertising impact study



Michael Freter, Patrick Politze and Hans Poulis (from left): The industry still has potential to be exploited. Certified professionalism, comprehensive quality management and image campaigns are milestones along the way.



of the GWW unmistakably proved. Freter called upon the industry to make use of this study's results to anchor promotional products more firmly in the minds of marketing decision-makers. A task every distributor should take seriously, therefore, is to activate the potentials which are undoubtedly just waiting to be exploited. The current Promotional Products Monitor of the GWW, summarized by GWW Chairman Patrick Politze, showed that the decision to use promotional products is made largely without the aid of consulting services. As the Monitor further showed, moreover, sixty-four per cent of the companies which do not use promotional products are not convinced of their benefits and effects. In this sense, enhanced, target-group-specific communication using the empirically verified results of the study could do a lot of valuable persuading. The initiatives which the PSI has brought into being with new, digital marketing platforms, such as the PSI Webshop, are also being all too seldom used, explained Michael Freter at the opening of the Trade Show.

POSITIVE STIMULI

Attentive observers of events left the halls after three days of talks with a positive feeling. Despite the unfavourable business environment, the tenor of all statements was primarily optimistic, exhibitors were basically satisfied with their contacts and the

mood was unperturbed. There is no need to emphasize that there will always be naysayers and the disgruntled. But many an exhibitor should also consider how much persuasive power a trade fair stand radiates whose staff hide behind notebooks with their backs to the aisle or hang over the counter with a phone to their ear and a bored look on their face – for such was also on display. So there is still plenty of room for improvement as far as taking a strategic approach to customers is concerned, regardless of how interesting the offerings. Reasons for taking a positive view of the future were mainly offered by the results of the many representative, independent studies and surveys, which provide a reliable aid to orientation for the industry. According to the GWW Monitor mentioned above, further sales growth can again be expected in the promotional products industry in 2013, if the macroeconomic situation does not worsen. The national PSI economic index documents quite a cheerful mood in the German promotional product industry, at least. Nearly forty-five per cent of German promotional product distributors surveyed expect the market to revive, thirty-one per cent are assuming that the market situation will at least remain the same, and only thirteen

per cent are looking for a slowdown in the medium term. Another major step forward is the certification programme for CSR developed by the European umbrella association EPPA and presented at the opening of the fair by EPPA chairman Hans Poulis. The fact that the European promotional product industry needs verifiable professionalism and responsible corporate policies throughout the entire supply chain in the future has long been an important topic, and now the EPPA is taking it up together with PSI. The three-level programme helps companies do business responsibly and has a clear objective: adhering to laws and regulations, as well as respecting human rights and ILO standards. The obvious benefits are a more positive image for promotional products and the entire industry, which in the end will lead to advertisers putting more trust in the highly effective medium of promotional products. <



PSI NIGHT

THE INDUSTRY IS DANCING

The PSI Night once again became a highlight of the three-day promotional product show. As part of the predominantly international flair of the large celebratory community, the winners of the “PSI – Campaign of the Year 2012” and the “Genius Award 2013” were also awarded that evening.

Traditionally, at the end of the first Trade Show day, the PSI family uses the occasion of its annual meeting for networking of a special kind. The PSI Night again offered an ideal opportunity for things that are usually neglected in the hustle and bustle of the fair and during the regular promotional product business year: meeting the partners of the industry in a relaxed

atmosphere, making new contacts, exchanging ideas and getting to know each other more personally beyond the purely business level and ultimately also celebrating together. It was again clear this evening that the PSI is far more than just organizers and service providers in the industry. Particularly here during this rollicking party evening, the network idea of





PSI was clearly visible and there to experience – and the creative impulses which the PSI network can create were apparent. Not least with the presentation of two renowned industry awards which reflect the creativity and innovation of the industry.

PARTYING AT ITS BEST

For the second time already, guests met at the popular location “Night Residence” in

Düsseldorf in the heart of the city, which with its impressive domed hall and narrow and intimate lounges created a perfect setting for this spirited get-together. Early in the PSI Night, the various bars were packed with guests. Glasses with exciting drinks resounded, guests engaged in intense group discussions, dissolving and then regrouping again at the bar tables or in the cosy

seating areas. And the later it got, the fuller the large dance floor became. In the glittering light show, the party guests moved to the rhythm-driven sound mix of DJ Vince as if their momentum was being carried over into the next day of the fair. And it was not too far away when the last waves of the PSI Night finally subsided. To put it in a nutshell: Partying at its best. <



Delighted about the Genius Award 2013 together with PSI boss Michael Freter: Alexander Nicolay from A und O Werbebedarf in Hamm, Germany.



Michael Freter together with the "PSI – Campaign of the Year" award winner (from left to right): Andrea Benedela (diploma in design) from Sono Design, Munich and Cornelia Kreitzberg, Jack's Gift Company, Solingen. Together they form the promotional product agency and advertising agency Jack Sono that works for Cerena.

PRESENTATION OF PSI AWARDS

COMMUNICATIVE AND INSPIRING

The promotional product made its grand entrance as part of the PSI Night. The presentation of the industry awards "PSI Campaign of the Year" and "Genius Award" proved once again that this advertising medium is a strong inspiration and a true driving force in the communication mix of advertising companies.

The stage is set for the promotional product," was the tenor on the evening of the first Trade Show day. Because the two major industry awards "PSI – Campaign of the Year 2012" and the "Genius Award 2013" were again presented during the PSI Night. And thus the real star of this three-day event was the centre of interest: the promotional product – along with all its creative potential which is capable of giving advertising companies the sensuously perceivable kick.

UNMISTAKABLE DESIGN

Innovative and sometimes simply inspiring: when adequately combined, promotional products can give individual cam-

paigns the right kick. At the very inception of each product, however, are the idea and its creators, the so-called creative minds. Both are given due consideration by both PSI awards. The PSI jurors considered the campaign of the company Cerena as the best campaign of the year 2012. In the campaign "Cerena LUXXXUS – The Secret of Unmistakable Designs", everything that makes a creative collaboration of promotional product distributors and industrial customers comes together. Together with the label Jack Sono, which has been nominated several times for its own campaigns and took second place for the campaign "Gräfrather Parade of Lights" in 2012, Cer-

ena developed hairdresser's scissors which impressed with handmade quality and product value. These scissors are enhanced – also by hand – with Swarovski crystals by a supplier discovered at PSI, thus making each pair of scissors a valuable unicum. This collaboration also impressed the jury. Although the scissors are not promotional products, they are the basis of a comprehensive campaign that includes an ad campaign, trade fairs, online activities and a wide range of promotional products. These were made by different suppliers – all PSI members.

IMMENSELY VERSATILE

The "Genius Award 2013" was presented to the company A und O Werbebedarf from Hamm for the product "Shaker / Dispenser". This impressed the judges as a hygienic and environmentally friendly doser for snacks, nuts and similar foods. The versatility and hygienic idea behind the product were of special significance because the shaker is suitable both for public and private use and prevents the possible spread of germs and bacteria thanks to its design. The spherical container can be filled with various sweets and ensures an exact dosage by simply shaking it. It is made entirely of food-grade plastic and is available in different colours, with the lid also serving as advertising space. In addition to aspects such as innovation, promotional impact, functionality and marketability, it was particularly important that there has not been a comparable product on the market. <



PSI WEBSHOP

ENTHUSIASTICALLY EMBRACED

The youngest member of the PSI Online Services was a great success at the 51st PSI Trade Show. Numerous visitors did not want to miss the opportunity to receive advice and learned about the PSI Webshop at presentations held several times each day. With the complete shop package specifically designed for PSI distributors, users can access a database of 70,000 articles, enter their own product data and can be reached by their customers 24 hours a day. After the initial installation by the PSI team, the Webshop is ready for immediate use and has multiple functions that do not require any programming skills. Updating product data is reduced to a minimum because updating is done automatically. The PSI Webshop is available in up to six languages. For more information visit: www.psi-webshop.com <



LUNCH & LEARN FORUM

“HIGH NOON”: PRODSG

High Noon ProdsG: The Moment of Truth“ was the title of a lecture by Lutz Gathmann, a member of the PSI Design Forum and expert in product safety at VDSI, at the Lunch & Learn Forum on the final day of the 51st PSI Trade Show. Following a year of product safety law, which in some places has sparked heated discussions or even cost fines, Gathmann looked at the hard facts and concluded: The product must be safe and traceable and the party responsible is the one who put it on the market. The company placing a product on the market can either be the manufacturer or importer or the promotional product distributor. The more dangerous a product is, the more important the required labelling is, and the more precise the labelling is, the lower the cost of a possible recall is. As a rule, identification is to be provided on the product. If by nature of the product this is not possible or only possible with an unreasonable amount of effort, the product identification can be affixed to the packaging. The label serves to identify the product, particularly in the event of a warning or a recall. Product labelling is not necessary if the identification of the product is ensured by other means. <



EU INVESTIGATES ONLINE SHOPS

ONLINE DISTRIBUTORS IGNORE CONSUMER PROTECTION

The EU has warned of a lack of consumer protection in online shops. 333 online shops in 28 countries were investigated – with alarming results: 75 per cent of online distributors violate consumer protection. Often there is a lack of information on the right of withdrawal in the case of downloads or when providing a company address. Three quarters of all online shops did not specify contact details. The investigation also discovered ineffective clauses that are difficult for the consumer to identify. The EU consumer protection group considered direct communication with children to be particularly critical because, in principle, parents must allow their underage children to purchase or must at least subsequently give their approval. An exception is the so-called pocket money clause.

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COMPANIES

OBLIGATION TO REPORT CYBER ATTACKS

When developing a strategy to ensure protection against cyber attacks, the European Union is also considering a requirement for companies to report such attacks. EU Commissioner Neelie Kroes wants to commit companies to more openness. The background of the debate is the increasing number of cyber attacks on companies that are aimed both at stealing important data as well as sabotage. Neelie Kroes justified her initiative by also wishing to promote new technologies on the Internet. People have to be confident that innovations such as cloud computing are safe. Otherwise, according to Neelie Kroes, the outsourcing of data would never establish itself. The Commissioner hopes that cloud technology will generate more than two million additional jobs in the European Union by 2020.

<

BUYING DECISION

SUSTAINABILITY ON THE RISE



The demand for sustainability has overtaken the fashion consciousness of consumers. The pressure on textile companies to produce sustainable products with transparency has risen. This is shown by a study of the Chair of Marketing at the University of Mainz, Germany and strategy consultancy 2hm & Associates GmbH. While only a few years ago the fashion consciousness of the consumer had precedence over the desire for sustainable production, this has now changed: 83 per cent of the consumers surveyed want labels that provide information about the sustainability of the manufactured product. The entire value chain of a company is being brought more and more into focus. According to experts, the issue of sustainability in the fashion industry will increasingly gain importance. Strategy consultant Leif Steinbrinker therefore recommends that retailers and manufacturers respond to the needs of consumers and adapt their strategies.

<

INTERNET

FACEBOOK REMAINS TIME-KILLER

Social media is devouring more time than ever. Almost seven hours are spent on Facebook – each month. These and many other interesting facts about social media usage have been compiled by the US law firm Morrison & Foerster. Since 2006, the use of social media has increased significantly, while personal „networking“ has declined over the same period. Even while watching TV, social media users are active: 29 per cent of respondents are also occupied with Facebook while watching television. At the same time, as many as ten per cent visit websites that are connected with the program they are watching. Incidentally, the Socially Aware blog found out that men of all ages and people over 55 years are among the fastest-growing community in the social networks. During the same period (July 2010 to October 2011), the use of e-mails (minus 22 per cent) and instant messenger (minus 42 per cent) among the 15- to 24-year-olds declined. The use of social media has actually increased by 34 per cent. Facebook has become the major source for new jobs for jobseekers. This was found by the career portal Jobvite in a US survey of 2,100 employees. According to the survey, 52 per cent of job seekers were actively looking for a job on Facebook; last year there were 48 per cent.

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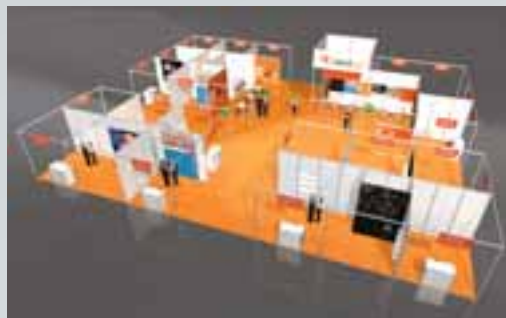
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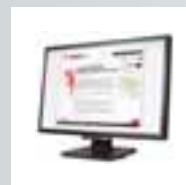
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Association of Importers, Wholesalers and Manufacturers of Promotional Goods

CARTEL INVESTIGATION

GOOGLE REACHES AGREEMENT WITH US CARTEL OFFICE

The Google search engine has got off lightly following a dispute with the US cartel office concerning manipulated web searches. For a total of two years, the US authorities examined whether or not, when searching the Internet, Google exploited its market position in favour of its own products and services to the detriment of those of its competitors. The investigations have now been completed and the result represents a small victory for Google. Instead of imposing a heavy fine, the cartel office accepted the offer of the Internet company to revise certain features of the



search engine. Among other things, this includes complying with the wishes of advertising customers to coordinate campaigns with other website operators in future. Google should not be extremely pleased yet, however: In Europe there is also a cartel investigation under way. It is assumed here that Google needs to make major concessions, since the market share of Internet business in Europe is higher than in the US. <

LOW-PRICE GUARANTEE

TOO GOOD TO BE TRUE



Consumers are put off by promising low-price guarantees. This emerged from a study of the Reims Management School. Contrary to current opinion of many marketing strategies, the study showed that best-price guarantees associated with the promise of a multiple refund of a possible difference in price are not well received by the consumer. According to the study, more and more distributors are taking advantage of this marketing strategy. A guarantee from the distributor to refund the difference in price is meanwhile already expected by the consumer and creates a positive image of the distributor. The guarantee of an excessive refund, however, promotes a negative image and creates mistrust. „If the offer seems too good to be true, the consumer may believe that there is a catch. The offer must be credible and financially attractive for the consumer,“ explains Adilson Borges, head of the French Management School. <

TREND

MARKETING E-MAILS ON THE RISE

E-mail marketers have no reason to complain because the delivery, opening and click rates of marketing e-mails rose in the third quarter of 2012. In the European economic area, the opening and click rates increased in the last quarter of 2012 by six per cent. The delivery rate of marketing e-mails increased by 0.5 per cent compared to the same quarter last year. The European average is thus at 96.7 per cent. <





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The expression “I’m a fan of ...” is applied to all kinds of objects. Rightly so, because people can develop a taste for everything imaginable. There are many words that describe this: passion, hobby, penchant, hobbyhorse, preference or enthusiasm for this or that, the passion of collectors or art lovers, music admirers, good food, travel – just to name a few. Being a fan knows no boundaries. The word itself is derived from the English “fanatic” or French “fanatique” which is itself derived from the Latin “fanaticus”. It originally described the zealous, reckless onset of an enthusiastic attitude. Hence the fan became “an enthusiastic supporter”. At this point, we clearly declare ourselves fans of promotional products. Although our selection shows that good as well as attractive promotional products perfectly serve to convey the enthusiasm of supporters of entirely different topics, they also clearly document our own passion for advertising with promotional products as such.





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JUST BEING THERE IS NOT EVERYTHING

Whether in the stadium at a sports event, at an open-air concert or festival, or in front of the big screen, inflatable hands distributed among the crowd and actively waved back and forth create a feeling like the traditional La Ola and all involved are caught up in the feeling. Every brand whose logo is printed on these inflatable pieces of fan merchandise can benefit from this. They can be dyed in any colour (0.17 millimetre PVC in accordance with Pantone) and then printed with the advertising message. They come folded in plastic bags and are not inflated (size roughly 39.5 x 49 centimetres). When inflated their dimensions are 51 x 42 centimetres. The supplier is TRIK Produktionsmanagement GmbH.

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The fan merchandise from Regine is indispensable for every sponsor. The Klatschfächer clap banner and the Wave Arm cardboard fingers bring the advertising right into the stadium and with luck, even onto the television screen. The Wave Arm made of soft Lycra can be printed in several colours and is simply drawn over your arm. Thus it captures plenty of attention. The clap banner is made of 400 gram cardboard, can also bear multicolour printing and takes up very little space.

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All fans of stylish writing utensils should take a look at the current Troika product range. Here they will find the rollerball called World in your hand. This item, with the look of antique silver, appeals thanks to the detailed map of the world engraved on the brushed barrel made of the best metal. Its excellent level of writing comfort is rounded off by the black Troika 5888 refill (made in Germany). It comes in a black metal box with a spare refill.

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FOR THE NEXT WORLD CUP

Products of the Adidas, Nike, Puma and Jako brands are among the leading sports articles throughout Europe and have been available from Rheingold Comet Sport since 2010. Along with original German team jerseys, balls and licensed merchandise from many clubs, the company already has fan merchandise for the World Cup in Brazil in 2014 on offer. The experts at Rheingold are ready to help in word and deed, demonstrating the many ways that the latest brand sports products can be used in advertising, even though we must still wait a little while for Brazil 2014.

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GAME FUN UNLIMITED

The Wii U game console from Nintendo has the stuff it takes to change everything. Thanks to a combination of Wii U GamePad and the action on the screen, video games turn into a whole new kind of experience. The Wii U Premium Pack brings a powerful HD game system with an extraordinary new controller into the home, which totally redefines the dynamics of playing together: the Wii U GamePad. The supplier, IT2U GmbH, will be happy to provide advice on how to get game console customers enthused about this high-quality brand-name electronic item.

48347 • IT2U GmbH • Tel +49 341 222290

info@it2u.de • www.it2u.de

COMPACT HELPERS

Often the choice of tools you need cannot be decided until you start work. For example, you often have to tighten slotted screws and, at the same time, Phillips screws, but one tool is currently not available. The Wera Kraftform Kompakt 10 puts an end to this inconvenience. An ergonomic Kraftform handle, various screwdriver bits (slotted, Phillips, Pozidriv and Torx) and instantaneous bit-feeding and unloading thanks to the quick-change toolholder Rapdaptor facilitate the work.

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matuschek@wera.de • www.wera.de



JEWELLERY ON SHOES

O-Box GmbH has launched a completely new promotional product called Promo-sneaXx. This shoe jewellery appeals to a target group of 10 to 30 year-olds and is ideally suited to many companies such as trendy fashion labels, shoe manufacturers, large sports clubs and sports organizations, radio stations, event organizers, beverage producers, breweries and companies from the automotive industry. Made from a matte or gloss chromed zinc alloy, the product comes in silver or gold. An advertising message can be applied by engraving, laser or photo printing. Customised designs and rhinestones are also possible.

48481 • O-Box GmbH • Tel+49 6151 1596112

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FOR INDIVIDUALISTS

Whether a club, a musician or a brand, every one of them has fans who want to give expression to their preference. For this purpose, Spreadshirt offers a risk-free, on-demand merchandizing model for designing T-shirts, hoodies or cloth bags. The partner designs the article with the aid of more than 150 products from the range of the clothing commerce platform and offers them to fans by way of a dedicated, free-of-charge online shop or through Spreadshirt marketplaces. This is an attractive alternative to costly overproduction or warehousing fees.

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aku@spreadshirt.net • www.spreadshirt.de

DON'T FORGET TO SHOP

It doesn't matter whether shopping is, in fact, the favourite pastime of all women. But the fact that the vast majority of them are fans of little pieces of jewellery is indisputable. So it is no wonder that the eye-catching key chain pendant from Troika has long conquered the hearts of many women. After all, it symbolizes the loveliest sides of life: a heart, red lipstick, an IT bag and, of course, high heels. The motto on the metal ring reads: Love, enjoy, smile, dream and don't forget to shop...

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



A PIECE OF THE FINEST WOOD

The straight, simple design of the new Vivo push button ballpoint pen from e+m Holzprodukte made of elegant natural materials is sure to impress. The handcrafted barrel made of solid wood lies perfectly in the hand thanks to its fine grain. Vivo comes in dark Wengé and light brown natural ash. All surfaces are treated with natural waxes for a perfect feel. Packed in a black gift box and enhanced with laser engraving, Vivo is a highly individual gift.

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



HIGH-VOLUME PROMOTION

Whether as support for your favourite club, at parties or other events, the Plakat rattle from elasto form draws attention everywhere. This rattle made of high-quality plastic is not only a great noisemaker, but it also offers lots of extra space for advertising. The rattle's sound is slightly muffled by the voluminous body so that it sounds more pleasant. Every kind of advertising can be applied in photorealistic UV printing to this product with the quality seal "made in Germany".

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

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SNAPPY PICTURES

In September 2013 it will once again be time for Germany to go to the polls. At Amigo, too, everything already revolves around the German election. Right at the beginning of the year, this Dietzenbach-based company is offering three popular classic card decks in a politician design. And no deck of politician cards can do without trenchant caricatures. The decks for the classic games of skat, doppelkopf and rummy are all designed by the well-known graphic artist Christian Fiore and come with the fun factor guaranteed. Here the slogan “Now we have our politicians in our hands” gets a whole new meaning.

47399 • Amigo Spiel + Freizeit GmbH • Tel +49 6074 3755 3320
jochim.ulbrich@amigo-spiele.de • www.amigo-spiele.de

COLOURFUL AND EYE CATCHING

The bottleball from D.Factum is indispensable for every football fan. This colourful football bottle made of dishwasher-proof HDPE holds 0.33 litres, can be filled either with beverages or snacks, and has a practical lanyard so it can be carried over the shoulder. With its extra-long drinking spout and snap-on or twist-on lid, you can take the bottleball with you wherever you go. It comes in a wide variety of colours, printing can be applied to its neck, and other individual design options make it a power promotional partner for every football event. Now the World Cup in Brazil can get started!

47792 • D.Factum GmbH • Tel +49 228 96698521
kontakt@bottleball.de • www.bottleball.de



THE RIGHT TWIST

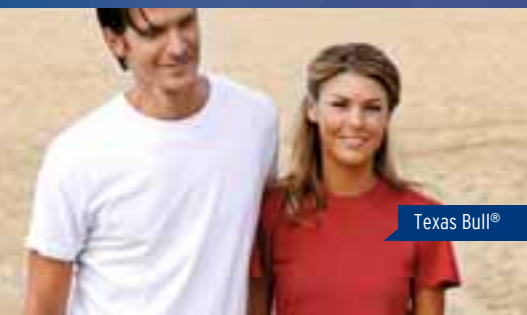
A little barrel organ can be ordered from Präsentia which can be adapted to customers' designs, and not only on the outside. It will also play a desired melody, such as the anthem of the favourite club or that favourite of all football fans “You'll never walk alone”. Inside the barrel organ is a roll on which any melody can be stamped.

40585 • Präsentia Promotion International GmbH • Tel +49 212 28010
info@praesentia.de • www.brain-promotion.de



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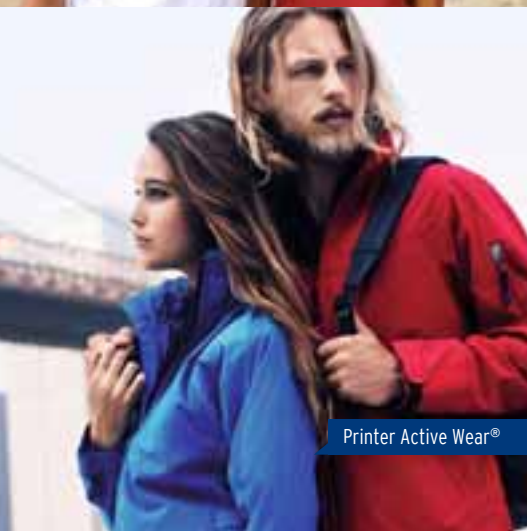
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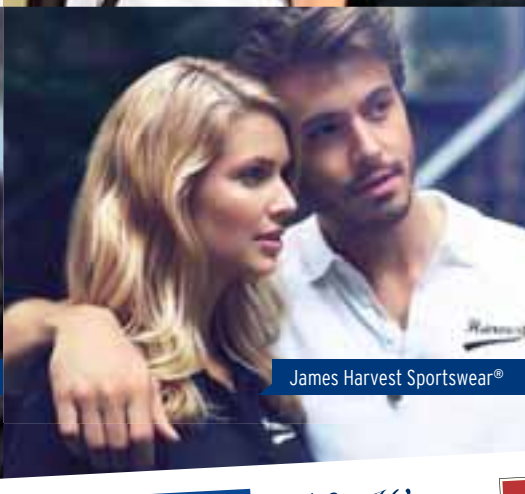
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RAZOR SHARP

A new printing technology enables B.W.S. to produce stadium cushions and waving hands of outstanding, eye-catching quality. The so-called sublimation process on polyester textile, which is permanently bonded to a wide variety of foamed materials enables emblems, slogans and club logos to be displayed with razor sharp contours and in the most brilliant colours. The surface feels very soft and gives the products a distinct added value. The manufacturer will supply even small quantities in a very short time.

44519 • B.W.S. SPRL • Tel +32 87 660845

info@bws.be • www.bws.be

FLYING HIGH

The Sky Hopper from Inspirion lets you make your dream of flying come true. This model airplane kit contains four coloured pieces which have to be put together, making it a lot more fun. Then the plane can take off with the aid of a plastic stick and a rubber band. The fuselage and the two wings made of EVA ensure that the aircraft takes off well and is light enough to stay aloft. A custom company logo can be applied to the wings.

42907 • Inspirion GmbH • Tel +49 421 52270

info@inspirion.eu • www.inspirion.eu



SHOWING YOUR COLOURS

Fan merchandise for many kinds of sports are among the specialties on offer from Alfred Fischer. Along with standard items, you will also find special figures in the desired team colours and with the appropriate logos, even in very small quantities. Leading clubs from a wide variety of different sports have their special custom figurines or large figures made by Fischer. It is also important to emphasize that the products are made in Germany and without exception meet all European regulations for children's toys.

41002 • Alfred Fischer • Tel +49 9561 60729

info@alfred-fischer.de • www.alfred-fischer.de



IMPRESSIVE BRILLIANCE

Not only fans of the stimulating beverage called espresso will be impressed by the cups and plates from the Italian company A.M.P. It is primarily the brilliant quality of the motifs printed on them by the new sublimation process that makes them so impressive. This innovative technology enables company logos, for instance, to be printed on the porcelain in incredible detail and true colours. The printing can also stand up to dishwashers or microwaves. A.M.P. will be happy to put its extensive experience in product design at your service, as well.

44355 • A.M.P. S.R.L. • Tel +39 02 90361743

sales@ampteam.it • www.ampteam.it



SCRUNCHABLE, FUNNY, FRESH

The flexible, non-skid coasters from Hermann Flörke are ideal advertising ambassadors, thanks to their generous printing space. These scrunchable, 3D coasters with a cushioning effect are washable and keep the desktop clean. They come in various designs and advertising can be applied by digital printing on orders of 500 or more. A logo can be engraved on orders of 2,000 or more.

44294 • Hermann Flörke GmbH • Tel +49 6104 73373

info@floerke.de • www.floerke.de



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VERKAUF@CHOCOLISSIMO.DE

GIFFITS GMBH

SALES TEAM REINFORCED AGAIN

The sales team of the German-based promotional product online shop Giffits GmbH has recently been reinforced by Ewa Milanowska. The sales representative is the new contact person for customers in Poland. Ewa Milanowska studied law and economics in Poland, Belgium, Italy and Germany. She already has several years of experience in purchasing.



Ewa Milanowska and Marius Knodel.

“It was important for us to find a person who is able to grasp customer needs accurately and has a good command of the language,” says Marcus Schulz, Managing Director. Since the beginning of April 2012, Giffits GmbH, the promotional product supplier from Hamburg, has been operating an online store in Poland. Marius Knodel has joined the sales team for the German-speaking region. The sales trainee of the promotional product supplier is a qualified wholesale and foreign trade clerk and has been working since that time with promotional products. He is also an aspiring commercial business administrator for marketing and sales. “Our two new employees are an asset because they fit great into our team, understand the concept of service and at the same time are both keen to work in sales,” comments Schulz on the new employees. “It would be nice if we could find more reinforcements. Especially our staffing needs for the German-speaking region have not been completely covered.”

Giffits was founded in Hamburg in 1998. Meanwhile, they now have more than 35,000 corporate customers throughout Germany and over 80,000 items can be found online. Storage, delivery, logistics and inventory management systems as well as many other services are offered by this full-service supplier. www.giffits.de

DOUBLING CAPACITIES

CD-LUX OPENS AN ADDITIONAL LOCATION

CD-Lux wants to expand and will be opening a new location in 2013. In addition to the company headquarters in Cham in southern Germany, a highly modern company building will be built in the spring on a 7,000 square metres property in the industrial area of Cham-Wilting. The 1,650 square metres building will comprise 575 square metres of production space, 720 square metres of storage space and 320 square metres of office space. The Advent calendar manufacturer wishes to double its capacities with the newly acquired space. www.cd-lux.de



The groundbreaking ceremony for the new building already took place.

FRESH IDEAS

PUBLIPLAST EXPANDS SALES TEAM

Key Account Manager Tim Ringel has joined the sales team of Publiplast Werbemittel GmbH, specialists in creative and individual displays. A native of North Rhine-Westphalia, the qualified sales professional in the wholesale and export trade also has an additional qualification in the field of plastics technology. His career took him to the automotive supply industry in Switzerland and Spain. Recently he expanded sales in Germany for a Spanish manufacturer of high-quality kitchen worktops. Tim Ringel wants to design and actively implement his own ideas. “With Publiplast I’ve found a company that on the one hand guarantees the quality and reliability, and on the other hand operates flexibly and is open to new ideas.”



Tim Ringel

www.publiplast.de

FARE – GUENTHER FASSBENDER GMBH
NEW IT DEPARTMENT

Sebastian Jorde

Fare, a specialist in high-quality umbrellas based in Remscheid, Germany is welcoming Sebastian Jorde as a new member of its team. “Now that Sebastian Jorde has joined us, the new IT department was founded as part of our aim to comprehensively implement our expansion strategy. The twenty-nine-year-old IT specialist most recently worked for Commerz Finanz GmbH in Duisburg and will help our team with all internal IT matters starting immediately,” commented Managing Director Volker Griesel. www.fare.de

BAPP

ERICH CORMANN NEW
EXECUTIVE MANAGER

BAPP – Belgian Association of Promotional Products – is pleased to announce the appointment of Erich Cormann as Executive Manager of its association. Erich Cormann's task will be to pursue current projects such as the preparation of PromGifts, the first end-user show supported by BAPP in March 2013, develop the association's own trade magazine Promobiss, coordinate the various work groups within the Board of Directors, improve communication between members and further ensure the professional development and growth of BAPP. Erich Cormann will work in close coordination with the BAPP Chairman, Executive



Erich Cormann

Board and with the association's secretary. He will therefore resign from his current status as Board Member and perform his duties on a part time basis. Erich Cormann has been one of the co-founders of BAPP back in the year 2000 and experienced from inside the growth of BAPP over the last 12 years. Due to his impulse, the annual BAPP Networking Day has been initiated and organized successfully up to this date and largely contributed to the positive, dynamic image BAPP has today. www.bapp.be

EYE-CATCHING ORGANIZERS

NEW LABEL GUMBITE WINS BPMA AWARD

The Big Bang International developed and produced label, Gumbite won the Highly Commended Award of the British Promotional Merchandise Association (BPMA), at the latest APG Expo; the biggest promotional products fair in the United Kingdom. This award was given to eye-catching, contemporary and original designs in the category of most innovative promotional product.

ERGONOMICALLY JUSTIFIED

Gumbite includes functional and eye-catching organizers for the active smartphone, laptop and tablet users, which help to organize life and work space. The ergonomically justified organizers are a must have for everyone who wants to work with more comfort and convenience in the digital world we live in. Gumbite has created six groundbreaking products. A distinctive feature of Gumbite is that each design has a printable surface, which can fit the promotional needs of any consumer.

EXCLUSIVITY CONTRACTS

The new Gumbite line has already been labeled a success, with Big Bang International closing a number of exclusivity contracts with leading stock parties; that currently house Gumbite items in their inventory. PF concept, the world's largest supplier of promotional items, will be providing exclusive distribution in Europe. Additionally, there is a closed contract in Africa with the company Amrod. The distributor, Primeline will be responsible for all US and Canadian territories. BigBang International also announced that they are in the concluding phase of negotiations related to distribution in Australia, New Zealand, Japan, Russia and South America.

GUMBITE PRODUCTS EXPANDING

Motivated by the European success of Gumbite (which was introduced into the market in March 2012), Big Bang has formulated a growth strategy. In 2013, the design team expects the Gumbite label, which now carries 6 products, to expand to 15. Big Bang International has already established its name with a number of successfully positioned promotional gadgets for the sports and event industry. Upon receiving the Highly Recommended Award, the company solidified its position in a new lifestyle segment.



Gumbite includes functional and eye-catching organizers for the active smartphone, laptop and tablet users, which help to organize life and work space.

CONTACT:

info@bigbanginternational.com
www.bigbanginternational.com

SINGLED OUT

IF PRODUCT DESIGN AWARD FOR PRODIR



ES2 in its neon colours.

Design prize for the ES2: the high-profile jury of the iF Product Design Awards 2013 has singled out the new model from Swiss writing instrument manufacturer Prodir for its outstanding design. The iF Award is recognised internationally as one of the most prestigious prizes for excellent product design.

Only a genuinely fine writing instrument is also a convincing communication medium: With this maxim, Prodir has been setting standards in the promotional products market for many years now. Value-enhancing,

timeless forms in combination with award-winning writing technology are what define the product range. The designers of the Munich-based studio of Designworks USA, a design consultancy and subsidiary of the BMW Group, designed the ES2. Thanks to the ergonomically optimised form of its triangular plastic body, the ES2 rests very comfortably in the hand. And writing with it is a great pleasure. The unmistakable form of the metal clip and the chrome finish or satin matt push button makes a particularly high-quality impression. Optionally, bold neon colours provide the pen with a very fresh, contemporary character. www.prodir.com

SND PORZELLANMANUFAKTUR GMBH
TEAM REINFORCED

SND PorzellanManufaktur, manufacturers of high-quality promotional porcelain, have been reinforced with new



Jan Eckstein

staff. Carrying on the family tradition, Jan Eckstein, husband of managing director Silke Neuberger-Eckstein, joined the company in early November. He supports the team in sales, marketing, and process management. Jan Eckstein was

previously employed in the management of a U.S. manufacturer of maintenance products and was responsible for Asia and Europe. New to SND is also Christina Hentrich. The qualified marketing and communications specialist is now the competent partner of the trade in the sales office at SND. She



Christina Hentrich

looks after customers in the zip code areas 1, 2, 3, 7, 8, 9 in Germany and Austria. She worked for many years at various advertising agencies and most recently at a major manufacturer of mobile exhibition systems where she was responsible for the design and implementation of all print media and marketing activities.

www.snd-porzellan.de

SPRINTIS E-MAIL CAMPAIGN

SUPPORTING THE GUTENBERG MUSEUM



World museum of printing arts: The Gutenberg Museum in Mainz, Germany.

Use new channels of communication and receive history: This is the motto of a new campaign of the Würzburg-based company Sprintis, a distributor of printing supplies. Each printed Sprintis invoice will be accompanied by a flyer on which the recipient of the invoice is asked whether he would like to receive invoices electronically as PDF files. For every customer who switches to the e-mail mode, Sprintis will donate five euros to the association Gutenberg e. V.

This association supports the Gutenberg

Museum in Mainz, Germany, the world museum of printing arts, with all donations it receives as well as all proceeds from the Gutenberg shop. Located in the centre of the old town, it is one of the oldest printing museums and a centre for tourists and professionals from around the world. „We are glad that we support a worthwhile cause with this campaign. I would describe it as a win-win-win situation. By sending invoices by e-mail, they automatically end up in the correct mailbox of the customer, we reduce our postage costs and the Gutenberg Museum ultimately benefits from the donations,“ says Christian Schenk, Managing Director of Sprintis, about the motives of the campaign. www.sprintis.de

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MBW

JAN BREUER IS GIVEN POWER OF ATTORNEY

M BW Vertriebsges. mbH in Wanderup, Germany has given Jan Breuer power of attorney. Since January 2013, Jan Breuer has been registered in the commercial register as an authorized officer, in addition to the managing director Walter Both and the authorized officer Monika Both.



Jan Breuer

Jan Breuer has been working for MBW for 12 years and holds the position of Sales Manager. According to Walter Both and Monika Both, granting Jan Breuer power of attorney shows the company's appreciation for his commitment and acknowledges his hard work and contribution to the success of the company. www.mbw.sh <

**STRIMAXX & FRIENDS GMBH
UWE NAGEL REINFORCES
SALES TEAM**

S trimaxx & Friends GmbH, a highly efficient supplier of textile promotional products, has strengthened its team with a sales professional who is well-known in the industry: Uwe Nagel



Uwe Nagel

has been taking on his new sales position at the Strimaxx branch office in Hamburg, Germany at the beginning of 2013. He was recently employed at Getex in Geesthacht, which had to file for bankruptcy in 2012. Together with his colleague Angelika Jahnke, who also previously worked in the back office at Getex, Uwe Nagel will reinforce the company's sales team with his many years of industry experience. www.strimaxx.de <

SUSTAINABLE FASHION**MANTIS WORLD WINS SOURCE AWARD**

Mantis World wins the prestigious Source Award for Sustainable Production. The Ethical Fashion Forum held the Source awards ceremony on 4 December in a central London location. Mantis World was nominated in three different categories and on the night came away with the award, beating off tough competition. The event was attended by many of the fashion industry's most influential and inspiring brands, individuals, press and buyers. It was also live-streamed online allowing participation from all over the world. The award was judged by several leading experts in the fields of fashion and sustainability. Mantis World was delighted to win the award in recognition of all their hard work over the past 12 years. They have proven that sustainable and ethical production is possible on a commercial, large volume scale. Mantis World's range of stock garments and dedicated Bespoke Production team ensure brands no matter what size can have easy access to sustainable, ethically-made garments and supply chain.

MANTIS WORLD CREDENTIALS

Mantis World is a supplier of garments for the imprints market working with fashion brands and retailers. All garments are ethically made in partner factories around the world and have Oeko-Tex certification, and social compliance ranging from SA8000 to BSCI. Mantis World will work with the equivalent standards factories have in place to avoid duplication. They even help factories achieve their stand-

ards which include securing GOTS certification for Organic Cotton, financing Oeko-Tex certification and accreditation. Mantis World is also GOTS certified, a member of Textile Exchange and EFF's Fellowship 500. Mantis World believes in supplying fashionable, high quality garments without compromise to people, their ethics or the environment. Clothing that is well made and made well. For more informations see under: www.mantisworld.com <



At the Source awards ceremony (from left): Katie Power, Marketing Executive, Shailja Shah, Merchandise Manager and Russell Spiller, Head of Special Production.





Jörg-Peter Helmers,
B2B Sales Manager.

The launch in the promotional product business took place during the 51st PSI Trade Show.

SAMSONITE

B2B BUSINESS IN-HOUSE AGAIN

Samsonite, a globally active luggage company, has continued to expand its product line and sales channels during the past few years. The brand, which is known for its quality, functionality and innovation, will again be managing the B2B business in Germany themselves starting in January 2013.

Samsonite is ready to kick off with the support of Jörg Peter Helmers, who looks back on many years of experience in the promotional product business. As Sales Manager for B2B sales, he has already begun putting together a dedicated team, which will provide customer support for the promotional product trade. The back office staff has already been set up and more sales representatives will be hired in the near future.

NUMEROUS INNOVATIONS

The company, which was founded in 1910, helps travellers around the globe with its smart, high-quality, functional and cleverly designed luggage solutions. The long history of the brand stems from the extraordinary findings made during research and development, which have led to Samsonite being able to assume its place at the forefront of the travel industry with its numerous innovations. Over the past few years,

these have primarily included the world-wide exclusively used material Curv, which makes hard-shell suitcases so incredibly light and at the same time very durable, and the Advanced Hybrid Technology, which makes it possible to have very lightweight luggage that also has special shape stability. What is more, innovative materials and technologies are also being used for business and recreational products and accessories, which further strengthen Samsonite's position as a trendsetter.

EXPANSION OF THE PRODUCT LINE CONTINUES

For the promotional product trade, it should also be interesting that Samsonite has just recently started to manage the development, production and sales of travel accessories again from within the company; these accessories include everything from baggage belts and neck pillows to adapter plugs, camera bags, umbrellas, and mobile phone and tablet cases. The expansion of the product line to include products for people on the go, which are for sale in leather goods shops, stationery shops, electrical appliance shops and the promotional product trade, will also continue in 2013. These endeavours guarantee a high level of quality and a wide array of products, which have perfected designs that complement each other.

THE LAUNCH TOOK PLACE AT THE PSI TRADE SHOW

The launch in the promotional product business took place at the Samsonite stand during the 51st PSI Trade Show. Jörg Helmers and his team presented a large selection of products from the present Samsonite product line in Hall 10. For more information, please send inquiries to the following e-mail address:

werbemittel@samsonite.com



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BEST OF 2012 AWARD

I LOOK INNOVATIONS SINGLED OUT

Visitors to this year's viscom, the trade fair for visual communication, technology and design held in Frankfurt am Main, Germany evinced great interest in the stand of i look innovations GmbH, which focuses on audio-visual marketing. The company



The award-winning product, the "i look LED CARD".

was exhibiting its high-value combinations of print products with (audio-)visual technology. A special highlight for i look innovations was winning the "Best of 2012 Award" for innovative products, projects and services. Here the i look LED CARD won in the sign making category. The top-class jurors lauded the product's original idea of providing animated light effects by integrating illuminated dots of LED light. This is an easy way to add value to traditional print products while offering designers a wide variety

of ways to use the product in advertising. "We are immensely delighted to have won this award," enthused Managing Director Matthias Echelmeyer with his team. "We spent a long time developing the product and did not launch it until June 2012. The response in the media was sensational and encouraged us to keep working on new, innovative solutions for our customers." www.i-look-innovations.com

MTS SPORTARTIKEL

GORDON LÖSSER RESPONSIBLE FOR MAJOR CUSTOMERS

Gordon Lösser is the new Key Account Manager at MTS Sportartikel Vertriebs GmbH in the Bavarian town of Wolfratshausen, Germany. Key accounts were previously managed by Sebastian Frey and Markus Törnich. With the expansion of the team, the company, which is constantly growing, is now focusing on additional customer potential. The scope of duties of



Gordon Lösser

this newly created position therefore includes the acquisition of new customers as well as the development of new business areas. Gordon Lösser is also responsible for the key account segment previously

looked after by Sebastian Frey who was recently appointed managing director. In addition to his many years of experience in the key account business and portfolio management, Thuringia-born Gordon Lösser has an extensive market knowledge of the thematic areas of MTS Sportartikel Vertriebs GmbH. "The future possibilities of the expanding company MTS were particularly decisive for my career change and re-orientation," describes the 43-year-old his motivation for the change. Gordon Lösser has been active in the sporting goods industry for over 20 years.

www.mts-sport.de

CARL MERTENS BESTECKFABRIK GMBH

YOU WINS A COUPLE OF DESIGN PRIZES

After Carl Mertens' salt and pepper shaker "You" was awarded the iF Product Design Award in late November, the next good news was not long in coming. On 5 December, the Design Plus Award Ambiente 2013 was awarded at the Frankfurt trade fair. As is the case every year, Ambiente exhibitors were able to submit products that have a unique design and have not been on the market for more than two years. The salt and pepper shaker "You" convinced the international jury of design experts and was awarded the Design Plus Award Ambiente 2013. All products of the award-winning manufacturer will be exhibited during the entire duration of the fair from 15 to 19 February 2013 at a special show. www.carl-mertens.com



PHILU PRÄSENTE MIT PFIFF! NEW BUSINESS PREMISES



The company PHILU Präsente mit Pfiff! Werbemittelhandel Rabe will be moving into new business premises at Wöschenhof 17 in 22045 Hamburg, Germany on 25 February 2013. All contact data remains unchanged. www.PHILU.net – www.werbemittelhandel-rabe.de <

AWARD PRO-K AWARDS PRIZES FOR PRODUCTS OF THE YEAR 2013

The winners of the “Product of the Year 2013” are now official. Among others, A. W. Faber-Castell Vertriebs GmbH received the prestigious award for the Perfect Pencil III with Chip Box, Siplast Siegerländer Plastik GmbH for Clap two, a combination of a clipboard and document folder, and koziol » ideas for friends GmbH for their pendant lamp Stella XL. Pro-K, Industrieverband Halbzeuge und Konsumprodukte aus Kunststoff e. V. awarded prizes for a total of 18 products which distinguished themselves through a unique combination of innovation, design and functionality. Since the 1970s, the association has awarded prizes each year for products in different categories. The Products of the Year will be displayed at the consumer goods fair Ambiente which will take place in Frankfurt am Main, Germany from 15 to 19 February 2013. www.produkte-des-jahres.de <



OBITUARY

MOURNING FOR HORST BRANDENBURGER

The company founder of the promotional product consultancy Werbemittel-Beratung Horst Brandenburger in Hanover, Germany died on 17 November 2012 at the age of 76 after a long illness. Horst Brandenburg founded the company in 1975 and was a competent and fair contact partner for customers and suppliers until he sold his company in 1991. Even today customers and suppliers still remember him and his friendly manner. He always knew how to fulfil the wishes of his customers. He applied the rule “There’s no such thing as impossible, and maybe is simply not good enough.” Even after his retirement he maintained a friendly relationship with customers and suppliers. During his retirement, he devoted himself to his favourite hobbies, driving his convertible and sailing. He bought a big sailing boat and spent many weeks in the year on his beloved Lake IJssel. Werbemittel-Beratung Horst Brandenburger extends its deepest sympathy to the family of Horst Brandenburg.



Horst Brandenburger

NEW PARTNERSHIP

APD TAKES OVER DISTRIBUTION OF MYCLOCK



in a tin. It is suitable for table and wall and comes with an element of surprise. The clock face and label offer almost limitless design possibilities. MyClock is available in two sizes. www.brisa.com – www.asiapinsdirect.eu <

As of 1 January 2013, the company Asia Pins Direct GmbH (APD) has taken over exclusive distribution of MyClock, a patented idea of Brisa Entertainment GmbH, for the promotional product trade in Germany, Austria and Switzerland. MyClock is a fully personalized clock

MOVING INTO A SECOND BUILDING

SELTER EXPANDS

The company Gustav Selter GmbH & Co. KG, a specialist in technical promotional products, is expanding and has moved into a second building. Since 5 November, the management of the company has been located at Hauptstraße 2–6 in 58762 Altena, Germany. The PO Box address, telephone and fax number and e-mail address remain unchanged. www.selter.com <



WELCOME HOME 2012

NEW PROMOTIONAL PRODUCTS FOR ENTHUSIASTS

For the third time, under the slogan “Welcome Home”, eight suppliers from the promotional product industry invited guests to the pre-Christmas event series in seven locations in Germany. At this exclusive preview of new products in 2013, there were again revealing insights into the production of the companies.

Following the success in the last two years, the eight German industry leaders Gustav Daiber, Fare, Geiger, Halfar, Jung Bonbonfabrik, koziol, LM Accessoires

and Senator launched the latest edition of the Welcome Home Event series in the pre-Christmas period. The idea behind it was to “re-experience promotional prod-

ucts”, in other words to offer promotional product distributors and consultants across the country an exclusive preview of new developments and innovations “at



The “external venues” in Hamburg and Munich were also well attended. Our images show impressions from the Edelfettwerk in Hamburg, a former factory which is now used for special events.



the home” of each supplier, which was also very well received this time.

EXCLUSIVE PREVIEW

Four of the eight hosts demonstrated first hand in Groß-Bieberau, Vaihingen, Cologne, Lemgo and Wiesbaden how products are developed and produced, how ideas are created, and how quality is produced and lived. For customers in northern and southern Germany, the roadshow called in at selected locations in the cities of Hamburg and Munich, where many production techniques and finishing options were demonstrated in an elaborate show. Altogether, the partners presented more than 200 new products and customised designs of their spring collections, beyond the product catalogues and live to touch, try out and taste.

Another incentive for attending the event was the opportunity to participate in an attractive bonus programme.

FEEL LIKE AT HOME

“Welcome Home”, which once again means for the visitors to feel like at home: with regional delicacies and beyond the hustle and bustle of the trade fairs to pleasantly meet the personal contact person from suppliers of promotional products to choose products and chat about details, advantages and the potential of the new products. And as the ambitious promotional product specialists also had the necessary expertise, the opportunities to become familiar with products by way of company tours where they are produced were also very handy.



PRODUCT KNOW-HOW FOR FREE

How does an embroidery machine actually work? How is paint applied to a cup? What makes candy taste good? Or how is a logo placed on an umbrella? And why do calendars always arrive on time? Answers to these questions and more were thrown in for good measure in in-house training. In conclusion: “Welcome Home” also turned out this time to be a welcome change to all the events in the industry, offering creative solutions for advertising with promotional products which target all the senses. <



Information advantage: Those who were there were able to look at the new products before Christmas and receive expert advice.

WELCOME HOME 2012

BEHIND THE SCENES AT GEIGER

The concept works, and now in its third year: In the first half of December, eight innovative suppliers presented their products at seven different locations in Germany, allowing promotional product distributors to look behind the scenes of their companies. This year we visited Geiger AG in Wiesbaden and experienced a very enjoyable and informative day in an intimate atmosphere.

You can invite friends to a restaurant, enjoy excellent food and have a wonderful chat. We all love and enjoy such beautiful evenings. However, if you personally host your guests and share your

home with them for an evening, you are heartily thanked: friends get to know you better, they feel more comfortable in the intimate atmosphere than on neutral ground and they appreciate the effort made. You

develop a more personal relationship, get to know each other better and consolidate your contact. What works so well in a private atmosphere also works wonderfully in the Welcome Home Event series, because the concept combines all these advantages: suppliers invite promotional product distributors to their “home” and thus allow visitors an insight into their businesses. Apart from each host, the other participating suppliers present their innovations there in advance, which they intend to present at the upcoming PSI. Thus there is more in-depth information and knowledge that the tour offers distributors. At Geiger AG in Wiesbaden, the last leg of the tour in 2012, we learned first-hand how the concept is applied in practice.

IN THE HEART OF CORPORATE LIFE

“Normally where we are sitting here in the mezzanine is storage space. We have cleared it because I believe a rustic location which is close to the production better expresses the objective of the event: giving distributors an insight into the company. In



What's new? Jürgen Geiger shows Manfred Schlösser a notebook from the 2013 range.



A full house and happy faces: The Welcome Home Event at Wiesbaden Geiger AG.

order to be authentic in this sense, we are now in a warehouse and not in the office building next door," explains Managing Director Jürgen Geiger. The eight stands of Gustav Daiber, FARE, Geiger, Halfar, Jung Bonbonfabrik, koziol, LM Accessoires and Senator are all staffed with sufficient personnel, have ample space and are very well attended. Around noon, participants sit at long tables and enjoy a great lunch overlooking full high-rise storage racks; on the ground floor the warehouse operation continues: friendly and in the middle of the (factory) life.

EXPERIENCING PRODUCTION AND PRODUCTS

The whole day was busy; some distributors willingly spent three or more hours driving to attend a tour of the company to see, for example, how Geiger calendars

and notebooks are produced. "Particularly the notebooks show our creativity. We have invested heavily in technology in recent years, in order to have the design and finishing operations in-house," explains Geiger. "Thus we are flexible and fast, which opens up many possibilities." Experiencing the production live makes a tour of the company exciting for the distributors: they subsequently know what they are talking about and are also able to explain the products to industrial customers in detail, answer questions better and ultimately sell more. Therefore more and more distributors bring along their employees to give them first-hand knowledge of the products. This tenor could be heard everywhere among the visitors. This is also true for all other companies which opened their doors as part of the event.

WIDE RANGE OF PRODUCTS

There was a lot of variety and loads of ideas: The diversity of participating suppliers ensured a wide product range across all segments with no overlap. A clear intention of the tour was to inform the customers about new products prior to the PSI. Even at Geiger distributors took the opportunity to look at the products without any hustle or bustle and to seek expert advice. This not only appealed to the distributors, but also to the suppliers themselves. "Here at home, the discussions were more in-depth, in contrast to the PSI Trade Fair where we increasingly focus on new customers. For this reason we very much appreciate the Welcome Home Event," concludes Jürgen Geiger.





ROADSHOW 2012

PREVIEW OF EXCITING NEW PRODUCT LAUNCHES

At the end of last year, seven supplier partners initiated a roadshow to present their latest promotional products to selected customers. The group stopped off at six locations in Germany as well as in Vienna and Prague. PSI Journal was also there.

The venues for the roadshow of the participating promotional product specialists elasto form, Eurostyle, Kalfany Süße Werbung, Sanders Imagetools, Macma, Easy Gifts as well as World of Textiles were well chosen: In the glamorous surroundings of selected five-star hotels in the centre of the eight cities of Frankfurt, Düssel-

dorf, Hamburg, Berlin, Munich, Stuttgart, Vienna and Prague, the ensemble presented the invited customers a preview of the new products and catalogues of the coming year.

RELAXED ATMOSPHERE

From 1 p.m. and 7 p.m. respectively, customers were able to get an impression of

the latest developments in the promotional product industry. The product show had more than deserved the attribute "stress free and without being pressed for time": Besides the relaxing atmosphere in the hotel rooms, factors such as good accessibility of the venues in the cities as well as free parking in the hotel car parks also played

a role. Even those who arrived by train conveniently reached their destination by means of public transport.

SEVEN SUPPLIERS, EIGHT CITIES

The initiators already had their hands full for the opener in Frankfurt – a boon for advertising professionals. Alongside Düsseldorf and Munich, the venue in Frankfurt was the best attended: “There were hardly any breaks; we were often engrossed in conversations,” stated Jeanette Baiker from Kalfany Süße Werbung. Although fatigued from the strenuous tour, Jeanette Baiker was still in good spirits after attending all eight venues and sees the advantage of a roadshow in the transparency of the offer and the quality of discussions with customers: “We were able to take the necessary time for each customer. As a result, the products were much better appreciated, especially when it comes to explaining new products that may require explanation,” added Jeanette Baiker.

INTENSIVE DISCUSSIONS

Thus, the same goes for Stefan Fleischmann, authorized signatory at Sanders Image-tools, specialists for drinks, wellness and hygiene in the promotional product sector: “The 5-star roadshow is an excellent way to hold intensive talks with our specialist trade partners in a wonderful atmosphere, to present our new products and discuss a number of projects or other issues – without the typical hustle and bustle of a trade fair.” His colleague at the Sanders stand, Birgit Neyer, is convinced of the benefits of a roadshow as a form of presentation: “We also benefit from the inquiries of customers of other exhibitors who have not previously been involved with our products and who can then take the time to conveniently inform themselves about our promotional products,” said Birgit Neyer.

CZECH REPUBLIC AS A GATEWAY TO EASTERN EUROPE

The entire range of new products, which were already listed in the recently printed catalogues of the septet, was shown. What is well received in Germany and Vienna should also go down well in Prague. And



The initiators of Roadshow 2012 were very satisfied with the results of the tour. The concept also worked well in Prague and opened several doors to the Czech market.



A relaxed atmosphere at pleasant venues: Evaluating new products without any stress.



as expected, the concept worked well in Prague, where elasto form maintains a branch: “The Czech market is virtually on the doorstep and conveniently opens up opportunities for trade in Eastern Europe,” said Sebastian Huff of Easy Gifts. According to Stefan Fleischmann, the Eastern European market is still developing in the area of higher quality giveaways and creating the appropriate commercial structures: “It was the right time to present new possibilities of advertising with highly communicative promotional products to a number of distributors – albeit a modest number”, said Stefan Fleischmann, who drew an initial assessment and spoke of a “con-

tinuous positive response to our Image-tools.”

OPPORTUNITY FOR CUSTOMER SUPPORT

Eventually everyone agreed about the benefits of the roadshow: compared with global contact forums such as the PSI, which is especially suitable as a platform for establishing numerous initial contacts which the salesperson can follow up on, the informal atmosphere of the roadshow provides opportunities for customer support and in-depth discussions which often lead to ideas for the customer’s advertising message to accompany the promotional product campaign.





Quaint: Bürgershof was the venue in Potsdam.

ADVENT TOUR 2012 OF THE A+O TEAM

ATTRACTIVE PRODUCTS AND DELICIOUS ROAST GEESE

Just before the end of the year, numerous promotional products suppliers once again took advantage of the opportunity to enable distributors to take a closer look at their latest product collections – and this quite literally. To this end, several supplier groups toured through Germany and bordering countries late last year.

The exhibitors of the Advent Tour of the A + O Team remained within the German borders and started their presentations on the first Tuesday in December. The organizers of the now well-established series of events had this time deliberately chosen atmospheric, conveniently accessible locations on the outskirts of cities and metropolitan areas as forums for their product shows.

STIMULATING PRODUCT MIX

The event got off to a spirited start in the riding hall of the stables of Ahrensburg Castle just outside Hamburg. Numerous promotional product distributors in the re-

gion responded to the invitation of the A + O team and were able to convince themselves of the benefits of the new products in a casual atmosphere that provided plenty of room for interesting discussions. A total of 20 supplier partners from various sectors delivered a stimulating product mix which left almost nothing to be desired for the new promotional product year.

COMMON FEAST OF ROAST GEESE

The next events – spread over two weeks – that the A + O team organised in Bürgershof at the venue in Potsdam, at the textile supplier Maica in Garbsen near Hannover, at the Dampfe brewery in Essen, in

the city hall of Hockenheim near Mannheim and finally at Hotel “Die Post” in Zusmarshausen between Ulm and Augsburg, were also successful. Overall, about 300 guests from about 140 promotional product companies responded to the invitations, which this time concluded with a special “treat”: the exhibitors invited their visitors to join them at a common feast of roast geese at the end of each afternoon. An “estimated 230 geese” landed on the plates of “very satisfied” participants of the A + O tour. An appropriate summation could thus have been: Attractive products and delicious roast geese.





Plenty of space for products: The town hall of Hockenheim.



Guests of the promotional textile specialist Maica in Garbsen.



There was a festive mood at the Dampfe brewery in Essen.



There was already keen interest at the beginning of the A + O Advent Tour in Ahrensburg near Hamburg.





FITNESS AND BEAUTY

HEALTHY PROMOTION

The terms fitness and beauty have both reached the top rankings of the neo-German charts in recent years. Behind the related themes are two product areas in which the lasting impact of promotional products has especially come to bear.

Fitness and beauty are closely associated in the range of themes of the modern consumer world. Countless new formats such as traditional media are dedicated to these areas in which major industries have recently developed. They in turn invest heavily in marketing and advertising to keep the momentum of the fitness and beauty hype going as well as the associated product merchandising. The results speak for themselves because business is very successful. The buzz around a healthy beautiful lifestyle in the “First World” market-led industrial and service regions continues to boom rather than diminish. Whether it be a fitness forum, fitness shop, fitness centre or beauty tip, beauty magazine, beauty palace – the many collocations and the underlying sub-themes in which both buzzwords play a role are proof of this. How fit and beautiful associated promotional products can be is documented by the collection of new products on the following pages.





RETRO-STYLE SPORTS BAG

The company The Gift Groothandel from The Netherlands uses the retro-look of the legendary Seventies for its new sports bags. The hip retro bags with a gym style are perfect for carrying sports equipment and clothing around. The bags made out of PVC and PU leather can also be used to carry a bowling ball comfortably with you and it is the ideal bag to use for this sport, which is currently all the rage.

48207 • The Gift Groothandel B.V. • Tel +31 226 381010

info@thegift.nl • www.thegift.nl

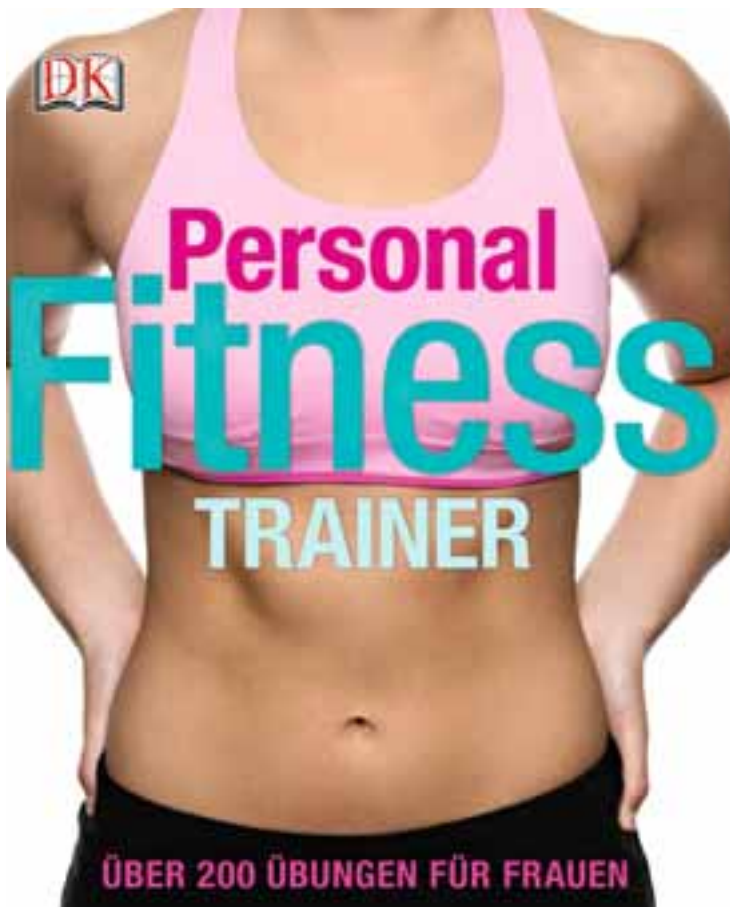


TRENDY SPORTSWEAR

Mantis World from England, which is known throughout the industry for its fairly-made textiles, places a lot of value on environmentally responsible production and humane working conditions in their partners' factories. Its sports line is characterised by fashionable cuts and is first-rate in terms of skin-friendly fitness apparel. In addition to the two attractive short and long arm sports vests made out of 100 per cent fine cotton for women, the English company also highlights the Mantis World Superstar Series, which includes a wide array of T-shirts and very trendy hoodies, which are top-quality, premium hooded shirts with zippers.

44978 • Mantis World Ltd. • Tel +44 207 2248991

info@mantisworld.com • www.mantisworld.com



FIT FOR SPRING

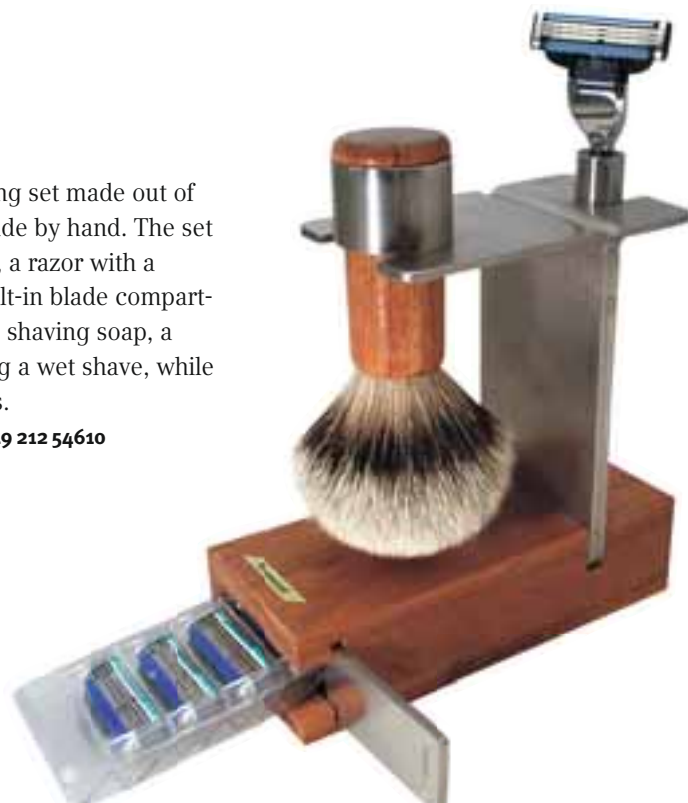
People should start thinking about doing sports, at the very latest, when their favourite jeans begin to feel too tight. You can get your tummy, buttocks and legs in shape with just a few exercises. A book with suitable fitness exercises, which can be compiled for any situation, is available from the publishing house Dorling Kindersley Verlag. With this book (in German), the reader gets a copy of specially compiled training sessions. The book can also be ordered to come with a personal design such as a customer logo or an adapted cover.

48489 • Dorling Kindersley Verlag GmbH • Tel +49 89 442326-221
sondervertrieb@dk-germany.de • www.dorlingkindersley.de

PERFECT FINISH FOR MEN

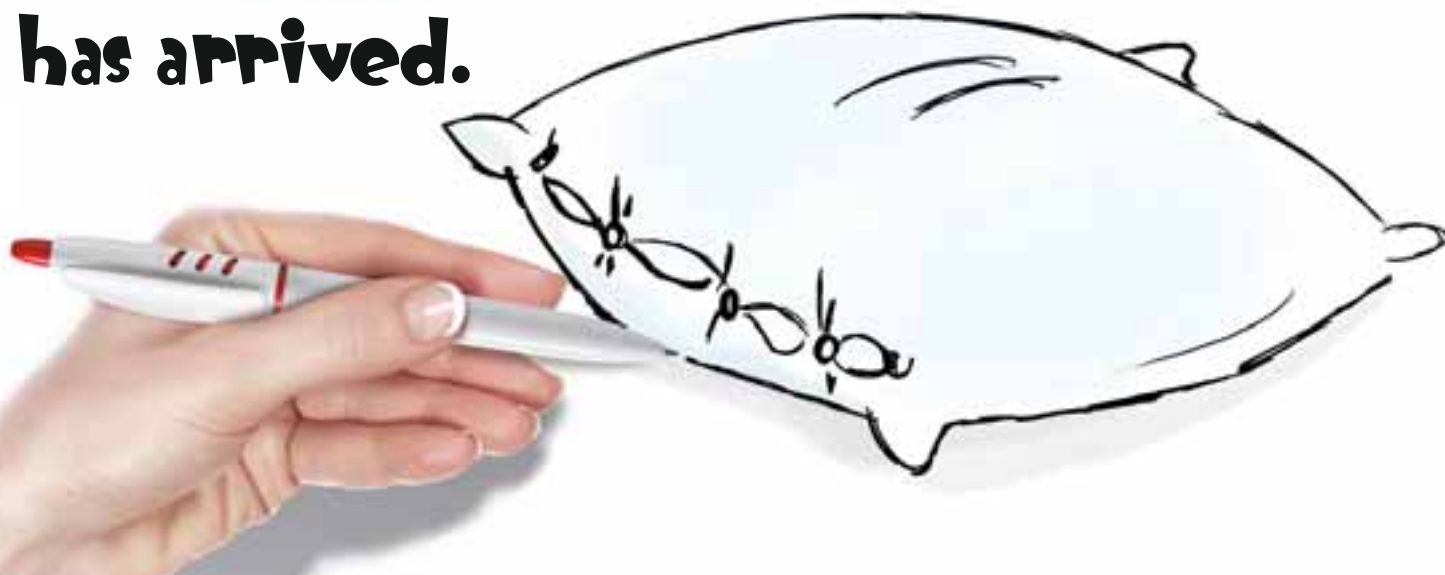
Müller & Schmidt Pfeilringwerk is selling a shaving set made out of rosewood and combed aluminium, which is made by hand. The set includes a badger hair brush with silver plucked hair, a razor with a Mach 3 System, and a special razor holder with a built-in blade compartment. You don't need much for a perfect shave: good shaving soap, a sharp blade, warm water and a shaving brush. Having a wet shave, while using Golddachs products, guarantees perfect results.

46273 • Müller & Schmidt Pfeilringwerk GmbH & Co. KG • Tel +49 212 54610
info@pfeilring.de • www.pfeilring.com



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CROSSING THE FINISH-LINE IN STYLE

Spreadshirt combines functionality and individuality in its personalised sports collection and offers a real alternative to traditional cotton shirts for company marathons and sporting events. The sports product line at the specialists for personalised apparel ranges from fashionably cut tank tops with matching shorts to breathable functional shirts and jogging pants. The standardised colours for men and women on offer guarantee a homogenous team appearance. A high-quality imprint of a company logo or slogan makes for a matching corporate design.

48779 • sprd.net AG • Tel +49 341 594005900

info@spreadshirt.net • www.spreadshirt.de

SMALL BUT NICE

The sports towel from Malgrado, which is 40 by 120 centimetres, is made out of 100 per cent terry-cloth cotton and is extra absorbent. The towel is long, narrow and functional, which makes it ideal for sporting activities. It can be finished with a customer logo by using border weaving, Jaquard webbing, re-active printing or embroidery. Additionally, its hang-up loop and fastening strap can be designed with a customer logo using weaving. A minimum order of 1000 units is required for the sports towel, which can be rolled up with just the touch of a button.

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

s.rueth@malgrado.de • www.malgrado.de





FIT WITH A TABLE-TENNIS BALL

Since 2003, table tennis has been the first sport to be recognised as a healthy sport by receiving the Sport Pro Gesundheit quality seal issued by the German Olympic Sports Association. Doing health-focused endurance training while playing table tennis has the advantage that there is an element of fun to it and you can spend time socializing with others. The company TRIK Produktionsmanagement is placing a closer focus on these sports products for the athletic, active and young target groups. The sets each contain two bats with a wooden core and three table-tennis balls. Every blister package contains a paper inlet sheet, which can have a personalised customer imprint placed on it using offset printing.

45741 • TRIK Produktionsmanagement GmbH • Tel +49 30 8145632-0
info@trik.de • www.trik.de

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A HANGER FOR BEVERAGE BOTTLES

A new product at Sanders is the hanger for PET beverage bottles that has an imprint on it. Sanders expanded this product segment recently by adding three organic juices in 250 millilitre containers. The hangers can be used in a variety of different ways: as a gift certificate, an admissions card or as a feedback coupon – there are no limits to the creative ways it can be used. What is more, there is space for placing more advertising or additional information on it, such as pharmaceutical fact sheets. A customer's personal imprint is placed on both sides of the hangers using high-quality four-colour printing. The minimum quantity required for orders depends upon the number of bottles ordered and is currently at about 250 units. The hangers can be delivered loose, or alternatively, already attached to the bottle.

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

PROTECTIVE ALL-WEATHER JACKETS

It doesn't matter if it's stormy, snowing, raining or freezing outside: The weather will do no harm to the person wearing a jacket or vest from James & Nicholson. These brand name products, which are available from Daiber, are functional apparel that look good. New cuts and colours bring a breath of fresh air during the cold months of the year. It is selling products which are just perfect for transitional periods, like cosy fleece jackets for the whole family and hybrid jackets for walking or hiking through the forest. The outdoor hybrid jacket is also ideal for even the most extreme weather conditions. More information on these products and other apparel is available at www.daiber.de.

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



SWEET EASTER 2013



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FERRERO

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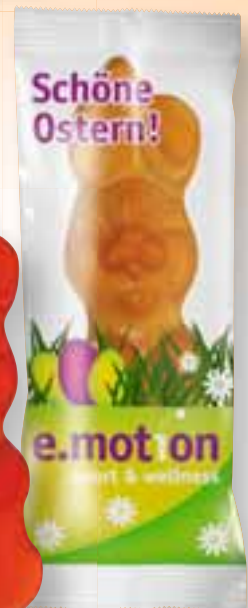
Hollow body, approx. 40 g



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filled with Chocolate Easter Bunny, Chocolate bar or Easter Egg

Milk chocolate from Kraft Foods/ Mondelez Int.



Fruit Jelly "Easter Bunny"

approx. 50g



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Sales hotline: 0049 7643/801-24

All promotion packagings are available with standard or personalised print. Sales through the advertising media trade.



www.ksw24.eu



SHIRTS FOR ATHLETES

With its T-shirt model Dry Skin, the company Vardenod from Spain has brought an ideal top for recreational sports on the market. The shirt has a thickness of 170 grams and comes in eleven different colours. It comes in a wide variety of sizes, ranging from children's sizes to XXL. There is also a variety of models with different cuts, including shirts with short and long arms, and shirts with or without collars.

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

SPORTY COSMETIC SETS

Many people are doing more recreational sports, especially at the beginning of the year. Bio Laboratories from Great Britain makes nourishing cosmetic products for the promotional products sector for the relaxing moments after a workout. Its products reflect a more responsible way of using environmental resources, and its product line includes soaps and toothpastes, lip and skin care products, as well as many other cosmetic products, which can be ordered to come as gift sets wrapped in environmentally friendly packaging. According to the information provided by the British company, all promotional products from Bio Laboratories can be personally designed for individual customers in a variety of different ways.

46839 • Bio Laboratories Ltd. • Tel +44 161 9039520
sales@bio-labs.co.uk • www.bio-labs.co.uk



EYE-CATCHING ACCESSORIES

When a customer is searching for youthful and stylish corporate wear, he will find exactly what he is looking for at Topkapi Tessuti from Italy. The company's accessories, which are in step with the latest trends, showcase Italian elegance and sophistication. One new product which lives up to the discerning taste of special customers is the women's necklace. There are also silk ties made out of high-quality Jacquard webbing for men that are colour-coordinated with a scarf made from the same silk chiffon, which turns this accessory into a real eye-catcher. It comes in matching gift packaging.

46918 • Topkapi Tessuti S.r.l. • Tel +39 031 563668
info@topkapitessuti.it • www.topkapitessuti.it



DOKUMENTIERTE FITNESS

Neu in Blau metallic erhältlich ist der Schrittzähler Fitty No. 1G von Kasper und Richter. Das Gerät, das nach wie vor auch in Orange metallic zu haben ist, lässt sich bequem in Hosen-, Brust- oder Jackentasche sowie an Lanyard, Halskette und Schlüsselbund transportieren. Dank 3D-Motion-G-Sensor-Technik lassen sich die Schritte des Trägers unabhängig von der Trageposition erfassen. Zudem lassen sich Trainings- und Uhrzeit, verbrauchte Kalorien sowie gelaufene Kilometer vom Display ablesen. Die Daten sind sieben Tage lang automatisch gespeichert.

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

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FIRST AID FOR INJURED ATHLETES

Whoever wants to stay in shape has to keep on moving. But small blisters, bruises and sprains are a part of running, cycling and any other outdoor activities. The Fix n' go product range from Duo Care offers a small sized way to help sporty people when they need it. The First Aid Kit called Help is comprised of a skin cleaner and spray-on plaster. The Travel/ Hygiene Set offers protection with a disinfectant and hand lotion. The product called Insect offers help with an insect repellent and after-bite lotion while the product called Sun contains sunblock and after-sun lotion. And the Sport Kit eases discomfort with a cold-spray and muscle ointment. The Fix n' go Set is made up of two complementary sprays that come in a compact case. When a customer logo with a co-branding image is placed on the case, it is turned into an ideal promotional product. The case can also be personally designed in terms of its colouring scheme.

48677 • Duo-Care GmbH & Co. KG • Tel +49 2357 90850

info@fix-n-go.de • www.fix-n-go.de

TEXTILE SPORTS CLASSICS

The British company Result Clothing has brought a new collection of perspiration-absorbing sports apparel from their own brand Spiro to the promotional product market. Its fitness products include long and short armed shirts for men and women, as well as tight-fitting running pants. The stylish apparel comes in all sizes, ranging from XS to XXL, and the clothes come in a variety of trendy colours, including black, navy blue, white, lime green and red. Some also have colour combinations. More information is available upon request.

47065 • Result Clothing Ltd. • Tel +44 1206 798131

sara@resultclothing.com • www.resultclothing.com





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 Max-Planck-Straße 13 | D-28857 Syke
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 info@ipasweets.de

Neuheiten 2013

i.p.a. media
 cosmetics
 sweets



Quiz Box



Easy Box



Sport Box



Cover Card Spezial



"Sweet surprise" Abo



Present Card



Fordern Sie unseren KATALOG 2013 an!



DRYING OFF PERSPIRATION

Troika has a great product for amateur athletes for sale: the Schwitzableiter towel. It is a micro-fibre workout towel with a waffle pattern, which can absorb perspiration from your body. What is more, the towel dries very quickly. The high-quality towel for wiping away sweat has a practical zipper pocket where MP3 players, credit cards or keys can be stored, and it comes with a strap to hang it up. With all these features, sports towel makes quite a name for itself. It comes in grey and has the dimensions 1160 x 245 x 11 millimetres. With the Schwitzableiter towel, customers can succeed in drying off perspiration quickly.

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

a.bauer@troika.de • www.troika.org

A REFRESHING BEVERAGE IN A NON-CASH-DEPOSIT BOTTLE

With the Apfelspritzer product from the promotional beverage line of Promotion Drinks, Römer Präsente has launched a real alternative to the energy drinks currently on the market. This apple juice spritzer is a low-calorie thirst-quencher for fitness fans and athletes, and it is a very expressive give-away to use at trade fairs and events. The Apfelspritzer comes in a 250 millilitre can, which can be personalised with your own advertising imprint for orders starting from 264 cans. The Promotion Drinks team at Römer can also inform you about the option of holding an interactive contest by using personalised codes on the label.

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

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A CLEAN PITCH SHOT

Bringing grass or dirt into a golf club is not a problem anymore with the Golf Towel from Paul Stricker: The 380 by 500 millimetre towel, which is made out of 100 per cent cotton, is always ready to lend a helping hand. It is fitted with a 45 by 500 millimetre special strip on it. This is an ideal place for placing a personal customer screen print on it which turns it into an eye-catcher. The towel comes in dark green as well as black.

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FLOODLIGHTS FOR CYCLISTS

The practical Smartlite Bike & Walk Set from HNC can be used as a powerful torch since it is fitted with a 1.5 watt Nichia LED and it produces a light that is almost as bright as the headlight of a car. The torch runs on a standard AM3 battery, which can last for up to three days if used continuously. The LED lasts practically forever, namely approx. 120,000 hours. The Smartlite has a simple and elegant design. It is made out of aircraft-grade aluminium and the casing is water-resistant, shock resistant and impact resistant. It can also be attached to a bicycle very easily using the quick assembly set. What is more, there is a back light for a bike also for sale in the e-quip-series called Bike & Walk and it can be packaged together with the Smartlite in an elegant metal box.

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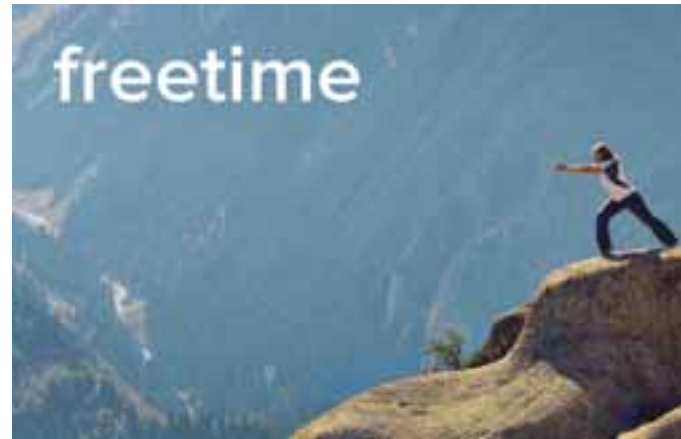


ALWAYS PERFECTLY DRESSED

The Lacuna Group from Croatia has specialised in the production of safety and special clothing for work, recreational activities and special occasions. With its brand called Worktime, Lacuna provides suitable clothing for the workplace which contributes to ensuring safe working conditions while at work. The Freetime segment includes high-quality clothing made out of a variety of different materials that come in a wide array of designs, and Carewear UV is the product line which offers effective protection against dangerous UV sun rays.

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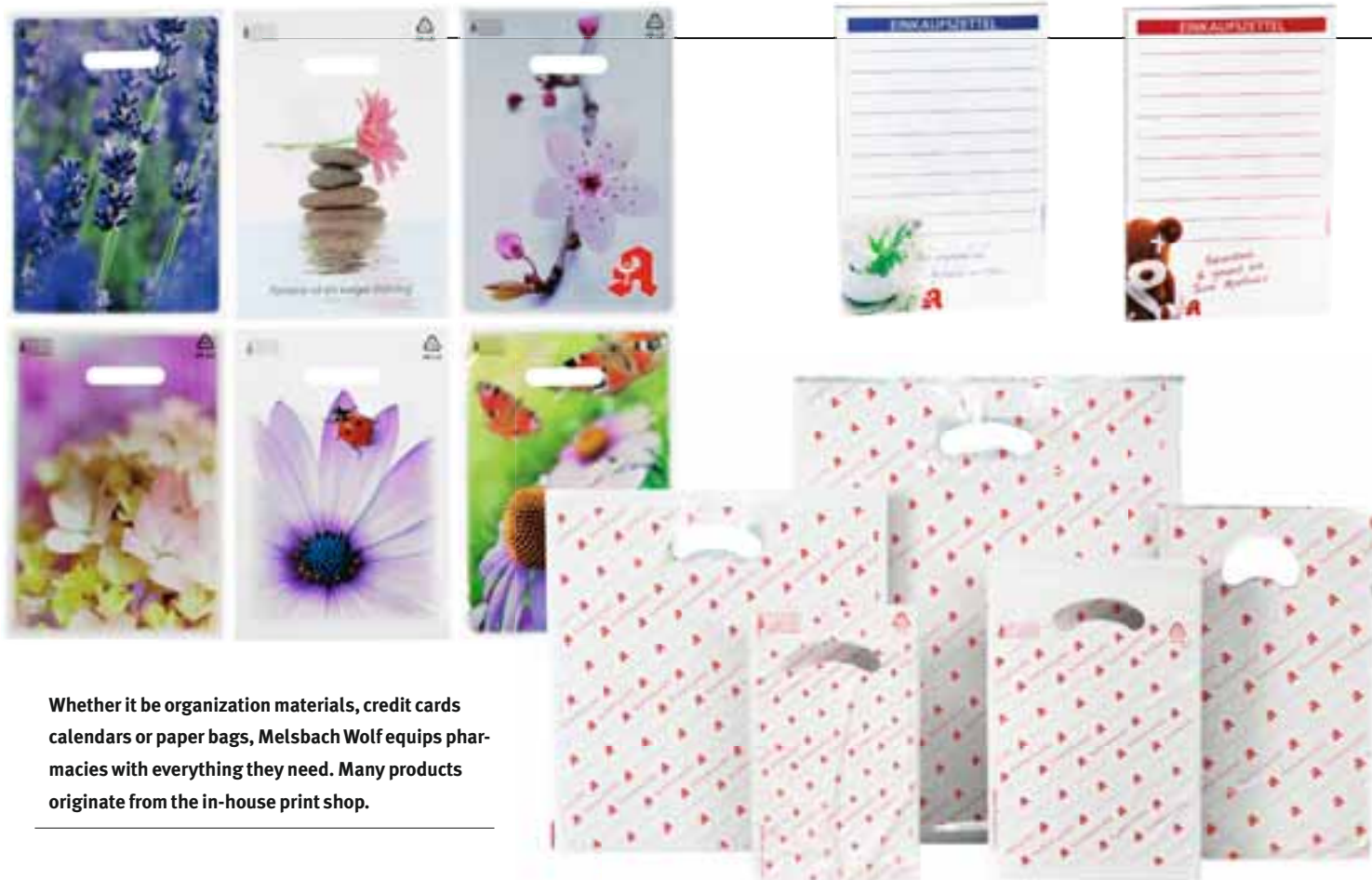
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Whether it be organization materials, credit cards, calendars or paper bags, Melsbach Wolf equips pharmacies with everything they need. Many products originate from the in-house print shop.

WOLF-INGELHEIM GROUP

SPECIALIST IN MANY AREAS

This year the Wolf Group is celebrating its 100th anniversary. One more reason to introduce the German-based company and its diverse sectors.

Idyllically situated in the countryside yet close to the centre of the city of Ingelheim am Rhein is the estate of the Wolf Group. The family-run traditional enterprise, which offers a variety of printing and media services, is one of the “old hands” in the Rhine-Main area. For over 100 years, the company has committed itself to the location on the Rhine. Here is where Wolf Ingelheim has especially

made a name for itself with its print products. In the industry, the traditional company is known for its promotional product division and classic print segment: Under the names of Druckerei Wolf, the pharmacy supplier Melsbach-Wolf and the promotional product supplier Wolf Collection, the company offers a wide spectrum of services related to the production of promotional products.

DRUCKEREI WOLF – CRADLE OF PROMOTIONAL PRODUCT PRODUCTION

The heart of the group is the printing works Druckerei Wolf, which has decades of experience in printing. Since the inception of the company, promotional products as well as traditional commercial products have been produced. So it is no wonder that over the years a variety of in-house printing options have developed. “The finishing options range from offset, screen and digital printing to laser engraving as well as pad and dye sublimation, thus enabling print products to be enhanced and premium advertising messages to be achieved,” explains Managing Director Thorsten Winternheimer. Because the printing market is highly competitive and unique features are important, he expanded the Group in recent years to include a publishing house, a call centre and IT services. Even the promotional product business has been expanded. The result: a powerful promotional product unit which has recently been enriched by the distribution of pharmacy supplies through Melsbach Wolf.

MELSBACH WOLF – SPECIALIST FOR PHARMACY SUPPLIES

Five years ago, Thorsten Winternheimer took over the pharmacy supplies business of the traditional company Melsbach in Bad Sobernheimer. This was a smart move, as Winternheimer also acquired a good reputation: “Melsbach has over 150 years’ experience in the pharmacy trade and a brand awareness of over 90 per cent. This is a good foundation,” explains Frank Stützel, customer advisor for pharmacy supplies at Melsbach Wolf. He and his team offer a wide range of services related to the marketing of pharmacy cooperatives and individual pharmacies. The spectrum ranges from design and conceptual work to print and promotional product production as well as effective logistics services. In addition to a full service, Melsbach Wolf also offers pharmacies and the pharmaceutical industry attention-grabbing customer-retention campaigns: “More and more pharmacies realise that they must undertake targeted marketing,” explains Frank Stützel. “We provide local support with creative campaigns. For example, we cater to special occasions, such as an open day or anniversary, with tailored promotional products for the pharmacy.”

WOLF-COLLECTION – PARTNER FOR SOPHISTICATED MARKETING

At work, the Melsbach Wolf team can fall back on the services of other divisions in the company. This has many advantages: “Through close cooperation, especially with Druckerei Wolf, we can respond quickly to individual customer requirements and are also more flexible in terms of pricing,” says Frank Stützel. This also applies to the promotional product business of Wolf-Collection, the second promotional product unit of the Wolf Group. The team of the provider for promotional product full service is constantly working on ideas for promotional products and merchandising concepts for renowned customers in the industry. Wolf-Collection can choose from a range of over 6,000 constantly available promotional products and premium incentives. Various additional services such as



Melsbach Wolf also develops complete campaigns. The package „Strong as an ox & healthy with your pharmacy“ is one of the top sellers of the promotional product division.



To strengthen its promotional product division, investments were made in Ingelheim in recent years, for example, in an extensive 6,000 square metre warehouse.

Managing Director Thorsten Winternheimer has personal contacts in Asia. They enable him to quickly set up an effective import business.



merchandising, shop systems, customised designs and warehouse logistics are also available.

PROMOTIONAL PRODUCT BUSINESS CONTINUES TO EXPAND

In terms of promotional products, the Group appears to be well positioned on the market. Nevertheless, Managing Director Thorsten Winternheimer has further plans. In the future, the promotional product division should continue to expand. New projects include the expansion

of the Chinese sourcing office of Wolf-Collection. Thorsten Winternheimer expects that creative and IT as well as fulfilment services can be provided even in the Far East. “In addition, our strong IT sector continues to expand,” reveals Winternheimer. “At the moment, so-called integrators for electronic procurement and CRM systems are planned. This will enable promotional product shops to be integrated directly in work environments of large organizations.”





ztv can receive deliveries and dispatch consignments around the clock.

ZUSTELL-, TRANSPORT- UND VERTRIEBSGESELLSCHAFT MBH & CO. KG

BESPOKE LOGISTICS

Zustell-, Transport- und Vertriebsgesellschaft mbH & Co. KG, or “ztv” for short, is a new addition to the ranks of PSI members. Behind the name is a company which offers “customised solutions for bespoke logistics” to the promotional product industry.

Before we explore the individual services offered by ztv in greater detail, let's first of all look at the company's origins and background: ztv is part of the Keppel Group, a network which has existed in the German press wholesale sector since 1945 and which currently has a workforce of around 250 at its facilities in Krefeld and Koblenz. It was founded as an independent business in 1997 to take on all of the group's logistics activities and has continued to develop steadily since then. Back in 2004 ztv also started to amass ex-

perience with promotional products when the company took over the promotional product logistics for a large newspaper publisher in Western Germany. The establishment of the Distribution and Logistics Service Department in 2010 then signified a direct move towards the promotional product industry. Joining the PSI network, to which ztv has belonged since 2012, was a logical next step.

FAST – FLEXIBLE – SENSITIVE

The company's method of working has been shaped by its many years of experience in

professional logistics: Top-notch performance within narrow time constraints, flexibility in exceptional situations and sensitivity in handling valuable products are par for the course at ztv, and these are qualities which stand the company in good stead in meeting the logistics requirements of its customers. Ztv's extensive range of services comprises storage, order picking and delivery of promotional products, in other words full service at its best. The customised solutions which it offers to its trading partners from the promotional products



Ralf Heller, Logistics Manager and authorised signatory at ztv.



Michael Vercoulen is in charge of the Distribution-Logistics Service Department and is a contact person for PSI members.



Ideal conditions for all-round logistics support are created by a variety of modern order-picking systems and new additional storage capacity in a space of over 2,000 square metres in a brand new hall.

sector allows them to expand their possibilities and to increase their sphere of influence. So, ztv offers complete logistics support to the very latest standards. Ideal conditions for this are created by a variety of modern order-picking systems and new additional storage capacity in a space of over 2,000 square metres in a brand new hall. New warehouse management software also meets every possible need at the various interfaces.

STORAGE REGARDLESS OF SIZE

The all-round support which ztv give its customer starts when the company receive the goods. This can be done 24 hours a day, and this process involves checking quantities, checking that there is no evidence of damage, as well as signifying receipt of the goods with the delivery note and with digital photos of the goods. A heated hall space comprising a total of

10,000 square metres is available for storage, which includes block, pallet or compartment storage units, manually operated storage spaces (order-picking crates), ground conveyors (i.e. forklift trucks, hand pallet trucks. etc.) in adequate numbers.

COMPREHENSIVE ORDER-PICKING

Ztv's professional order-picking lines comprise four display-controlled order-picking systems which are subject to continuous quality controls through an automated weighing system. As Michael Vercoulen, who acts as the point of contact in the Distribution-Logistics Service Department at ztv for PSI members, explains, "This guarantees that every consignment from our customers has the correct contents." Additional capacities are supplied by two semi-automatic order-picking belts and various packing tables. Michael Vercoulen goes on to say that "The customer gets to decide whether its

goods are to be combined in containers, boxes or as a tailored package." However, that's not everything. There are also two scanner-aided returns-detection systems with 20 scanning positions and an automatic container-feed system available. In addition, all the systems can be expanded with further modules at any time. Its package of services also includes single-position order-picking, as well as pack assembly, packaging and labelling in accordance with customers' specific requirements. "Precision and reliability are of the utmost importance to us, both in large volume orders and in small batches. We can also create special technical conditions to reflect individual requirements," emphasised Michael Vercoulen.

PROFESSIONAL SUPPLY

Michael Vercoulen points out assuredly that, "When it comes to delivery, we guarantee



The ztv package of services also includes single-position order-picking, as well as pack assembly, packaging and labeling in accordance with customers' specific requirements.

our customers speed and reliability at an attractive price." Delivery itself is carried out using a flexible transport organisation comprising national and international networks, both via the company's own fleet of vehicles in the states of North-Rhine Westphalia and Rhineland Palatinate, as well as engaging the services of its strong network of partners. Every year, ztv dispatches hundreds of thousands of parcels the length and breadth of Germany. The customer is free to choose whichever delivery option suits it, from budget-priced bundling to just-in-time express delivery. Ztv offers flexible returns collection and processing, no matter how large the volume, as well as electronic delivery-route and parcel tracking. The customer can use its unique login to track the progress of its own consignment. A new addition to the range of services is the "ztv Express" for standard and valuable-item delivery (www.ztv-express.de), the Overnight Service (late collection by up to

6 p.m. or by arrangement, delivered nationwide from 7 a.m. next day), as well as direct and courier deliveries.

CUSTOMISED SOLUTIONS

The "customised solutions for bespoke logistics" make great sense. They draw upon the development and implementation of innovative concepts and on the use of the very latest technology, based on a quality-management system which is certified to comply with DIN EN ISO 9001:2008. Inventory management and order processing take place using modern, failsafe IT systems with open interfaces. Ztv supports its customers with a tailored system of forms and documentation (advice notes, shipping documents, labels, other documents) and bespoke project advice and hotline support 365 days a year. "But," as Michael Vercoulen adds, "that's not all we do. On request, we can assist customers who operate or are planning an online ordering platform but who lack the capacity for quick,

smooth order processing by handling the shipping of their goods efficiently for them. We will program an interface between the customer's online platform and our goods management system. As soon as an order is placed, we will monitor receipt of payment. Once the order has been successfully logged in the system, the goods will be packed and dispatched properly straight-away. The invoice and delivery note will be included in the parcel." If you'd like to find out more about ztv's comprehensive full-service programme, just give Michael Vercoulen a call. <

CONTACT

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Lecce Pen Europe

LECCE PEN EUROPE

NEW GROUP ENTERS THE EU MARKET

After the closure of the historic factory in Settimo Torinese, Italy, the production of writing instruments branded “Lecce Pen” continues in Central Europe with a production plant in Bytom, Poland, which now takes on a leading role in a project aimed at re-launching the brand.

To underline this new identity, the company (formerly Lecce Pen Poland) will operate under the name of “Lecce Pen Europe Ltd,” developing the best values that have made the Lecce Pen brand one of the leading world players in the promotional industry. “Quality, Design, and Innovation are the elements that better describe our products, carrying on the ‘Green’ message that Lecce Pen pioneered over 30 years

ago with the use of biodegradable and recycled materials (the last of which is EcoAllene, a raw material coming from the recycling of beverage cartons). We are making new investments in the development of production, services, as well as logistics,” said the General Manager of the Polish company, Alexander Gladyshev, “to make the plant in Poland one of the most modern production facilities able to meet

Alexander Gladyshev, General Manager of the Polish Company.



the growing demands of the global market and to take advantage of the highly-developed but ‘lower cost’ factory.”

NEW SUBSIDIARY COMPANY

“Lecce Pen Europe aims to be fully engaged in the promotional sector with a synthesis of values that portray the continent: the company utilizes Italian fashion (with models designed in Italy) and Swiss precision (with refills manufactured in Switzerland), while employing high quality materials and strict controls over the production cycle that are typical of northern Europe”, adds Alexander Gladyshev. Moreover, as a creative center of the new products’ design and development, and in order to ensure the best possible service for European markets, a new subsidiary company, Punto Alto Srl, has been established with headquarters in Verona, Italy. The mission of the new company – that will start the operations at the beginning of 2013 – is to carry on the Italian passion for beauty and innovation in product design and the cordial attitude towards customers as family members.

SERVICE THE FIRST VALUE

“Our business policy is targeted with respect to our co-operation with our professional partners and relationships that are built directly with promotional and communications agencies,” says Paolo Millo, future General Director of Punto Alto. “In such a competitive and price-driven global market, quality of service must be the first of our values – service that will give our distribution partners an advantage over the competition and Far-East goods,” adds Giorgio Groppello, future Export Director of Punto Alto. “We presented our products and the Company at the 51th PSI Trade Show, the PTE in Milan and the Rema Days in Warsaw.” www.leccepen.eu <

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KLAUS KAPPEL AND HOLGER FALK

A STRONG DUO

In 2013, the promotional product company bk besteck & kappel can look back on 15 years of activity. Originally from the tool sector, Klaus Kappel made a change in careers and ventured to re-establish the long-standing Germany company, working with determination, motivation and precise ideas to turn it into a model example of thorough advice and well-balanced service. Since 2007, Holger Falk has been supporting him in this and was made equal managing partner by Kappel in 2009. Now Klaus Kappel is going into “active retirement” – he will remain connected to his company.

In 2013, the promotional products experts at bk besteck & kappel GmbH can look back on 15 successful years. The company does, in fact, have a much longer tradition, however. The original founder, Horst Besteck, from whom the enterprise takes part of its name, launched his company in Kassel back in 1958. He not only traded in promotional products, however, but also manufactured printed plastic films and imitation leather. A ten-year interim phase followed with the acquisition of a separately operating Kassel textile distributor in 1988. This brings the story of the company's "background" to a close, with its new era as a promotional products business with a modern character beginning in 1998 with Klaus Kappel's involvement.

ESTABLISHING AND SHAPING SOMETHING NEW

Klaus Kappel took over the reins on 1 July 1998. In connection with a necessary restructuring, a move to new business premises in Guxhagen was unavoidable. Re-establishing the company simultaneously meant a new beginning for him. As a "new-comer" from the tool industry, he ventured to step into a sector that was likewise new to him. "Until that point, promotional products had only been familiar to me as an occasional purchaser or recipient of promotional gifts. Although I had been accustomed to highly responsible managerial functions from an early stage in my previous work in sales and distribution, the challenge of being an independent managing director was also new for me. The attraction of establishing and shaping something new on my own initiative and with sole responsibility was, however, stronger than any reservations I had," Klaus Kappel remembers.

PROMOTIONAL PRODUCT SERVICE WITH A MODERN CHARACTER

The necessary courage to take risks was ultimately to pay off, however. Full of drive and enthusiasm, the Hessian from the region of Marburg tackled his entrepreneurial mission. He restructured and outsourced things, set the course and, with skill and understanding, created the prerequisites

for a period in which the company was to blossom into a promotional product service with a modern character – and with ever increasing success. He purposefully retained the traditional name of the previous founder as part of the company's name. Incidentally, the now 87-year-old Horst Besteck still enjoys the best of health and likes to pay his "old" company a visit from time to time. A long-standing friendship also connects him with Klaus Kappel. "In the early days of my role as managing director, he was a welcome guest with his wealth of experience and his tips and advice. His 'flying visits' have always been stimulating encounters, even to this day," Klaus Kappel recounts.

STEADY GROWTH

Here his clear ideas about the crucial "how to" of proper customer care quickly paved the way to a service-oriented future revolving around powerful promotional products. "Through a balanced mix of suitable supply partners and a focus on thorough customer advice and support, we ultimately managed to steadily increase our turnover and grow one step at a time," Klaus Kappel explains. A significant part in all of this is played, as he emphasizes, by a well-performing team: "I am proud to have always had staff that I could rely on." As the company and the demands being made of it grew, so did the team. Where there were just five at the beginning, today there are 17 permanently employed colleagues in the service of promotional-product advertising at bk besteck & kappel. In peak sales periods, this number has been known to increase to around 35 employees.

CUSTOMIZED COMMUNICATION IDEAS

This period also included an addition to the team who was to be of particular significance for the future development of the company: in the summer of 2007 Holger Falk joined the staff. As sales manager at the calendar publisher Walter Medien, he had already maintained good contacts with bk besteck & kappel for some time in his function as supplier. Klaus Kappel, who was on the lookout for a proficient partner,

had clearly found the right man for the job in the sales expert from Oeringen near Heilbronn and offered him the chance to work at the company. In 2007, the time was finally ripe. Holger Falk decided to change companies. Their work together flourished: "Everything developed as we had discussed beforehand. And it even went more quickly than we had thought," says Klaus Kappel, who made Holger Falk an equal partner as early as 2009. "Mr Kappel's enthusiasm had a contagious effect on me," states Holger Falk. Since then, the two of them have been complementing each other in their passion for spreading customized communication ideas by means of high-quality promotional products.

SATISFIED CUSTOMERS

"Merely offering the 'right' promotional products is not sufficient for us. As advisors for success, we see it as our primary task to support our customers in achieving their promotional goals," Holger Falk stresses. And the advisors at besteck & kappel succeed in doing this time and again. The success factors here include detailed services that are tailored to fit the customer's profile, the development of conceptual promotional ideas and all-round support that includes the entire logistics and handling of the orders – all from a single source: hence full service as good as any advertising customer can dream of. And besteck & kappel has satisfied customers all over Germany, not least because they maintain "fair dealings based on partnership with both customers and suppliers."

RAISING AWARENESS OF GOOD PRODUCTS

They meanwhile operate 18 online shops in line with the CI of the customer concerned and supply the latter's branches worldwide with attractive, high-quality promotional products. An in-house print shop is available for customizing products with pad, screen and digital printing and embossing. This makes it possible to fulfil customers' requirements even at short notice. Kappel and Falk describe their involvement in the "DIE6" network as an additional plus, with the network's members constantly ex-

KLAUS KAPPEL IN PERSON

What was your first thought this morning?

Enjoying a new day healthily and ending it successfully.

When did you have a good day?

On 3 April 2012 following successful cardiac surgery.

What puts you in high spirits?

Hiking in the mountains and taking a break at the summit over 1,800 metres.

And what can really make you livid?

When people behave irrationally and do not admit to making mistakes.

What do you find easiest to forgive yourself for?

A gourmet meal rich in calories.

What makes you lose track of time?

Working creatively in my garden.

Four weeks of forced holiday – where would you go?

To Südtirol to hike in the mountains and relax.

What do you like spending money on?

An interesting book and a good bottle of red wine.

Do you allow yourself to be seduced by advertising?

No, unfortunately I'm a realist who isn't easily influenced.

What makes a good promotional product?

When a product has an almost lifelong usage.

What was the best promotional product you ever received?

About 30 years ago I received a Rowenta multipurpose lighter in a genuine leather case, which I was still using until eight years ago.

What do you find annoying about some promotional products?

When the functionality and value are short term.



changing ideas between themselves and with international suppliers in order to always be able to offer the latest ideas. As a board member of DIE6, Klaus Kappel is additionally working relentlessly with his colleagues to further strength-

en the public image of the promotional product. In this process, he and his partner Holger Falk are particularly keen to raise awareness of the lasting effect of high-quality products. "The more valuable the product, the better and more lasting the advertising effect," the two of them take up the cudgels for more sophisticated products that stand out from the sea of cheap items, which generally end up in the rubbish as quickly as they are received.

A HEALTHY POSITION

Klaus Kappel and Holger Falk have proven themselves to be a strong duo in a company whose path of success, thanks to the support of a both strong and proficient team, has continued to this day – and will continue in the future. Klaus Kappel, who is withdrawing from active involvement in the business in 2013, is not the only one convinced of this. Holger Falk, too, who himself brought many customers with him to the company, knows that the promotional products specialist is excellently positioned and equipped for the challenges of the years to come. A further expansion of the company premises at the current location is likely. The storage space, which was four times larger (following a further relocation to Kassel in 2009), is already being stretched to the limits of its capacity. Despite the financial crisis which had large parts of Europe in its grip, 2012 was the year with the highest sales so far for bk besteck & kappel in the 15 years of its development. "The success shows: we have a broad, and therefore also healthy, positioning," says Falk. The healthy growth is also largely thanks to Klaus Kappel's calm "step by step" approach. With Holger Falk, who shares his credo, Kappel regards the company to be in the best of hands, which is also why he is happy to let go of the helm now.

TIME FOR "FLYING VISITS"

So now Klaus Kappel is going into "active retirement" in good conscience. He will remain connected to his company, however, since he continues to be available to his partner Holger Falk for advice. And who knows, the passionate hiking and cycling nature lover Klaus Kappel might also just drop by for the odd "flying visit" at the company in the course of the months and years to come (arm in arm with his predecessor Horst Besteck) in order to "check up on things".





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Ihr Ansprechpartner:

Annkathrin Lange | Tel.: +49 211 90191-178 | Annkathrin.Lange@reedexpo.de

INNOVATIVE PROMOTIONAL PRODUCTS



WEB-BASED MANAGEMENT OF PROPOSALS

The new software from CDH Computer Division Heinemann now also offers web-based proposal management. In a matter of seconds, products are put together via the intuitive and easy-to-understand, web-based software. A search for corporate colours, such as the combination of orange and black, is also possible. The online inventory information tells the customer directly about availability on the supplier's part. Moreover, an attractive PowerPoint presentation can be created automatically within just a few seconds.

43811 • CDH Computer Division Heinemann GmbH • Tel +49 2195 68470
info@cdh.info • www.cdh.info

STURDY FABRIC FOR OUTDOORS

An extremely resistant and hard-wearing material is Tyvek: this non-woven fabric made of polyethylene with a particularly high density is tear-resistant, recyclable and environmentally friendly. Wepro makes use of these qualities for the production of bags and street maps. These products made of Tyvek will defy all kinds of weather and are considered particularly robust. This makes both the maps and the bags particularly popular among those who love the outdoors. Additional information about what this fabric has to offer is available at www.wepro.ch.

6211 • Wepro AG • Tel +41 55 2534000
info@wepro.ch • www.wepro.ch



THE SPY IS NEVER FAR AWAY

You do not have to work for the secret service in order to be well served by the new penlight Spion (meaning "spy") from Ampercell. This useful light will fit wherever there is space for a ballpoint pen. Whether you need to read a meter, decipher a name badge, search for something you have dropped or even make some small repairs, this torch with a power of 80 lumens, made up of six LEDs, will provide for excellent illumination. The versatile Spion can be attached to your clothing by means of its clip or stood upright. A strong magnet in the base of the torch will even keep it in a horizontal position.

42333 • Ampercell GmbH • Tel +49 6171 70410
info@ampercell.com • www.ampercell.com



WIRELESS MUSICAL ENJOYMENT

Shape and functionality form a harmonious whole in the Bluetooth headphones Freeindoor from Topico. The wireless headphones can connect with other devices via Bluetooth version 2.1 and have a range of about ten metres. The attractively shaped headphones are also suitable for use with an iPod or iPhone. Thanks to their integrated rechargeable battery, the headphones can do without electricity for around ten hours. They are charged via the USB cable supplied. The adjustable over-the-head band and the movable ear padding provide for listening enjoyment and wearing comfort. The audio functions of stop, skip forward and skip back can be operated directly on the headphones. Furthermore, the headphones have a built-in microphone and can therefore be used as a headset or hands-free mobile phone equipment.

44327 • Topico Handels GmbH & Co. KG • Tel +49 421 52270

sales@topico.de • www.topico.de

A CLASSIC OF MARKED SUSTAINABILITY

As a tradition-rich family-run company and global brand, Stabilo has a special responsibility in conservation and sustainability matters. There has long been an insistence, therefore, on environmentally friendly solutions. The standalone product range Stabilo GreenLine will receive an addition in 2013: The Stabilo Green Boss made out of 83 per cent recycled plastic shows conviction when conveying green promotional messages. Additionally belonging to the product range are writing implements made out of FSC wood, biodegradable plastic or with a high proportion of recycling and cradle-to-cradle certificate. The assortment undergoes constant expansion with environmentally friendly pens. Highlighter Stabilo Boss, indispensable for more than 40 years, is now also available as the Green Boss, an environmentally friendly refill.

43287 • Schwan-STABILO Promotion Products GmbH & Co. KG

Tel +49 911 56734-65 (International Sales)

info@stabilo-promotion.com (International) • www.stabilo-promotion.com



REFINING TRADE FAIR EXHIBITIONS

E&H Design Kunststoffverarbeitung offers digital printing as a new type of printing process and now provides it as an in-house service. While using this new printing process, exhibition stands, brochure stands or furniture can have a personal imprint placed on them, even for small print runs. This process is especially useful for trade fair exhibitions where only a few exhibition items have to be imprinted with logos, texts or promotional data. Personalised acrylic products are a guarantee that the visitor will have a long-lasting impression and they have a dual professional effect. The company is also selling matching acrylic products. Customers can select from standard models or can request a personal custom-made version.

47632 • E & H Design Kunststoffverarbeitungs GmbH • Tel +49 6732 93260

info@eh-design.de • www.eh-design.de



WIRELESS CHARGING

Charging a mobile phone without a charger – this is possible with the new tool Powerkiss. Powerkiss consists of a “heart” that produces a strongly coupled magnetic resonance and thus transmits wireless energy. The “ring” is plugged like a charger into a mobile phone or tablet PC and absorbs the energy. Many hotels, bars and airports are already working with the new system. Wherever there are Powerkiss hotspots, mobile phones or tablet PCs can be easily and conveniently reloaded with the Powerkiss ring; adapters or chargers are no longer necessary. The ring provides ample space for advertising messages.

7455 • Active Promotion GmbH • Tel +49 9131 40116-0

tk@actpro.de • www.powerkiss.de

AN ACCESSORY TO HANG ON

Back in the deep, dark past, people would hang the house key on a piece of string around their children's necks. Fortunately there are now more elegant solutions for wearing keys, writing utensils or name tags around the neck, as the products from Original Lanyards prove. This Portuguese manufacturer offers practically everything the heart desires at low prices yet still in the best quality. Of course, customer's wishes regarding the design of the advertising message will be fulfilled.

46305 • Original Lanyards • Tel +351 214 351106

p.costa@solucoesdeimagem.pt • www.originallanyards.com



ENERGY SAVER IN AN ENVELOPE

With the ultra-thin ThermoCard, the original thermal-bridge measuring device from JHI Hackel, even people with no technical background can identify energy-consuming thermal bridges on walls or window surfaces in a matter of seconds. The handy little cards are particularly suitable as mailing enclosures or giveaways, the supplier recommends. The recipient need do nothing more than press the ThermoCard directly onto a wall or window surface from the inside for a few seconds when winter temperatures prevail outside. Since the precise liquid crystals of the film thermometer are located directly on the reverse of the card, large-scale thermal bridges of 12 degrees Celsius and considerably colder can be made visible on walls and windows. Statistically speaking, the user will get a chilly or even ice-cold surprise in more than 80 per cent of cases.

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

info@j-h-i.com • www.j-h-i.com

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www.culto.com



GOLDEN BUNNY HERALDS EASTER

With its five promotional surfaces, the new Cube Easter calendar with twelve windows from CD-LUX offers plenty of space for Easter and spring greetings. With its unusual shape and filling with egg-shaped mini chocolates from Lindt & Sprüngli, it is a genuine promotional highlight. This applies equally to the Lindt & Sprüngli golden bunny with a little bell pendant. Its new egg-shaped packaging offers great design opportunities. The unmistakable egg-shaped Lindt & Sprüngli minis form the filling for the new premium Easter egg: captivating with its attractive shape, it can be printed on all over with custom Easter greetings. The CD-LUX team is the contact partner from the range to the finished product. In this context, only the highest quality chocolate is used from renowned producers such as Lindt, Sarotti, or Milka.

45452 • CD-LUX GmbH • Tel +49 9971 85710

info@cd-lux.de • www.cd-lux.de

EMOTIONS SPREAD HAPPINESS

Laughing faces and surprised looks are actually the norm at porcelain manufacturers SND. This is particularly evident with the new appealing series, emotions. Porcelain that shows emotions and is probably familiar to many users from television advertising. Cups and espresso cups, little bowls and coffee pots can grin, be happy or unhappy and even pout. All of them are now printed on by SND specifically for successful promotional presentation and offered in any desired colour. The series was successfully launched at SND's PSI Trade Show stand. Incidentally, the company is remaining true to its range here, too: the emotions series is, naturally, made in Germany. Matching gift boxes are available on request.

45567 • SND PorzellanManufaktur GmbH • Tel +49 6183 80080

info@snd-porzellan.de • www.snd-porzellan.de



A TOUCH OF DOLCE VITA

Summer, sunshine, sea and pure joie de vivre. This is what Italy stands for and these are the things that the country's fans particularly appreciate. Fröhlich specializes in specialties from the boot-shaped country and has made a name for itself with Fattoria San Vincenzo. An example of this is the Valeria set, with sparkling greetings from Italy. Along with a bottle of Villa Armellina Rosé, the tastefully packaged box additionally contains a bag of amarettini, a pack of grissini alla cipolla (those tasty breadsticks with onion) and a jar of bruschetta. Bon vivants' mouths will start watering now as they remember their last holiday to Italy. More information about additional sets and individualized combinations is available directly from the supplier.

45661 • Fröhlich GmbH & Co. KG • Tel +49 700 12312330

mail@webfroehlich.de • www.webfroehlich.de





DECLARING WAR ON BACTERIA

T rue to the motto, “There’s always room for good ideas”, for Heri-Rigoni, the traditional company with the patented stamp ballpoint pen, a dynamic new trend will also be at the focus in 2013. With the new Classic Grip product range, a hot topic, sepsis, has been tackled. Everyone is familiar with the problem in open-plan offices, hospitals, or other institutions where many people handle one and the same object, specifically in this case, writing implements and stamps. Bacteria make use of environmental conditions like these and form fast-growing cultures, the so-called biofilm. Depending on moisture content and temperature, this film can continuously develop. The transfer of bacteria, viruses and fungi to the human organism is inevitable. In order to counter this, in the case of the Classic Grip writing implement range Heri-Rigoni has provided the plastic with sterions. These have a particularly long-lasting effect against a multitude of harmful agents, such as bacteria, viruses, fungi and algae. The additives’ antibacterial effect remains intact in the new plastic blend and the product surface becomes antimicrobial as a result.

41016 • Heri-Rigoni GmbH • Tel +49 7725 93930

mail@heri.de • www.heri.de

COFFEE CUP OF A DIFFERENT KIND

M ultiflower is introducing a whole new perspective on the “coffee cup” with its plant pot Coffee2grow. The makers have put the growth of the coffee plant before the enjoyment of the hot beverage – which is likely to cause quite a stir not only in the office. The little cup contains everything you need to grow a real little coffee plant – a caffeine boost for your next promotional campaign. On the standard motif of the strip around the cup there is space for individual promotional messages; a completely customized design is possible for print runs of just 250 units upwards.

45974 • Multiflower GmbH • Tel +49 6223 866560

info@multiflower.de • www.multiflower.de



STRIKING TRAVEL ACCESSORIES

L uggage labels and ticket pouches are not only useful for travelling, they can also be real eye-catchers. This is particularly true of the high-quality models from Lederfabrik Garnier, which are all produced in Germany. The leather specialists with their experience dating back to 1929 offer these practical travel accessories in a wide selection of colours and shapes. Whether colourful or in muted tones, in standard shapes or tailored entirely to the customer’s requirements: almost anything is possible. That is also true of the material used. Here the user can choose between genuine leather, which is also offered in an ecological, pure vegetable tanned version on request, and leather substitutes, such as recycled or artificial leather. The products can be finished by means of embossing or printing.

42592 • Lederfabrik Garnier GmbH • Tel +49 6175 7982710

info@lederfabrik-garnier.de • www.lederfabrik-garnier.de



REBOOKING 52ND PSI TRADE SHOW

SECURE YOUR STAND SPACE FOR 2014 NOW



Exhibitors can now reserve their stand space for the 52nd PSI Trade Show from 8 to 10 January 2014 without any obligation. An early booking ensures numerous benefits: Budgets for 2014 can be defined in advance and the planning work is reduced. And all this without any risk as reservations may be cancelled without charge up to 31 March 2013. Find out now about the rebooking offer for the 52nd PSI Trade Show by phoning tel. +49 211 90191-600 or by visiting sales@spi-messe.com. <

PSI WEBSHOP

INTERNATIONAL ROADSHOW TO CONTINUE IN THE SPRING OF 2013

Owing to the success of the premiere last year, the PSI will once again make the PSI Webshop the focus of attention of another international roadshow. From April to mid-May 2013, members of the PSI network will be given many opportunities to become better acquainted with the qualities and functioning of the PSI Webshop in their countries and languages. The tour begins in Germany and then heads through Belgium, France, Spain, Switzerland, Austria and Italy. More detailed information on locations and dates will follow in the March issue.

The PSI Webshop is the newest module in the series of PSI Online Services and it is based on the innovative product database of the PSI Data Aggregation System (DAS). It is also part of the "Integrated PSI Product Sourcing Suite", but can also be purchased and used as a single product. A demo version of the shop module and the admin level is internationally available at www.psi-network.de/webshop. Personal consultancy for members is available at tel. +49 211 90 191 352 or webshop@psi-network.de. <



NEW COLLEAGUE

WALTER PASSMANN REINFORCES PSI SALES TEAM

Walter Paßmann, a freelance organizational consultant in the areas of sales, marketing and controlling for more than 20 years, has been a freelance member the PSI sales team for the DACH region, Germany, Austria and Switzerland since last summer. His main duties include customer contact for the specialist subject of digital content as well as supporting PSI with respect to presence in the promotional product industry. At Walter Paßmann's very first PSI Trade Show, visitors had the opportunity to meet him at the PSI Webshop stand where he demonstrated the new tool. The shop continues to be an important theme in the field of work of the specialist: He will accompany the upcoming roadshows in Germany, Austria and Switzerland, and in these countries he will be the contact person of the promotional product industry for all questions relating to the webshop. <



Walter Paßmann

BUREAU VERITAS

SEMINARS ON THE TOPIC OF TOYS AND REACH

The PSI service partner Bureau Veritas, one of the world's leading inspection, classification and certification companies, offers PSI members seminars on the topic "Understanding and Applying the REACH Regulation". Bureau Veritas looks back on more than 180 years of experience. The trust of more than 400,000 clients around the world has made Bureau Veritas what it is today: an international, professional and successful service provider with more than 58,000 employees in more than 140 countries.

The REACH regulation, EC 1907/2006 (Registration, Evaluation, Authorization & Restriction of Chemicals) is intended to protect human health and the environment from hazardous chemicals. In our seminar, you will learn what SVHC Echa candidate substances are, what products REACH applies to and how you can meet the requirements of the REACH regulation. <

OVERVIEW OF THE SEMINARS:

Understanding and Applying the REACH Regulation

Date: 20 February, 2013

Location: Hamburg

Time: 10:00 a.m. –

3:00 p.m.

Date: 27 February, 2013

Location: Nuremberg

Time: 10:00 a.m. –

3:00 p.m.

SEMINAR TOPICS:

- What are SVHC Echa candidates?
- What products does REACH apply to?
- Registration, application, approval
- REACH exceptions
- Compliance with REACH
- Bureau Veritas SVHC Test

More information on the seminars and registration forms can be found at: marketing.cps@de.bureauveritas.com or at www.bureauveritas.de/cps

NEW PSI PARTNERSHIP WITH LEXWARE

BENEFITING FROM COMMERCIAL SOFTWARE SOLUTIONS



Starting immediately, PSI members can benefit from cooperating with the new PSI service partner Lexware. The commercial software solutions of this manufacturer enable users to get finished sooner with their bookkeeping, document entry, wage and salary accounts, absence management, travel expense accounting – in brief, with all that bothersome office stuff. More precisely, this means reducing troublesome work and saving valuable time. PSI members get up to sixty per cent off first versions of many Lexware programs. And anyone who decides to buy software also saves cash in hand later on, because there is another ten per cent discount on all upgrades. If you think this sounds good, then PSI members should be sure to choose their Lexware software at the special price right away. The latest offers can be found in the exclusive PSI Online Shop at: www.lexware.de/psi. <

Starting immediately, PSI members can benefit from cooperating with the new PSI service partner Lexware. The commercial software solutions of this manufacturer enable users to get finished sooner with their bookkeeping, document entry, wage and salary accounts, absence management, travel expense accounting – in brief, with all that bothersome office stuff. More precisely, this means reducing troublesome work and saving valuable time. PSI members get up to sixty per cent off first versions of many Lexware programs. And anyone who decides to buy software also saves cash in hand later on, because there is another ten per cent discount on all upgrades. If you think this sounds good, then PSI members should be sure to choose their Lexware software at the special price right away. The latest offers can be found in the exclusive PSI Online Shop at: www.lexware.de/psi. <

USEFUL ENTREPRENEUR PORTAL

Lexware is offering a useful entrepreneur portal. Here there are clever practical tips and information on important business topics, as well as free templates, aids and tools for daily use. Just give it a click: www.lexware.de/unternehmerportal

PSI TEAM

SUCCESSFUL VISIT TO INTERNATIONAL TRADE FAIRS

In the new year, the PSI staff will once again be doing a lot of travelling to continue giving the promotional product industry throughout Europe an understanding of the services and advantages of its strong promotional product network. For instance, the PSI team has already had success in January 2013 with its own information and consultancy stands at the local PTE promotional product trade fair in Milan, Italy, the Expo Reclam in Madrid, Spain, and the Sourcing City Live in England. <



INSIGHTS – A CHANGING EUROPE

The PSI Trade Show is not only the most comprehensive presentation of the European promotional product market and its protagonists. It is much more than many want to admit. More than ever before, the three days in January enabled the industry, the companies and the people to take stock.

There are many service providers in the industry, the logistics providers, the software providers. The specialists and the newcomers. We have also shown how tremendous our products and services are. From webshop to sourcing. The trade fair is also a major unofficial job market. At no other trade fairs are so many job interviews conducted. There is also the market for collaborations and the sale of com-

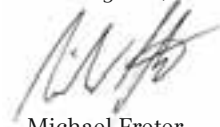
panies. The latter is not necessarily a positive sign, but a sign of the times. The size of a company does not matter and this applies to distributors and suppliers. There are also the numerous formal and informal meetings and the many parties in the old town of Düsseldorf.

The entire industry was there, more than many believed. Everyone was there. Everyone? Yes indeed everyone! Even those who did not exhibit. They were there and held discussions with customers. Legitimate, but not fair, when this happens at the stands of loyal exhibitors. At any rate, they saw that many stands were almost overrun by distributors. A less than pleasing observation.

According to the official counting method of FKM, we counted 15 per cent less visitors. Understandable in the current economic situation in Europe. In real terms, there were only 300 companies less than a year ago. It is all a question of the right perspective.

All in all, the PSI was an insight event second to none. And your opinion? Write to me!

Best regards,



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



»The entire industry was there, more than many believed.«

Inserentenverzeichnis / Index of advertisers:

PSI Nr.	Inserent / Advertiser	Seite / Page
1803	admixx GmbH	095
	AIMFAP	025
	BWL e.V.	047
48732	CARAN D'ACHE S.A.	079
	CGASA - Corporate Gifts Association of Southern Africa	081
48316	Chocolissimo by MM Brown Deutschland GmbH	041
9847	Crimes GmbH	095
47701	Culto GmbH	089
42819	Gustav Daiber GmbH	015
48122	Dubi's Promotionartikel Service GmbH	071
41369	elasto form KG	U2
44127	Elektronica SM-Handels GmbH	005
42480	ERGA Srl	002
47463	Francos GmbH	067
41118	Hoechstmass Balzer GmbH	073
45893	i.p.a. Sweets GmbH	069
47696	Jamara e.K.	003
42706	Kalfany Süße Werbung GmbH & Co. KG (PSI 42706)	065
47464	Karlowsky Fashion GmbH	037
48388	lifestyle + promo it	U3
42487	LM ACCESSOIRES WERBEMITTEL & EXCLUSIVANFERTIGUNGEN GmbH	008+009
42020	MBW Vertriebsges. mbH	063
	MCO - Reed Expositions France	027
47776	MSW Lasertechnik	071
45974	Multiflower GmbH	029
44367	New Wave GmbH	039
44879	NOTES GmbH & Co. KG - Niederlassung Quickborn -	033
45727	Plastolan GmbH	071
42332	prodir S.A.	001
47620	Rheingold - Comet - Sports GmbH	035
	SEMINAR ALLIANZ c/o Reed Exhibitions Deutschland GmbH	085
41838	SENATOR GmbH & Co. KGaA	007
46325	Slodkie Upominki	035
45383	Smartwares Printables GmbH (formerly Hanesbrands Europe GmbH)	031
45328	Stilolinea Srl	061
43817	TechnoTrade Import-Export GmbH	035
48336	TRENDGAGZ GmbH	029
44323	Zweibrüder Optoelectronics GmbH	U4
PSI Nr.	Beilagen / Inserts (*Teilaufgabe / *Part of Circulation)	
47411	badge4u	*
45619	CLIPY	*
43952	PSI Mediadaten 2013	*
44066	Zippro GmbH	*

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*das gilt nicht für'n Dr.



KEEPING AN EYE ON THE TIME

The idea of the paperless office has been around for decades. Yet studies and experience show that this is likely to remain just a dream. Although electronic communication has reduced the amount of paper companies use by up to forty per cent, nobody can or will do without it entirely. Paper was invented in China around the year 100. In Europe, it was first made in the Middle Ages and for a long time by hand. The first paper machines came with industrialization. In the cover story of our next issue, "Calendars, paper and packaging", we will show you all the things that can be done with paper in the promotional product industry. In addition, we will spend some time on the topic of time, so you can look forward to inventive, luxurious promotional products from the "clocks and measuring instruments" segments.

Please give some thought right now to the theme of the April issue, "The world of brands" and "Writing utensils", and send your product presentations (image and text) by 18 February 2013 at the latest to: Edit Line GmbH, Redaktion PSI Journal, Dekan-Laist-Straße 17, 55129 Mainz, Germany, e-mail: hoechemer@edit-line.de. <



COLOURFUL REPORTS FROM THE TRADE SHOW

In our colourful trade fair mix, we are presenting innovations and trends at the 51st PSI Trade Show. In addition, we will let you go behind the scenes and report on highlights far from the hustle and bustle of the trade fair. We invite you to join us in recalling campaigns and great events at the 51st PSI Trade Show in our trade fair review. <



PUBLICPRESS: MAPS MADE TO ORDER

For more than thirty-five years, the family-owned enterprise Publicpress Publikationsgesellschaft mbH has been making maps for recreational use. The programme includes, among other things, maps for hiking and biking, travel and event guides, city maps and motorcycle maps, and is constantly growing. Keeping active and in touch with nature are strong advertising values, says Heinz Nettsträter Jr., Managing Director of Publicpress. For some time now, his publishing company has also been offering customized maps on the promotional product market. <

IMPRINT

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