

PSI

POWER FOR PROFESSIONALS
International Magazine
For Promotional Products
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Volume 52

JOURNAL



Michael Liebhaber
VIM Solution
The Shooting Star



Albert van der Veen
Xindao
Reaching Goals
With New Ideas

PSI 2014
Lots Of Excitement
In Hall 12

Product Guide
Bags And Travel
Tools And Technology

MSA Münchinger
Quality From
The Specialists

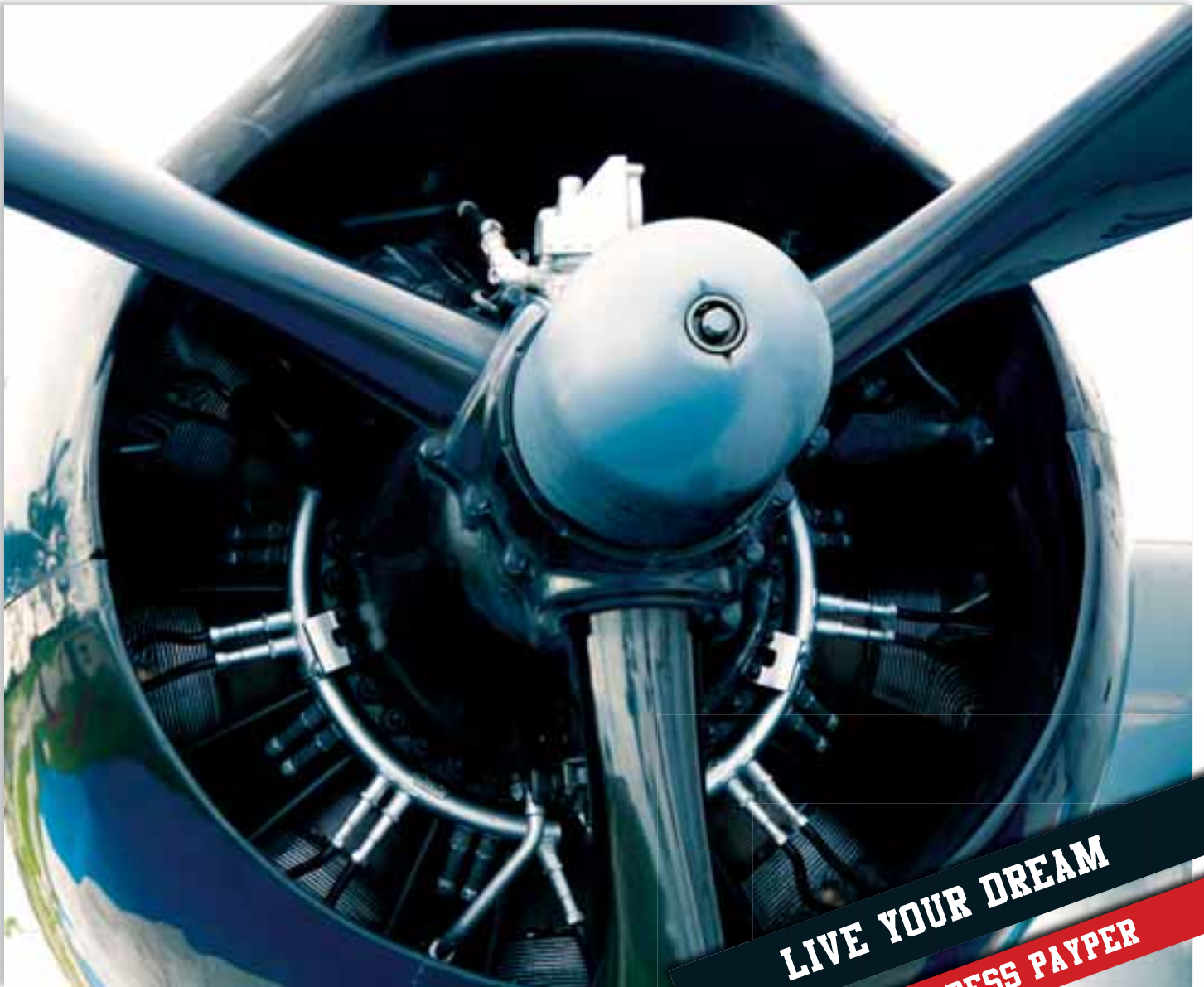
Inspirion
PSI Trade Show Is A
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LICENSING

ADDING VERVE TO MARKETING



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EDITORIAL

SQUANDERING AWAY FUTURE

The discussion of the EFPIA Code (European Federation of Pharmaceutical Industries and Associations) has revealed a great deal about the state of the promotional products industry in Europe. And what was seen there was more shocking than gratifying. Only after a distinct delay was any action initiated at the European level. And the procedures and results are still not transparent. Nothing at all was heard from national associations, whose members must also be very adversely affected, or there was no cross-border communication, at any rate. So it can be assumed that nothing was done in many places. At least this is indicated by the many companies who have desperately looked everywhere for information – even across borders. The protest went all the way up to the German Federal Antitrust Office, which however in the final analysis declared the EFPIA Code to be legal. Pharmaceutical manufacturers were repeatedly contacted in writing and in person and the consequences pointed out to them, including those for their own businesses. The influence of the Americans in the EFPIA appears to have been stronger, though. So what is to be done?

If we do not manage to combine our forces throughout Europe in the future, then we will effectively be squandering our future. But before we start „passing the buck“ in Europe, we must adjust the structure of national associations to the challenges of the future. Getting lost in details, mixed up by details, will no longer have any place. Stable national associations are a necessary condition for active work in Europe. In the end, meetings of the eppa in Brussels must be the order of the day. And people will have to meet there who are not necessarily the presidents of the national associations, but qualified delegates who are Europeans in their manner of thinking and linguistic capabilities. This is the only way to bring in stability, a stability and activity we urgently need.

The EFPIA Code was yesterday. Tomorrow we will find new, maybe even bigger challenges on our doorstep. Around the world, compliance regulations are making life hard for us. What are we doing to fight them? Are there partners in networks who can help us? What does our form of advertising have to do with compliance anyway? How can we manage to keep showing Europe's corporate heads that the people they have put in charge of compliance are high-handedly destroying effective communication instruments? Questions we must urgently deal with if we want to have a future.

Keeping this in mind



Manfred Schlösser
Editor-in-Chief PSI Journal



Manfred Schlösser

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MOBILE PROMOTIONAL PRODUCTS

28

Mobility has become a key word in times of global networking. Appropriate occasions such as business trips, city tours, trips and vacations give the global highway network increasingly effective ways of spreading strong promotional messages. Furthermore, we present sophisticated messages – tools and technology.



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40 YEARS OF MSA: QUALITY FROM THE SPECIALISTS 94



Founded in 1973 by Karlheinz Münchinger, the company MSA Münchinger has successfully continued to operate under the management of his three children, Andreas, Beate und Reiner Münchinger, for more than 16 years. A small piece of family history and once more a model company in terms of endurance, entrepreneurial skills and family ties. In its anniversary year, MSA is presenting itself in a revised look and a new website.

INSPIRION: PSI TRADE SHOW IS A MUST AND A JOY 96



Everyone who is great once started small. Things are no different in the case of Inspirion, which has long since become one of the greats among promotional products importers. More than 20 years ago, Inspirion's director Sönke Hinrichs, who was at the time still a department head at the well-established Bremen import and trading company Melchers, attended the PSI Trade Show for the first time – just to get a feel for things. Today Inspirion is setting standards itself.

KARL KNAUER: 75 YEARS OF SUCCESS 102



In the idyllic location of Biberach in the Black Forest in Germany, one company has been working with exceptional success for 75 years now: Karl Knauer KG, the innovative manufacturer of packaging and promotional products. Its business segments are diverse and its service comprehensive.

IN.TAKT CELEBRATES 15 YEARS 106



Meinhard Muscharski and Heiner Steinkamp develop music CDs in promotional product form, specialising in wellness and relaxation ranges. In autumn 2013 it was exactly 15 years ago that in.takt musik und medien marketing GmbH was founded.

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THE FINE ART OF GLASSMAKING

The Venetian island of Murano is famous for its glasswork. By the 10th century, the most beautiful crystal goods were already being produced there. As the formula for manufacturing glass was to remain secret, glassworks were built on the island off the coast of Venice. The island was considered espionage safe and anyone caught revealing the secret formula faced the death penalty. However, the secret of glassmaking could not be kept under wraps forever. Glassmakers left the island and produced glass in Murano style elsewhere. This explains why Venetian motifs appeared in Bohemian glassware. In the following articles, we will be presenting particularly beautiful promotional products made of glass.



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A GUEST IN FOREIGN CULTURES

In some regions of Asia, if someone is asked whether he has already eaten, he is actually being asked about his well-being. Food is of immense significance for many Asians. Whoever eats has energy and is healthy. Based on an average life expectancy of 80 years, everyone supposedly spends about four years of his life eating food. However, the eating habits differ from culture to culture. There are significant differences, even at breakfast: sausage, cheese, sausages and eggs have become the typical breakfast fare in many northern European countries. As you move south, the first meal of the day becomes sweeter. The people in the south start the day with jams, chocolate creams and pastries. The most important meal common to all cultures in Europe is the evening meal, whereby it is not so much the eating habits that vary as the eating times. While in the north the evening meal is already eaten at 6 p.m., people in the south do not start until sometime between 8 p.m. and 9 p.m. In the following articles, we will be showing a small selection of products that are a must for preparing food.

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Well-known to everybody: Licensed products for children featuring well-known themes such as Bibi Blocksberg are marketed with great success

LICENSING

ADDING VERVE TO MARKETING

Licensing has now become a significant marketing tool for conveying a positively charged image in connection with products and services, and this applies for the promotional products industry as well. Companies utilise the enormous appeal of brands, celebrities or fictional characters in order to stand out against the competition via the use of the licences tied to these big names. The PSI Journal outlines the licensed products procedure below.

Licensing involves the identification of products, goods and services using symbols, expressions, signs, designs, names or combinations of the same that are generally known from the media. Li-

censing is based on a licensor's right to commercially exploit a licensed object through manufacture and distribution, and identification and advertising, of licensed objects in the form of goods and services

of all kinds that relate – or are relatable – to the licensed theme. The licensed theme is the object of a licence transaction, for instance a brand, a person, a movie, a TV series, a book, an event or an individual

popular character. Those who are active on the market as licensors – or licensees – focus on a strategy that demonstrably promises success: after all, licensing is used in the marketing mix as a tool for picking out one's product from the competition and thereby making it more attractive for the end consumer. The financial value of a licensed theme is based on its recognition, its image and its popularity in the target group. Many PSI member companies are also aware of these opportunities and therefore, besides those that acquire licences themselves, there are also companies that themselves manufacture and market licensed products, from the giveaway to the high-quality design label. Alongside these there are PSI suppliers who distribute licensed products. And, not least, the promotional products trade recommends that its industrial customers deploy licensed products, as these, by virtue of their high recognition value, are outstandingly suited to communicating certain topics – and as a result possess a particularly high promotional effect.

EMOTIONALISING PRODUCTS

Initially, it was still rather manufacturers of so-called “no-name products” who deliberately utilised licensed themes in order to make their goods more attractive. Today, on the other hand, it is often also branded product manufacturers who, as licensees, are using licensed themes specifically to market their goods portfolios in order to utilise the emotionalising effect for their existing and well-functioning brands. Licensors are happy to enter into such partnerships because they know that big corporate groups are usually able to invest more budget in marketing – and hence in growing the licensed theme's recognition around the corresponding licensed products – than small and medium-sized enterprises are. The aim here is to emotionalise the product, thus differentiating it from the competitor's comparable offering. However, care should be taken here to pull off a successful and credible balancing act between the public image of one's own product and brand alongside a purchased li-

censed theme – without damaging one's own image or making it look inferior compared with the licensed theme.

STRATEGICALLY EFFECTIVE MARKETING TOOL

Licensing, however, is not a stand-alone strategy, but rather a part of the marketing mix within a company's complex marketing strategy. At the same time the core tasks of a company's marketing are obvious: the aim is to offer new services, to maintain and upkeep existing services, to gain new customers and, of course, to retain these latter. For both the licensor and the licensee, licensing is used, alongside other measures, in order to achieve the company's strategic goals. It is therefore no wonder that licensing is frequently the responsibility of the marketing department, on both the licensor and licensee side. The marketing mix shapes operative marketing planning, which in the classic sense consists of the four pillars Product, Price, Promotion and Place. In the context of this planning, licensing is used as a means for diversification when products are functionally interchangeable – both for licensees and licensors and for dealers. In addition to the physical, psychological product properties are becoming ever more essential for demarcating oneself from the competition. Both for consumer goods and services and in the technical and patent law area, licences are granted – respectively acquired – in order to supplement, to complete and to expand one's own range of products and services. In addition, the aim is to enhance relevance among the target group: this can be done by using licensed themes just as much as by other measures that can be derived from the marketing mix and combined.

ENHANCING BRAND RECOGNITION

Besides the fundamental aspiration to achieve a greater market share, the general goal of companies' marketing can be to widen brand awareness or popularity or, respectively, their products' success on the market generally. The condition for this is that consumers are able to gain themselves an image of a licence or brand that's as clear

as possible. The more advantageous or unique a brand or an association linked with a licensed theme is, and the more easily recognisable patterns a licensed theme exhibits, via the logo, the characters, or the colour scheme for example, the more strongly it is able to influence end consumers' purchasing behaviour. However, brand extension, that is to say the broadening of a company's own distribution channels or the expansion of product lines and the core brand extension that arises as a result, can serve the purpose of positioning the brand and securing for it a positive image among consumers. At the same time, though, the basis for entering new distribution channels is formed in the process. The concern of licensors and licensees in doing so, of course, is to increase profits in particular: the aim of a licensor's licensing programme can be to improve or achieve a certain brand image that's ascribed to the licensed theme by the target group. What licensees usually have in mind, on the other hand, is to make use of the end consumer's positive perception of a licensed theme in order to sell even more products.

ESTABLISHING LICENSING STRATEGY

Before the first licensees can be acquired, a company must, on the one hand, be clear about its goals in relation to the licensing, and on the other hand, it must be clear about the strategy via which it intends to achieve these goals. In the ideal case, the beneficiaries of higher sales of the goods branded with the licensed theme are both the leading medium, a toy or fashion brand for example, and the licensed products derived from it, for example bedding or children's clothes. The higher a licensed theme is rated among the target group, the more valuable it is for the licensor.

FORMS OF LICENSED PRODUCTS

There are three basic licensed-product variants to be found on the market in greater or lesser prominence. Firstly, the whole product including packaging and advertising is designed in the style of the licensed topic, which is the case for example with the game show-based “Schlag den Raab” game by Ravensburger or with the Chris-



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tina Aguilera perfume by Procter & Gamble. In the second case only the packaging is designed in the style of the licensed theme, for example as part of limited-time promotions. Thirdly, licensed products can appear as on-pack or in-pack enclosures in the licensee's products: these additions can be affixed either inside (in-pack) the packaging, or outside on the packaging

(on-pack). Licence partnerships featuring prizes usually have a time limit, as is the case with the enclosure of mini-games by Hasbro in the children's menu at Burger King. In this context product and promotional licences are used simultaneously: product licence means licensed products that are designed according to the licensed theme – including advertising and pack-

aging. Promotional licences are exclusively limited to the use of a licensed theme for promotion in the form of commercials, printed ads, giveaways, POS material and PR measures.

ATTRACTIVE PRODUCT DESIGN

To make product and licence form a unity, not only the image transfer must be a success, design also plays a crucial role. Even when a licence is not being used, a product's design is decisive for market success. Design is a central argument in an end consumer's decision for or against a purchase. An appealing product design is also the deciding factor for trade listing. Still, simply applying a logo to an otherwise finished product only rarely works and the product is usually only put on sale at a higher price than a comparable non-licensed product because of the licence. Goods that are produced too cheaply can also harm a licensed theme, as the poor product features are projected onto the licensed theme via image transfer and thus form a negative association in the end consumer's mind: thus, for example "uncool" shoes or other untrendy items of clothing can make non-sellers out of licensed themes that are actually highly successful, if these things are no longer fashionable. On the other hand, some product functions, tailored to the licence, make a licensed product additionally attractive to the purchaser: for example, at the beginning of the 2000s, a waffle-iron was successfully licensed with the "Die Sendung mit der Maus" children's programme theme, baking waffles in the shape of the Mouse and his friends. The result is that the licensed product becomes unique compared with the standard product without licence and thus also justifies a higher retail price.

LICENSORS AS STYLE GUIDES

Licensors generally give licensees so-called style guides, comprising all important design specifications. Occasionally, the licensor's designers also take on the design of a new licensed product or at least support the licensees with sketches or ideas for designing it as attractively as possible and guaranteeing the unity of licensed theme

MARKETING STRATEGIES THROUGH THE USE OF LICENSING

Differentiation strategy

This strategy is used by companies in order to stand out against the competition with licensed themes from comparable products by other providers, in the case of a games maker, for example, by securing exclusive rights on "Playmobil designs" which only it is permitted to print on its puzzle range and distribute.

Segmentation strategy

With market segmentation, the market is not worked on as a whole but only in parts. Licensors apply the segmentation strategy by licensing products that expand the target group of its theme or its popularity: a "normal" yoghurt becomes many times more appealing to children if "Biene Maja", for example, can be seen on the packaging.

Profiling or positioning strategy

The concern here is to secure a defined image of a company and its products in consumers' minds by using licensed themes. An example of

this is the win-win situation between pop star Madonna and the H&M fashion label: the popular musician used the fashion collection to heighten her target group's identification with her – and H&M benefited from the positively perceived partnership with celebrities and designers.

Innovation strategy

If new products are going to be introduced, the innovation strategy is applied: in this case, the use of a licensed theme is particularly suitable if the intention is not to additionally establish a new brand in the long term, but a well-known licensed theme is focused on instead. In the process the producing company often remains in the background and deliberately uses licences on popular characters as a marketing tool for selling its products.

for manufacturers of their products: in addition to production in itself, these also prescribe comprehensive safety tests for the products along with employee health and labour standards. These specifications are consented to in the licence agreement, and are also inspected on location without prior announcement. Toy and children's media groups, in particular, keep a vigilant eye on whether their manufacturers are producing in accordance with their high standards, which often far exceed the statutory regulations applying in Europe and America, in order to keep their image clean.

FUNDAMENTAL DECISIONS WHEN PURCHASING A LICENCE

To sum up: If you decide to buy a licence, in line with the marketing goals defined for your own company, you as a licensee can choose from various basic options for the type of licence that should be best purchased in order to achieve your goal. A crucial factor of the desired image transfer is the closest possible similarity of the

and product. Incidentally, when designing, it is not only important to make sure that the product itself effectively interprets and makes use of the licensed theme's design. Just as important for the subjectively-based end consumer purchasing decision is the packaging as well, as this is what the consumer first comes into contact with.

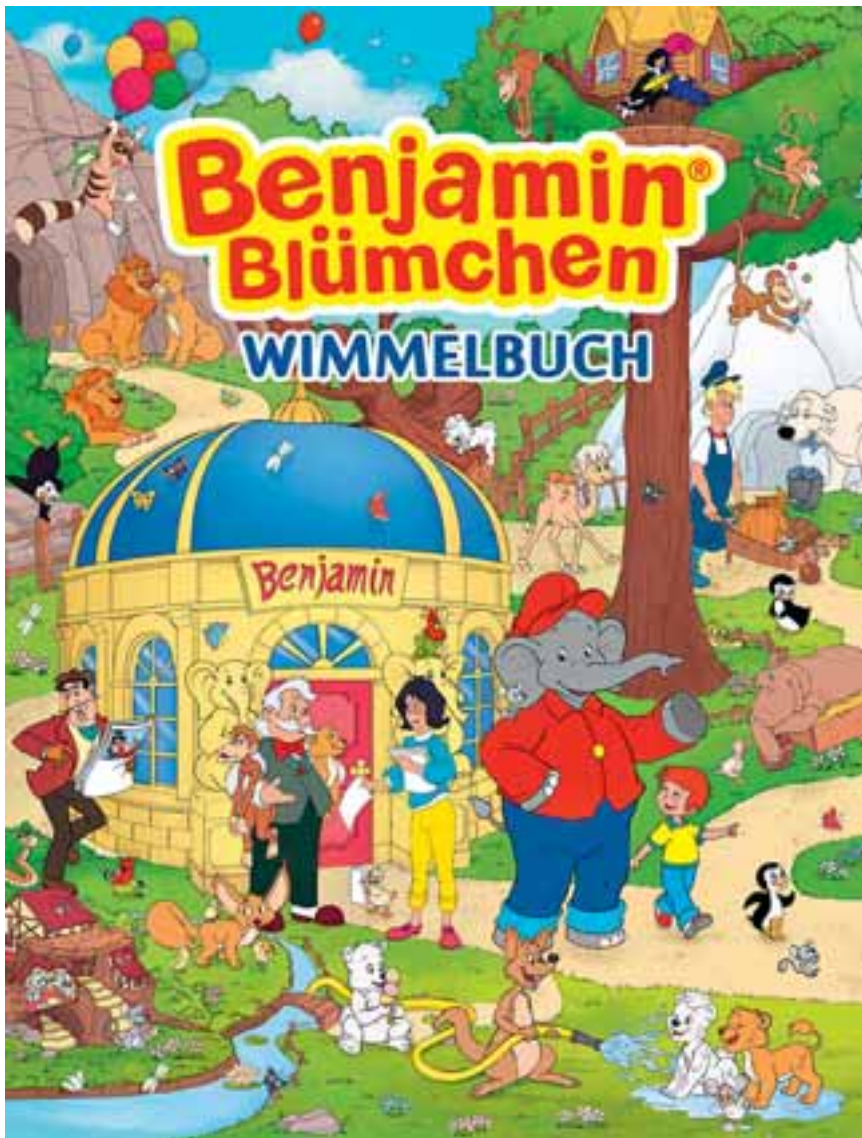
MANUFACTURE, PRODUCT QUALITY AND RESTRICTIONS

If the licensor does not manufacture the licensed products itself, but an external producer is involved, it makes sense to ask for information about the latter. It may be that the licence agreement needs to be modified to include an external producer, as in this case, strictly speaking, rights of use on the licensed theme also need to be granted to the producer. The quality of the licensed products has a great influence on the way a licensed theme is publicly perceived: the product's quality finishing, good handling and a certain robustness are fac-

tors that ensure that both licensed product and theme are positively perceived. In this highly globalised world, however, many everyday products are produced abroad. Questionable production, with the use of ingredients that are hazardous to health, for example, or based on child labour can do serious damage to the image of a licensed product and its licensor, even if the licensor does not carry out the production itself. A major part of the licensed products available here at home are manufactured in Asia. As with all other goods produced in these regions, clients are under obligation to check that European, or respectively American, standards are complied with. This has arisen out of companies' self-understanding as representatives of "cleanly"-produced goods. The consumer, too, expects products that exhibit quality in line with European Directives. Many companies and major corporate groups have therefore set up detailed certifications



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The author: **Stefanie Brandt** is a commercial publisher and graduate bookseller. After spells, among others, as a product manager at a licensing agency and as a licence purchaser at a fast-food concern, she founded her own agency in 2008. Her first book, "Marketinghandbuch Licensing" came out in 2011 at Springer Gabler. In addition to entrepreneurs, CEOs and marketing and sales decision-makers, target groups also include film and media producers, promotional and marketing agencies, and brand owners.

licensed theme to the product and type of use: for the licensed theme to be used sustainably, an established, classic licensed theme is the most suitable. This category comprises, for example, TV licensed themes which, through being frequently broadcast, are strongly penetrated and often have a long life. If you want to use a licensed theme for the short term, both established and new themes are suitable. Whereas classic, long-term licensed themes are exposed to less hype, as the consumer has long been accustomed to the once highly emotional theme, there is, however, with new licensed

themes – which still have to become well-known – the risk that they will only have short-term appeal and will thus turn into flops. If they are a success, though, they can reward this risk-taking and become highly emotional – and thereby ensure high product sales. <

Source: Stefanie Brandt, Licensing kompakt – Praxisleitfaden für Lizenzgeber und –nehmer 2012, IX, 146 p. 10 figs., Springer Gabler, ISBN 978-3-8349-4068-1

As a promotional products entrepreneur, what experience do you have with licences?

After our introduction to the licensing business, in one of the next issues we would like to take up the topic of licences again with industry relevance and go into greater detail. Are you a licensor or licensee with experience in licensing? Then write to us or give us a call! We look forward to any brief report – please send it to:

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Young companies, inventors, first-time exhibitors: Plenty of fresh air in Hall 12.

TECHNOLOGY FORUM, FIRST-TIME EXHIBITORS, INVENTORS

LOTS OF EXCITEMENT IN HALL 12

In Hall 12, PSI shows its true strengths: This is where technical expertise and a wealth of know-how concerning promotional labelling meets ingenuity and a spirit of optimism. On special areas such as the Technology Forum, the forum for young, innovative companies, and the HALLE13 Area, new technologies, start-ups, first-time exhibitors and inventors are waiting to be discovered. Here in Hall 12, the many facets of the industry can once again be experienced.

For many years now, PSI has been offering the classic Technology Forum, an integral part of the trade show. On the special area in Hall 12, which is easily accessible from the north entrance, concentrated knowledge on the subject of promotional labelling is communicated and demonstrated. In the Technology Forum,

specialists give visitors an insight into various printing methods, engraving techniques and other promotional labelling methods. Here distributors can watch live how a product becomes a promotional product and gather essential know-how for advising their own customers. The PSI Technology Forum has been redesigned

for PSI 2014, offering both traditional machine exhibitions with live demonstrations as well as an area where exhibitors who are located in other halls can demonstrate their products, services and technologies. In this Demonstration Area, visitors can test products and experience manufacturing and finishing processes up close.

**PROMOTIONAL LABELLING
TECHNIQUES LIVE**

Among the companies participating is Mikami. The company is a leading manufacturer of wide-format UV and solvent printers, inkjet printers for textile sublimation printing, cutting plotters and print&cut solutions. Neoflex, a specialist in LED UV ink technology, and Teca Print, a manufacturer of pad printing machines and accessories, are also participating. Other companies in the Technology Forum include, for example, a-friends-company, SOL-EXPERT, which offers promotional products with solar functions, and Chocri which offers individual chocolate. In the Demonstration Area, Badge4you will be showing how badges are produced. Charlie Taublieb has also been a regular exhibitor at PSI for several years. For more than 20 years, the American has been an expert and author in the field of screen printing which is mainly used for finishing textiles. At the PSI 2014 in the Demonstration Area of the Technology Forum, "Dr. Print" will be showing how T-shirts are individually screen printed and will provide valuable expertise. Of course these are just a few of the many exhibitors – so come along to the trade show to find out more!

INVENTIVENESS AND FRESH IDEAS

High-tech and experience in the Technology Forum, a breath of fresh air and new ideas in the HALLE13 Area - this successful combination makes a visit to Hall 12 so interesting. The HALLE13 Area, where inventors, start-up companies, first-time exhibitors and young, innovative companies gather has taken its name from its previous location in HALLE13. The area has grown steadily in terms of exhibitors and quality of the products on offer. Here you will find aspiring companies with a real start-up spirit as well as inventors with new products which you cannot even imagine. Products that have the makings of promotional products but have not yet been discovered for the promotional products market. It is an opportunity for inventors to market their products and a promising opportunity for suppliers and distributors to

score with creative and exceptional products. Also represented with a stand in Hall 12 is the iENA – the leading international trade show for ideas-inventions-new products, offering the promotional products industry quality contacts to inventors, also international ones.

**YOUNG ENTERPRISES
WITH GREAT IMPACT**

Anyone who is on the lookout for new developments will not only find them among the inventors, but also is the forum for young innovative companies in the HALLE13 Area. The joint stand, which is being supported by the Federal Ministry of Economics and Technology (BMWi) for the fifth time at the PSI, has been expanded to include 22 com-

panies due to the large demand for the PSI 2014. The Federal Ministry of Economics and Technology aims to assist the marketing of innovative products with the funding programme. The industry can only benefit from that.

IDEAL BREAK: LUNCH&LEARN

Under the catchword "Lunch&Learn", useful expert knowledge will again be imparted in Hall 12 on all three days of the trade show. The topics will include: patent and trademark law, responsible textile production, product and brand piracy as well as product safety and product labelling. So whoever combines his lunch break at the PSI with one hour of information can use his time optimally. <



The Technology Forum has enriched the PSI for many years. At the PSI 2014, the special area will be further enhanced by a Demonstration Area.





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“RICHARTZ:
FOR EVERY
PURPOSE,
EVERY
MARKETING
THEME,
EVERY
BUDGET”



GEIGER NOTES HAS TWO
COMPETING PASSIONS:
ITS SOLID WORKMAN-
SHIP – AND ALSO ITS
STRONG INTEREST IN
RENEWAL, NEW VEN-
TURES AND VISIONS.
THIS DUAL APPROACH IS
BEHIND THE HIGH QA-
LITY OF GEIGER NOTES.
THAT SAYS IT ALL.

32



JÜRGEN GEIGER
GEIGER-NOTES

“

”



WE REGARD RESPONDING QUICKLY AND FLEXIBLY AS AN ONGOING CHALLENGE. IT DEFINES US AND HAS HELPED US TO GROW. IT IS BASED ON EXPERIENCE GAINED FROM YEARS OF WORKING WITH RELIABLE PARTNERS. OUR STRONG PORTFOLIO YIELDS MAJOR BENEFITS FOR YOU, OUR CUSTOMERS.

33



STEF VAN DER VELDE
GIVING EUROPE B.V.

“WE TAKE CARE: MUCH MORE THAN A PROMISE.”



USEFUL AND PRACTICAL PROMOTIONAL PRODUCTS – PRODUCTS WHICH DO THEIR JOB. WE KNOW FROM EXPERIENCE WHAT'S GOOD – AND WHAT'S ESPECIALLY EFFECTIVE. AND SPECIAL PRODUCTS CONSIST OF MANY COMPONENTS – COMPONENTS WHICH SELTER, WITH OVER 60 YEARS OF EXPERIENCE IN TECHNICAL PROMOTIONAL PRODUCTS, IS MORE THAN FAMILIAR WITH.

34



THOMAS SELTER
GUSTAV SELTER

“SELTER:
QUALITY
T H A T
CUSTOMERS
CAN SEE
AND FEEL
- AND TALK
ABOUT.”

35



BEAUTY AND QUALITY GO HAND-IN-HAND. THIS HAS BEEN CLUB CRAWATTE CREFELD'S PHILOSOPHY FOR OVER 40 YEARS NOW. WORKING WITH US MOTIVATES, ENERGISES AND YIELDS HIGH QUALITY, ATTRACTIVE PRODUCTS FOR YOUR CUSTOMERS.



BERND KOCH
CLUB CRAWATTE CREFELD

“DESIGN
YOU CAN
SEE.
QUALITY
YOU CAN
FEEL.
WE OFFER
BOTH.”



"THEY'RE EXPERTS IN THEIR FIELD" – IS A GREAT COMPLIMENT, AND NOT ONLY IN GERMANY. WE AT EUROSTYLE ARE EXPERTS IN OUR FIELD. WE CREATE AND PRODUCE. WE KNOW WHAT WE'RE DOING AND KNOW GOOD PRODUCTS WHEN WE SEE THEM. FACTORS WHICH SET US APART FROM OUR RIVALS AND GIVE YOU THE SECURITY YOU NEED.

36



ALEXANDER LANGE
EUROSTYLE

“TAKING CARE OF BRANDING AND STYLING: QUALITY AND APPEARANCE”

37



21 YEARS ON THE MARKET, HUGE EXPERIENCE, ADVANCED TECHNOLOGIES, PROFESSIONAL SUPPORT, TRUST FROM HUNDREDS COMPANIES, THOUSANDS OF ORDERS FROM WHOLE EUROPE, OUR CUSTOMERS NEEDS IS OUR PRIORITY.



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badge4u

“AN
IMPOSSIBLE
IS
POSSIBLE”
WITH US



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GRADES AND AS USEFUL
PRODUCTS. COMBINING
QUALITY WITH ECONOMY
– THAT HAS ALWAYS BE-
EN OUR TOP PRIORITY.
WE'LL BE PRESENTING A
NEW PRODUCT AT THE
PSI – A PSI FIRST.

38



MACIEJ MAĆKOWIAK
PROMONOTES SP. Z O.O.

“COLOURFUL
PAPER.
WHAT
COULD BE
MORE
ATTRACTIVE?”
PROMONOTES.

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OUR BRAND OF INNOVATIVE MARKETING COMMUNICATION IS BASED ON DIGITAL DATA CARRIERS. MICX-MEDIA ARE THE SPECIALISTS IN THIS FIELD. WE DEVISE AND PRODUCE DIGITAL DATA CARRIERS FOR MARKETING, PROMOTION AND SALES PURPOSES.



INGO KAEMPER UND KLAUS GÄNSEL
MICX-MEDIA IN CONCEPT

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A HEAD
OF THE
GAME
PUTS YOU
OUT FRONT.”



DESIGN, FOR US, IS THE INSEPARABLE COMBINATION OF FUNCTION AND FORM. THE SIMPLE ELEGANCE AND DETAILED TECHNICAL PERFECTION OF OUR PRODUCTS GIVE THEM THE POWER TO FASCINATE. GERMAN ENGINEERING AND TOP QUALITY SET NEW STANDARDS FOR OUR BRAND.

40



ANNABELLE SCHLEDER
ZWEIBRÜDER OPTOELECTRONICS

“GOOD
ADVERTISING
CAN BE
A GUIDING
LIGHT.”



BAGS AND TRAVEL COMPANIONS

MOBILE PROMOTIONAL PRODUCTS

Mobility has become a key word in times of global networking. Appropriate occasions such as business trips, city tours, trips and vacations give the global highway network increasingly effective ways of spreading strong promotional messages.

Products that we have presented here under the catchword “travel companion” provide the ideal vehicle for effective promotional messages. This subject area naturally includes bags, in any form and of any type, that accompany us to the smallest corner of leisure and work as beautiful and functional companions. Whether it be bags, toiletry bags, travel and sports bags, backpacks, briefcases, laptop bags or handbags, material and design suit the application and determine the price. Some bags are ideally suitable as promotional products, especially those from the medium price segment. In certain conceptual frameworks, quality products also hold their own. But no matter whether as a giveaway or a premium promotional gift, the common characteristics of the products of our subject area are creativity and imagination, colourful pizzazz and young trends. Promotional product consultants will, in any case, make a find here when it comes to finding the right product for the different target groups of the mobile society. <



ATTRACTIVE AND STURDY

A beautiful sports bag, made of sturdy truck tarpaulin, belongs to Hand Bags' range. The top is fitted all round with a zip. The bag is closed with a practical Velcro flap. The shoulder strap is adjustable. A collage on the theme of football is printed on the front, which should be particularly appealing in light of the World Cup next year. It is also possible to request a different collage, however. The bag is 100 per cent Swiss-made and the tarpaulin used comes from Europe. In other words, this promotional product is of high quality and made to be durable and sustainable.

48816 • Hand Bags ABC GmbH • Tel +49 9572 3860140
mulzer@swissmountain.de • www.swissmountain-hand-bags.ch



PURE LIFESTYLE

The new, crazy chic: mondo pazzo – the designer bag from Pruner Werbemittel, the must-have accessory! The bag is pure lifestyle in its new, trendy design. Hip for going out, chic for the office, an eye-catcher when shopping. This bag and its price cause whirls of excitement – perfect for every promotional message. The trendy item in the current trendy colours azure, lime, pink, black, and orange, and in various sizes and shapes, is available from 250 pieces.

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

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MOBILE "SOLAR DRYER"

An indispensable aid on many trips is the travel washing line from **adamo**. This well-designed, well-functioning item of daily use consists of a five-metre-long washing line of top quality and six very strong clip pegs. Promotional printing can be applied in one to four colours to the holder and the clip pegs, which will guarantee lasting advertising even during the holiday season. The supplier states the minimum order quantity to be 250 units for single-coloured printing and 500 units for multi-coloured printing.

42299 • **adamo design GmbH** • Tel +49 5265 7474
 info@adamo-design • www.adamo-design.de

A LIGHTWEIGHT

In addition to a modern selection of tarpaulin bags, **Trendbagz** also offers a practical shoulder bag made out of light nylon. The product is captivating with its high practical utility and is outstandingly suited, among other purposes, as a promotional or trade show bag. The bold promotional surface can be finished by means of screen printing or embroidery; also in digital printing, on request.

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



STORAGE SPACE MARVEL

The designers at **Giving Europe** have named their new trolley **Gate**. **Gate** turns out to be a true storage space marvel, for it offers sufficient space for all travel utensils on both sides. Four stable plastic rollers serve the purpose of easy conveyance. The selected material is extremely robust ABS; a built-in number lock takes care of security. The trolley is available in black or white.

45737 • **Giving Europe GmbH** • Tel +49 421 5965970
 kontakt@givingeurope.de • www.givingeurope.de • www.impression-catalogue.com

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zur PSI-Messe 2014

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in Düsseldorf



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NEW CLOTHES

Feminine, classic, chic – these attributes can be applied to best describe the new décor of the travel companions – and some of the shopping companions – from Reisen-thel. The trendy look, going by the description of baroque ruby, makes the bags and accessories real eye-catchers. In this case, for example, the tried and tested Reisen-thel doctor's bag would be an all-rounder as, in its new design, it conveys convenience and functionality to cosmopolitans and tourists around the world as a smart travel companion. Bags for cosmetic products, bearing harmonious names such as beautyduo, wrapcosmetic, toiletbag, travelcosmetic and multicase, are also available.

47182 • Reisen-thel Accessoires • Tel +49 8105 772920
promotion@reisen-thel.de • www.reisen-thel.com



SAFE AND SECURE

Everyone knows there's no such thing as 100 per cent security, but one should make it as difficult as possible for pickpockets. The luggage strap with TSA lock from team-d is a handy helper when it comes to protecting belongings. A three-digit number combination stabilises and secures the luggage. The length of the tear-proof, black strap is adjustable. The product comes supplied in a clear bag which can be used as a flight bag when the strap is in use.

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



FOR NETWORKERS

On journeys, around town or in the park, diehard communication fans want to have their iPad, iPhone and other electronic devices, including accessories, on them at all times. This is where the wearable iWalk pouch from Troika comes in. The casually functional accessory offers five separate compartments for smartphone, iPad and iPad mini. An opening for charging cables can be found between the two front compartments.

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



STYLISH DESIGN

The Success notebook bag from Halfar is captivating with its subtle details, clean lines, and controlled composition of material and colour, and has what it takes to be a classic. Its shape is based on the classic messenger bags, while the side sections elegantly taper off. The matt black or dark brown tarpaulin is lined in a subtle brown. The shoulder strap is equipped with high-quality metal buckles. In addition, a special shoulder pad makes sure the bag doesn't slip. Inside, a padded notebook compartment plus organiser elements ensure excellent utility value. The shoulder bag can be outstandingly finished by means of embroidery. Additionally, the large flap offers an ideal promotional surface for screen-printed designs.

45666 • Halfar System GmbH • Tel +49 521 982440
info@halfar.com • www.halfar.com

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www.uma-pen.com/major!



TRAVELLING IN STYLE

Luggage should be practical and robust but also stylish. The BlackMaxx series by Spranz unites these aspects to perfection. It includes the laptop rucksack MobileBusiness – travelling for business or pleasure in style! The exclusive laptop and business rucksack made of nylon scores through its clever compartmentalisation (padded laptop compartment up to 15.4 inch, large main compartment, various utensil pockets, plus mobile phone, pen and business card pockets). The Blackmaxx shoe bag with the memorable name CoolOrShoeTravel is another eye-catcher. This compact bag offers a wide variety of possible uses: as a padded shoe bag, as a cooler bag suitable for transporting food when out and about or as a wine bottle carrier.

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

NIFTY GATHER-ALL

The Skuba Mybag utensil bag from Senator can be put to custom use. The optically pleasing pouch fits conveniently in every pocket, and its resilient, flexible vinyl and robust Senator metal zipper ensures that it withstands all everyday strains. Naturally, in powerful colours such as orange, red, royal blue, lime, grey or black, the pouch also functions as a striking promotional means. A promotional message is applied using monochrome screen printing. The smoke-grey ballpoint pen Super-Hit Icy comes supplied.

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



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 www.psi-messe.com

Reed Exhibitions



SAFELY STOWED

The range from Giving Europe also includes Alicante, a modern wash bag, in which all cosmetic items can be safely stowed. The useful travel companion is made out of black polyester, thus ensuring robustness, easy care and a long service life. Particularly practical features are the carry handle and hook for hanging. Inside there are several compartments, in order to accommodate all cosmetics. Alicante also has a zipped-on pouch on the front.

45737 • Giving Europe GmbH • Tel +49 421 5965970
 kontakt@givingeurope.de • www.givingeurope.de
 www.impression-catalogue.com

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E-Mail: info@elektronica.de
Internet: www.elektronica.de

it's my flame!





WOOL FELT THAT HAS WHAT IT TAKES

Baggy, the eye-catching rucksack with an artificial leather bottom, is one of the new products in Bühring's product line which is made out of high-quality German wool felt according to the Oeko-Tex Standard 100. The felt bag has an adjustable shoulder strap with a felt border that can come in the colour of your choice, and it offers you plenty of storage space while shopping or on excursions. The bottom is wipeable and easy to clean because it is made out of silver-coloured, structured artificial leather. The wide array of single-colour or mixed standard colours available means no wish will be left unanswered. Advertising can be placed on the backpack either by silk screen transfer printing or embroidery. The Baggy is closed with a black cord, which goes through eight loops right around the top of the bag.

40807 • Gabriele Bühring • Tel +49 4154 795400

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

BRING EXCITEMENT TO TRAFFIC JAMS

With the successful dice game Rushhour from b & a the player starts in a traffic jam in his little red car. The aim is to make a getaway by pushing the other vehicles out of the way, for at the beginning the car is wedged into 40 different routes, which increase in difficulty. The player's strategic thinking is trained as a result. A logo can be printed onto the board or storage pouch. Alongside this is an expanded luxury model and further add-ons.

48898 • b & a Vertriebs GmbH • Tel +49 7062 978910

gauger@b-und-a.com • www.promotionkicker.de



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TRENOBAGZ
 TRENOBAGZ GmbH D-45329 Essen Germany
 Tel: +49 (0)201-809365-0 www.trenobagz.com

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14

WERKZEUGE



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Das reisefreundliche Multi-Tool

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Länge: 7,5 cm
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8

WERKZEUGE



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Germany • 42699 Solingen • Kronenstr. 5-7 • Tel. +49 212/5948-0 • Fax -200 • info@zweibrueder.com • www.zweibrueder.com



COMPACT COMPANION

The micro-boiler in electrolytically chromed steel from Esbit is always there if need be. Its unerringly compact size means that it easily fits in the pocket and is perfect for a quick cup of tea or a small snack. It is suitable for pots, mugs, and saucepans. The position of the boiler can be selected in two steps. Delivery also includes 20 dry fuel tablets, which are stored in the boiler.

48003 • Esbit Compagnie GmbH • Tel +49 40 85310631
 esbit@esbit-marketingtools.de • www.esbit-marketingtools.de

WELL ORGANIZED

The felt shoulder bag Eminence from Topico does what it is particularly good at: taking plenty in. The well-organized interior offers lots of opportunities to stow things. In the zipped main compartment, for example, important documents can be stored safely. The organizer compartment has diverse slip-in pockets for ballpoint pens and a snap hook for attaching keys. In the base of the bag there is an expanding fold that can be opened with a zip, thus allowing for more packing space. A handle and an adjustable and removable shoulder strap make it comfortable to carry.

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



NEVER WITHOUT POWER AGAIN

In some countries, anyone who travels a lot has problems connecting electrical devices, such as shaver or hairdryer, to the respective mains. This won't happen if the Traveladapter from Nestler-matho is in the suitcase. The device is compliant in more than 200 countries, including in Australia, USA, Great Britain or other European countries. There is a built-in USB port in addition. Delivery is made in individual packaging; a promotional statement is applied in the form of a label on the Trespaphan pouch or on the adapter's round surface. The adapter weighs 170 grams.

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

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COMPANIONS FOR ANY EVENTUALITY

Spreadshirt offers consumers and companies a broad range of products that people love to use every day. Bags as a daily companion should not be missing from the e-commerce platform. 15 bag models are available to customers for personalization. From the simple, trendy cloth bag as a giveaway to the high-quality, elegant branded bag for employees or business partners – it is all there. Individual printing with plot or digital direct printing not only gives the bags an individual touch, it also supports the dissemination of brand messages. All the products can additionally be offered for sale to third parties in your own free online shop.

48779 • sprd.net AG • Tel +49 341 594005311
aku@spreadshirt.net • www.spreadshirt.de

POWER SPORT

The new Power sports bag from the company elasto form is perfect for everybody who likes doing sport, because, owing to its large main compartment, two side pockets and the compartment in its base, it offers enough storage space for sportswear, towels and shoes. With its two stable carry handles and reinforced base, this modern bag made out of polyester is also suitable for transporting heavy objects. Like all the compartments, the additional inner pocket has also been provided with a zipper. The black bag with blue piping is finished in transfer printing.

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



-Advert-



A GOOD TRAVELBOY

The thermos flask Travelboy from Rominox – a company affiliated with Römer – impresses with its matter-of-fact, modern design language in a neutral black. Featuring an insulating double wall, it guarantees to maintain the temperature of warm and cold drinks and to do so for a long time. There is a useful strap with which to attach it safely to a rucksack. Travelboy is made of stainless steel and can hold 400 millilitres of drink. With its semi-gloss finish and measuring 7 (diameter) x 22.5 centimetres, this thermos flask is the perfect travel companion.

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



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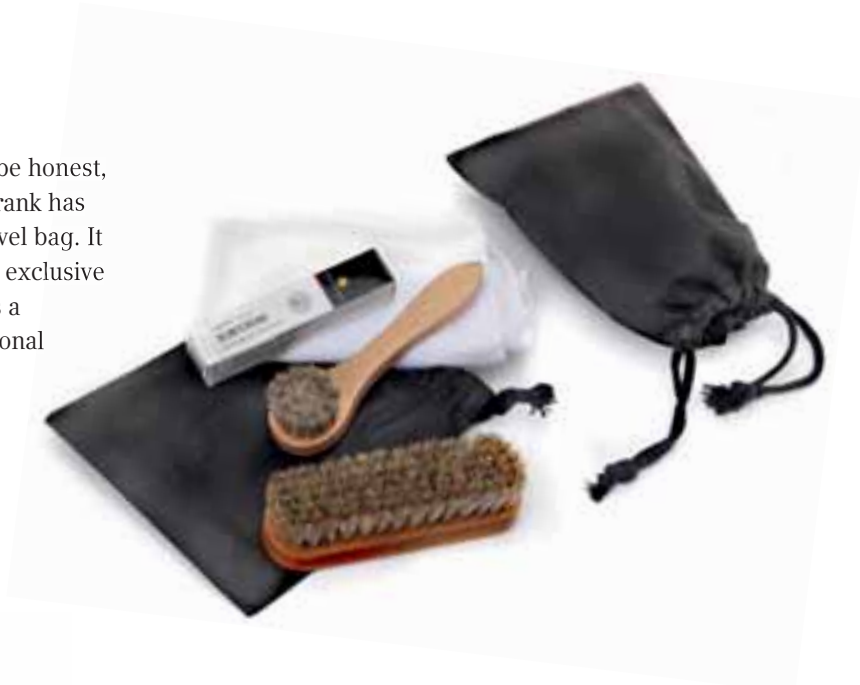
The SaniStick and the practical paper towels that come with it are ideal for quickly and hygienically cleaning and disinfecting your hands. They come packaged in the mini TravelboX from KHK, which can have all-over printing placed on it. This hygienic kit offers you safety and skin care products for your outdoor activities and sanitary needs. The hand disinfection spray with aloe vera extract has “very good skin tolerance” according to a dermatological test, and thanks to its click lock, it is simple to use with only one hand. The high-gloss mini TravelboX is complete with the SaniStick and 10 two-ply paper towels, and can feature a 4c offset imprint on it for a minimum order of 1,000 units. For orders starting from 250 units, the SaniStick can be ordered to come with a glossy wrap around label with 4c digital printing on it.

46131 • KHK GmbH • Tel +49 221 9854730
 info@lipcare.de • www.lipcare.de

THE IMPORTANCE OF GROOMING

Neat and tidy shoes are also important on holiday – let’s be honest, who doesn’t want that? For this reason, the company Frank has developed the ideal traveller’s companion that fits in any travel bag. It consists of a shoe care set in an exclusive bag, filled with an exclusive horsehair shoe shine brush, a neutral shoe cream, as well as a polishing cloth. Printed with a customised logo, the promotional message also makes an impact when travelling the globe.

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



SWISS TRAVEL QUALITY

Functionality and usefulness were at the fore in the creation of Victorinox’s travel and business bags. But that was not the only thing, since the Swiss are well-known for their low-key but extremely effective design, coupled with quality right down to the details. The result is a wide and distinctive range of travel and business luggage with clearly marked lines at premium quality: trolley cases in a variety of styles; boarding, cosmetics, messenger and laptop bags, as well as rucksacks and travel accessories. Here, too, the Victorinox emblem is a visible brand label for quality, multi-functionality and diversity. Luggage with a lifestyle character!

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



SMART IDEA

Pretty much anyone who frequently travels with a trolley case and an additional bag will be familiar with the problem: travelling can become an ordeal because the bag keeps slipping off the case. Easy Gifts now has a remedy, however, in the form of a handy hook. This can simply be attached to the handle and provides additional space for hanging another bag, which you then no longer need to lug around. This will make any trip easier! If advertising is to be applied, it can be printed on the centre of the wide space on the hook.

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



HYGIENE ON THE GO

Always handy when a bag has to be ready to hand and the environment must be kept clean. The Pocket Bag or its smaller sister, the Pocket Mini Bag, from emotion factory is perfect for use when on the go; for storing rubbish, but also wet swimwear, fruit and much more. Whether on vacation, in the car, on a bicycle trip or hiking: The universal plastic tube allows for flexible bag sizes, as required. The mini version offers three plastic bags at a time in a box that can be printed on all round and are always ready to hand. The box or the label of the Pocket Bag can be individually printed in 4c starting from just 250 units.

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

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SWABIAN-CHINESE STRENGTHS UNITED

For the past 10 years, the recipe for success of Nihao GmbH has been the combination of Swabian quality and Chinese price advantage. The basic elements of the special custom-made products are extraordinary designs, for example using lively all-over prints, as well as precise details, which allow almost unlimited and, at the same time, reliable creative variety. This is highlighted by the specially made bags out of truck tarpaulin or leisure bags. The promotional product distributors determine the exact design specifications, the relevant type of material or tarpaulin strength and, in doing so, significantly influence the price level. As Nihao emphasises, there are no minimum order quantities, colour or tool surcharges – the offers are all-inclusive.

46356 • Nihao GmbH • Tel +49 711 6336541

stuttgart@nihao-bags.com • www.nihao-bags.com

SNACKING PERMITTED

A practical innovation for all those who don't want to miss out on sweet treats even while on the move comes from Francos – Image Cosmetics & More. The company presents a travel toothbrush, which, with built-in toothpaste, is immediately ready for use at all times and in all places and thus is entirely in the service of mobile dental care. The practical 2-in-1 brushing tool, which is available in the standard colours white, yellow, blue, pink, orange, and green, can be delivered – provided with a promotional message – within a short time; the message is printed on the packaging.

47463 • Francos GmbH • Tel +49 2521 825112

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



PERFECT EQUIPMENT

Düsseldorf today, Zurich tomorrow and a shopping trip to New York at the weekend? The increasing flexibility that the business world demands today also places high demands on travel companions. Eurostyle offers a luggage series which unites elegance, functionality and durability in a trendy collection. First-class workmanship and quality materials make travelling easy and pleasant. Regardless of whether one is travelling privately or for business, the Travel series, for example, offers comfort and security in all areas. And at unbeatable prices. Eurostyle not only customises all models in the current collection, but also designs exclusive series according to the requirements of customers. Here creativity has almost no limits.

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

info@eurostyle.eu • www.eurostyle.eu

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45202 • Bags by Riedle • Tel +49 7139 9315200
info@riedle.de • www.riedle.de

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48536 • Crossboccia GmbH • Tel +49 202 8700503
info@crossboccia.com • www.crossboccia.com



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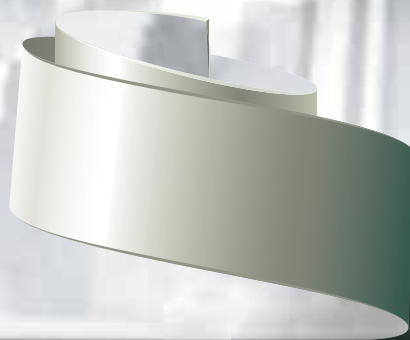
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LIGHT AND EASY!

One can never have too many talents. That's what the developers thought when designing the Prime rucksack, which is part of the new range by Halfar. So they chose a robust and particularly light material on the one hand: PU-coated nylon. On the other hand they developed many fine functions and well-designed details. Prime impresses with numerous well-organised compartments – from the spacious main compartment with two-way zip, through to the zipped front compartment with organiser elements, to the net pocket on the side that's ideal for water bottles. With a zipped pocket featuring a headphone opening, the rucksack offers space for an MP3 player. Prime is also a colour sensation: whereas the front and strap make a statement in either fine black, classic marine, subtle anthracite, light grey or bright red, the rest is kept low-key in subtle black.

45666 • Halfar System GmbH • Tel +49 521 982440
info@halfar.com • www.halfar.com



TRAVEL NATURALLY

The company Holz-Fichtner produces wooden handbags and briefcases made out of the natural material, wood. The natural flair of this material lends the bags and cases an unmistakable note – as every tree has a different grain, each piece is an unmistakable, unique item. Wood's natural charisma makes the bags and cases an absolute nature experience.

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



COOL STYLE

The original Beasts bag series from sigikid comes in a cool street style and has all kinds of points in its favour when you are at work or travelling: the bags are extremely hard-wearing, have a variety of uses and will protect delicate contents. There are many cool designs to be had. The outer material is made of 100 per cent cotton and is coated with plastic (phthalate-free). This means the surface is wipeable.

48311 • sigikid • Tel +49 9201 70129
 anja.deroni@sigikid.de • www.sigikid.com



ALWAYS AT HAND

Unfortunately this occurs quite often: You don't have your luggage with you while you are travelling. Troika says "no problem" because the most important thing to have with you while on a trip is your documents. And with the travel case called Colori Excellent, you will always have your documents at hand when you need them. This case, which has a high quality leather appearance, offers plenty of space for tickets, a passport, boarding cards and much, much more. The ten inside pockets for cards and the extra pen compartment round off the space available. The Colori Classic model in black is timeless, elegant and versatile – for business and your personal life. Colori's innovative material is a real eye-catcher with brilliant colour combinations and a shiny fine structure, and it has also passed the tropical conditions test with flying colours.

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

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DIAMOND PATTERN IS TRUMPS

The diamond pattern is right on trend in ties. This is a fact also known at Italian specialist Topkapi Tessuti, which offers a large selection of modern designs. Through realisation in one's own CI colour, every company tie will also be a trendy accessory on the move while visiting customers. The subtle logo placement on the end of the tie, on the back, offers an elegant solution for all those for whom promotion doesn't always have to be bold.

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

ALWAYS AT YOUR SERVICE

This handy LED light by Lichtkraft, which can be found in the current Krüger & Gregoriades range, is a useful utensil in many respects. It is equipped with a hanger, which can be used to secure it for lighting purposes, for example in a tent. Its housing consists of plastic with a rubberised surface. Due to its dual switching function, it can be used as a normal lamp or alternatively give off a blinking signal. If one inserts the light in the shaft and screws it in place, it can even be used as a practical torch when out and about or at home.

47203 • Krüger & Gregoriades Im- + Export GmbH • Tel +49 40 73102180
info@kg-hamburg.de • www.kg-hamburg.de



NON-CREASED APPEARANCE

It will sound familiar to anyone who travels a lot: the suits, dresses or skirts may have been tidily stowed in the suitcase, but they are still full of creases. Things can be different, however, if the clothing bag Suit Carrier from Macma is involved. Not only that, but the additional storage space provides adequate room for a complete short trip. The supplier can print advertising inside on the central zipped compartment. Multi-coloured printing can be realized on request.

40909 • Macma Werbeartikel oHG • Tel +49 911 9818133
verkauf@macma.de • www.macma.de



ARWEY

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ACAR Europe GmbH
Louisenstr. 21-23
61348 Bad Homburg
www.acar-europe.de

Halle11 F25

Herzog Products GmbH
Gutenbergstraße 2
75210 Keltern
www.zogi.biz

Halle11 F41



SPACIOUS AND PRACTICAL

The sports and travel bag by Easy Gifts has many useful qualities. Made of 600D polyester, the bag has an extendable handle and wheels in the base which make transporting belongings child's play. Because whenever the bag becomes too heavy, one can use it as a trolley. Spacious and practical – in addition to the large main compartment it features two front compartments and a comfortable carry handle. Easy Gifts prints the advertising on the outer front compartment. The product comes individually packaged in a poly bag.

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

LITTLE CASE, BIG EFFECT

Many kinds of writing case exist, but not all of them offer the same convenience as Reflects-Genua from LM Accessoires. This practical assistant for the office or travelling comes in a DIN A5 format. On the inside there is space not only for a pad of paper with 30 pages – your own ballpoint pen and a tablet computer can also find a home here with the adjustable fastenings. For playing videos and displaying pictures, the case can be stood upright. The format is suitable for the iPad 2,3 and 4. Made of PU leather imitation, the case can be finished using pad printing.

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



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LED IN POCKET SIZE

Whether it's during travels, the evening stroll or at home, Touch & Light, the torch with touch pen by Cermak is always a reliable helper. The bright light is generated by powerful LEDs which shine just about endlessly. Further characteristics: compatible with all touch screens, varnished aluminium housing, soft touch tip made of electrically conductive fibres (cleans the screen during use). The length is 146, the width 12 millimetres. Cermak has specified a minimum order quantity of 500 units. The product can be varnished in any desired Pantone colour.

44668 • R. Cermak – Minitaschenlampen • Tel +49 7231 106105
info@penlights.de • www.penlights.de



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FACTS

TARGET GROUP: Distributors
of profile and promotional
products.

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per year

EDITION: 3 000 copies
FOUNDED 1996

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Smart, crease-free shirts for busy travellers: with this practical case made of microfibre, shirts are neatly folded and ideally stored. The practical travel accessory from Macma is an indispensable companion for every business trip or holiday. A promotional message or company logo can be printed on the outside on the flap.

40909 • Macma Werbeartikel oHG • Tel +49 911 9818133
verkauf@macma.de • www.macma.de



SOUNDS FROM HOME

With the nine-band radio (VHF/MW and short wave) from Lehoff, you are guaranteed to be able to conjure up sounds from home, wherever you may find yourself. This radio is so compact and light that it is sure to fit even in a small travel bag. The dimensions are: 11 x 7 x 3 centimetres. Furthermore, this multi-band radio has a useful clock with alarm function that is easy to read on the illuminated LCD digital display. A headphone jack, an integrated speaker, a telescopic antenna and a very handy carrying bag have also been thought of.

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



BEING CONNECTED

The universal travel adapter by Kasper & Richter connects two-pin electrical appliances with different plug systems around the world. It offers four different plug configurations through a simple twist by extending and retracting the pins. This allows an electric razor manufactured in Germany to be connected to a socket in England, the USA or Australia without difficulty. The product is offered under the name of Earthlink. It weighs only 135 grams and is 64 x 66 millimetres in size. Also available: the Earth Link USB 2.0 Adapter, a detachable accessory for power connection to USB 2.0.

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



EVERGREEN

The truck tarpaulin bag Truckz by Trendbagz has earned a name for itself as a true modern classic. The shoulder bag is characterised by robust material, large advertising space and many practical benefits. Available from stock, it can be delivered quickly in five different colours and can be refined using screen printing or embroidery. Further information is available on the internet at the website of Trendbagz listed below.

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

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Der Emaille-Spezialist für Klein- und Großserien



SPACIOUS BRIEFCASE

The Buddy briefcase by Picard not only securely stores a laptop but also important documents and folders. The spacious bag made of buffalo leather that's available at Bonus2U – a brand of IT2U – features two front pockets, as well as a front compartment with zip. Two large internal sections including safety pocket and a separate compartment, each with zip, offer the space needed to be well-equipped for every meeting. Two card and pen pockets and two extra pockets ensure that smaller utensils are not lost. All compartments are secured by the cover with two clip fasteners. An additional zipped pocket at the back and the detachable carry strap, which can be adjusted in length, round off the briefcase that's available in cognac and black.

48347 • IT2U GmbH • Tel +49 341 222290

info@it2u.de • www.it2u.de

SAFELY STOWED

The new, unusual jewellery box Lense from e+m Holzprodukte can be described as classy and sustainable. It will fit into any handbag and safely stores all the items of jewellery entrusted to it while travelling. Made of native sycamore, the two identical wooden discs close gently thanks to the integrated magnets. The surfaces are finished with natural waxes, making them altogether pleasant to the touch. The top is engraved with a heart or bow motif. Special motifs are possible on orders of a high enough quantity. The top and bottom are available for personalization.

42200 • e+m Holzprodukte GmbH • Tel +49 9181 297575

info@em-holzprodukte.de • www.em-holzprodukte.de



WELLNESS TO GO

The wellness set Beauty Bag from Kundenpflege Wellness & Care distinguishes itself not only with the high-quality wash-bag in the trendy colour of caramel but also with its appealing contents. With 250 millilitres each of shower gel and foam bath, 100 millilitres of body spray, 130 millilitres of body scrub, 130 millilitres of body lotion, 200 grams of bath salts and a sponge flower, you are excellently equipped for your trip. The gloriously gentle and sweet fragrance of caramel will create a home-like atmosphere – wherever your travels may take you.

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

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



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IMA www.ima-messe.com 14. - 17.01.2014 Düsseldorf

Internationale Fachmesse Unterhaltungs- und Warenautomaten, Sportwetten und Sportspiele
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FIBO www.fibo.de 03. - 06.04.2014 Köln

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COMPOSITES EUROPE www.composites-europe.com 07. - 09.10.2014 Düsseldorf

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viscom frankfurt 2014 www.viscom-messe.com 05. - 07.11.2014 Frankfurt

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International trade fair for visual communication, technology and design

MODERNER STAAT www.moderner-staat.com 02. - 03.12.2014 Berlin

18. Fachmesse und Kongress



PRODIR

“PURITY” 2013 CAMPAIGN WINS RED DOT

For its 2013 campaign, the Swiss writing instrument manufacturer Prodir was honored with the renowned red dot award for Communication Design. On 18 October,



The victorious team at the award presentation in Berlin.

Prodir team from Ticino was on hand in Berlin to accept the red dot award for outstanding Communication Design. The Purity campaign 2013 was singled out: catalogue, Newsmag and PSI Trade Show presentation. Marketing manager Laura Bazali expressed her enthusiasm about the prestigious prize: “This honour is a wonderful confirmation for us! We believe that competence in communication, design and writing technology belong together. Prodir offers not simply writing instruments, but writing instruments which have been designed to communicate outstandingly”. www.prodir.com

BAGS BY RIEDLE CHANGE WITHIN THE SALES TEAM

There has been a change within the sales team of the company Bags by Riedle, which is a specialist for paper carrier bags based in Langenbrettach.



Silvia Shabo (below) to replace Waltraud Butz.

MEREDIS INCENTIVE GMBH CELEBRATING 15 YEARS

The company Meredis Incentive GmbH from Düsseldorf is celebrating with Thomas Brandler his fifteenth anniversary as Managing Director. He took over as head of the promotional publishing company in October 1998 and helped Meredis Incentive develop into a creative and reliable full-service partner in the area of promotional products and gifts, giveaways and rewards. He has consistently geared the range of product and services being offered to meet the requests and demands of its customers, which is in line with the company’s philosophy “Simply more service!”. Everything, from analysis and consulting to processing orders, is strategically organised. The company’s employees have extensive experience in all of the business and decision-making processes, including purchasing, import and export, service and logistics. Cooperation agreements with strong partners as well as the continual examination of new technologies and market trends are the important cornerstones of Brandler’s success with the company. At Meredis, development and expansion are based exclusively on organic growth, which is something that Brandler pays close attention to. Strengthening the outside sales team and expanding the full-service logistics are being planned for next year. Thomas Brandler pledges that, “Customer focus, reliability, quality and simply more service are what Meredis’ customers can also expect to see in the next few years.” www.meredis.de



Thomas Brandler

Silvia Shabo (32) has now joined the sales department and will be responsible for supporting reseller customers together with Harald Speckhardt. The wholesale and foreign trade specialist can draw on approximately twelve years of experience in internal sales. She was previously employed in the automobile industry and in other areas. Her predecessor in Riedle’s sales staff, Waltraud Butz, will be retiring at the age of 65. She was employed by the firm for more than a decade and has bittersweet feelings about leaving: “I will miss the family-like and very friendly relationships with the colleagues and many customers”. She also requests business partners to place the same level of trust in her successor Silvia Shabo. As managing director Volker Riedle recalls, “Waltraud Butz was one of my first employees and actively and energetically supported me in developing the firm. I therefore would like to pay tribute to her and extend my thanks.” www.bags-by-riedle.de

DKPROMOTION

TWO NEW ADDITIONS TO TEAM

The promotional products supplier dkpromotion boasts two new additions to its team. With immediate effect, Kerstin Eberlein is the manager of the back-office staff of the Seligenporten-based company. She has almost 10 years of professional experience in the promotional products industry. In addition to article sourcing and key account support, her responsibilities include the coordination and management of the back-office staff. Raffaella Keller has reinforced the back-office sales team of dkpromotion. She can look back on more



Kerstin Eberlein (l) and Raffaella Keller.

than six years of professional experience in the promotional products sector. In addition to key account support, price negotiations and placing orders with suppliers, she will also be responsible for preparing presentations.

www.dkpromotion.de

BRECHT GMBH

NEW ADDRESS

Brecht Profashion GmbH from Bretten, the German manufacturer of high-quality sports, work and leisure textiles for more than 30 years, has moved premises and can now be reached at the following address:

Brecht GmbH
Hermann-Beuttenmüller-Str. 6-12
75015 Bretten
Germany
Tel. +49 72527900
Fax +49 7252958774
www.brecht-profashion.de

EDITH KETTEL MARKET SERVICES

EXHIBITION AND COMPANY TRANSFER

The most recent in-house exhibition of the company Kettel Market Services in Nuremberg, Germany in mid-October was an “overwhelming success”. During the event, the founder Edith Kettel handed over the management of the company to Walter Berthold. She founded the promotional products company twenty-three years ago and once again this year invited suppliers and customers to the ninth in-house exhibition. Twenty renowned exhibitors presented



their new products and highlights to the approx. 100 customers in the family-like atmosphere. The guests indulged in delicious treats and freshly mixed drinks. “I invested a great deal of energy in setting up the business, but the fun and joy I had doing so compensated for it by far. However, now is the right time to set the course for the future, so that I can slow down a bit,” explains Edith Kettel. On the occasion of the event, she transferred her “life’s work” to Walter Berthold with a gingerbread heart from the company Zuckersucht,



Edith Kettel transfers the company management to her successor Walter Berthold with a symbolic heart.

which symbolized the heartfelt passion with which she ran the business. “This decision was not easy for me, as I was looking for a successor, who could assure the continuity that our cooperating customers and suppliers expect and who shares my enthusiasm and willingness to continue with and further develop what we have achieved so far. I have found such a successor in Walter Berthold”, says Edith Kettel. “His many years of national and international marketing, market research, and sales experience were the perfect prerequisite for this task.”

ENSURING CONTINUITY

Edith Kettel will still be present within the company and available to customers and suppliers albeit, as she puts it, “at a somewhat slower pace”. The new managing director and Edith Kettel agree that this handover will assure continuity and has created the foundations for the successful further development of the company. “We hope our customers enjoy working together with us just as much as we enjoy working together with them”, affirm both Kettel and Berthold. In this spirit, Edith Kettel would like to extend her “heartfelt thanks” to her customers and suppliers “for the pleasant and trustful collaboration” and request them to continue this with Walter Berthold. The next in-house exhibition is planned for 2015 – a special year which marks the 25th anniversary of the foundation of the firm. www.edithkettel.de

MARKETING & PRINT FESTIVAL WARSAW 5TH EDITION SUCCESSFUL



Marketing Festival Print Festival

The Marketing & Print Festival took place in Warsaw from 9 – 10 September 2013. Around 130 exhibitors showed on their booths thousands of promotional products for almost three thousand visitors. Among the news presented on booths, visitors could find wide variety for the whole advertising industry. From pens, mugs, exclusive leather, glass products, calendars, alcohols, chocolates, bags to very exclusive and original gifts. The second group comprised representatives of broadly defined printing industry. This year to exhibitors joined the manufacturers of packaging, including printing labels and the suppliers of media and equipment. During the fair was organized contest on the Super Gift (the best promotional gift) in range of prices available in the giftsonline.pl search engine. It took place also the fifth edition of POS Stars, contest for the best displays with an exhibition of submitted realizations. This year the competition attracted 13 companies, putting a total of 24 displays in eight categories.

“Fair is still on the forefront of promotional and marketing activities taking up by the companies. For B2B sector it is an excellent opportunity to transfer relationships to real world, previously held only by phone or the Internet. The restrictive selection of visitors allowed our exhibitors to meet only with important partners in the industry”, says Robert Zalupski, Project Director.

The next edition will take place on 10 – 11 September 2014. PSI members, who will order a booth at the fair by the end of 2013, will receive a 10 per cent discount on the booth. www.festiwalmarketingu.pl

AYOH ENHANCES PRINTING EXPERTISE

In order to be able to handle small print runs individually and at short notice, the Berlin-based production agency aYoh GmbH has been technically enhanced. The latest acquisition is the UV LED digital printing machine Mimaki UJF-6042. Regardless of whether it is a customer's own product or a product supplied by aYoh, almost all products with a sturdy surface can, according to the agency, be printed up to a size of A2 and 15 centimetres height with the new printing machine. www.ayoh.de



DIGITAL DIRECT PRINTING BRUMLEY TEX EXPANDS CAPACITY

In July 2013, Brumley Tex from Emsdetten, Germany expanded its capacity in direct digital printing on coloured fabrics with a Kornit Thunder. A machine from the market leader for industrial digital direct printing now stands alongside the Brother



The new employee, H. Rosenau, next to the new Kornit Thunder printing machine.

GT 762. Both machines are equipped with colour systems that use water-based inks and comply with the Oeko-Tex Standard 100. Brumley Tex is now able to exploit the respective advantages of both machines for the perfect implementation of customers' wishes. As the current team was no longer able to cope with the increasing demand, H. Rosenau was brought on board the team. He has had several years of experience in textile printing and is looking forward to the new challenge of working with the Kornit Thunder. “Direct digital printing is the right choice for multi-coloured images with many details or colour gradients in small quantities. But even with higher quantities, depending on the colours, the price for screen printing can often be undercut”, says the company. www.brumley-tex.de



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Es ist die Gelegenheit vor Ort, um Ihnen und Ihrem Team in einer **entspannten und angenehmen Atmosphäre unsere Neuheiten für 2014 zu präsentieren**. Nicht Sie kommen zu uns sondern wir kommen zu Ihnen. Sie erhalten eine **ausführliche Produktvorstellung** und können direkt vor Ort Ihre Fragen an uns stellen oder direkt Muster ordern.

Unsere Neuheitenpräsentationen finden jeweils von 13.00 - 18.00 Uhr in folgenden Städten und Hotels statt:

- **27.01.2014** **Wien** **Austria Trend Hotel Park Royal Palace**
Schlossallee 8, A-1140 Wien
- **28.01.2014** **Nürnberg** **Dormero Hotel Reichenschwand**
Schlossweg 8, D-91244 Reichenschwand
- **29.01.2014** **Stuttgart** **Parkhotel Stuttgart Messe-Airport**
Filderbahnstraße 2, D-70771 Leinfelden-Echterdingen
- **30.01.2014** **Mainz** **Atrium Hotel**
Flugplatzstraße 44, D-55126 Mainz
- **03.02.2014** **Wuppertal/
Sprockhövel** **Golfhotel Vesper**
Gut Frielinghausen, D-45549 Sprockhövel
- **04.02.2014** **Hamburg** **Rilano Hamburg**
Hein-Saß-Weg 40, D-21129 Hamburg
- **05.02.2014** **Hannover/
Garbsen** **Firma MAICA**
Gutenbergstraße 20, D-30823 Garbsen
- **06.02.2014** **Leipzig** **The Westin Leipzig**
Gerberstraße 15, D-04105 Leipzig



Verpassen Sie nicht die kostengünstigste Gelegenheit, sich einen Überblick über die Highlights unserer Artikel zu verschaffen. Wir freuen uns auf Ihren Besuch !

Damit wir besser planen können, senden Sie uns bitte Ihre **Anmeldung bis zum 17.01.2014** mit genauer Personenangabe. Es reicht aus, wenn Sie sich bei einem Aussteller anmelden !

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OBITUARY

ON THE DEATH OF KARL ANUTH

On 14 October 2013, Karl Anuth died at the age of 74. His career in the promotional products industry began in 1972 when he joined the prestigious promotional products distributor Dr. Lichtenberg GmbH in Essen. The former sales manager of a supplier of cardboard packaging greatly impressed Dr. Lichtenberg as the success of the company continuously grew thanks to his expertise in printing and packaging. The logical consequence was that he took on more and more responsibilities within the company – even some of the then owner, Dr. Lichtenberg. The friendly relationship with the Lichtenberg family and the good contact he always maintained with the employees were crucial to ensuring that Karl Anuth was fully integrated into the company over the years and took over the management of the



Karl Anuth

business following the death of the owner in 1985. He gave the company a competitive advantage especially by specializing in promotional products for breweries and intensively developing this niche. His intense contact with breweries brought him together with Ritzenhoff, one of the leading German manufacturers of drinking glasses, and later secured him the worldwide exclusive representation of Ritzenhoff for the promotional product range.

Karl Anuth's motto in life was to learn something different every day. Beside the enjoyable experiences, however, that did not prevent him from experiencing the most tragic moment in his life: the early death of his son and successor Martin Anuth in 2009. This loss not only left its mark on his life but also on the company. Dr. Lichtenberg GmbH was acquired by Plan Concept in the same year. His concern was

that all employees must keep their job. The management of Plan Concept was able to respect Karl Anuth's wish. Although long since retired, Karl Anuth wholeheartedly accompanied and supported the beginnings of Plan Concept Dr. Lichtenberg.


We, the editorial team of the PSI Journal and PSI Plan Concept GmbH Dr. Lichtenberg, offer our sincere condolences to the family and companions of Karl Anuth – also on behalf of PSI and its members. <

HÜBNER KUNSTSTOFFTECHNIK RENAMED INTO REFLAKTIVE GMBH



Thorsten Hübner, Managing Director
of reflAktive GmbH.

On 1 October 2013 it became official: Hübner Kunststofftechnik GmbH & Co. KG was renamed reflAktive GmbH. The headquarters and production facilities of the company in the East Frisian town of Esens remain unchanged. Especially satisfying in the course of the takeover: All jobs and the entire machinery were saved. The newly created reflAktive GmbH has also now opened its doors to the PSI promotional product industry. The management emphasizes, however, that this step should not be understood as competition for distributors, but as support in daily sales. The strategic goal of reflAktive is to continue operating as a sustainable, high-quality company fit for the future and to guarantee short delivery times. ReflAktive GmbH has been producing reflective and non-reflective products in Germany for many years. Safety bracelets, joggers bracelets, stickers, tags, tabards and logbook covers, classic pocket calendar envelopes, recipe booklet and bonus voucher cases and many more products are characterised by their high quality and are made in Germany. They are certified according to the EN 13356 requirements and bear the TÜV-GS mark. ReflAktive GmbH will be at the PSI Trade Show from 8 to 10 January 2014 in Hall 9, Stand 9H14. www.reflaktive.de <



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ADVERTISING BAN IN THE PHARMACEUTICAL INDUSTRY

APPEAL FILED BY THE INDUSTRY REJECTED

The German Federal Cartel Office has rejected an appeal filed by GWW, the association of the German promotional products industry in Darmstadt, against the so-called Transparency Code of the European Federation of Pharmaceutical Manufacturers, EFPIA.

According to a press release from the GWW, this will result in an annual loss of approx. € 300 million alone in the German promotional products industry. On 24 June 2013, EFPIA adopted a transparency code which provides for a complete ban on the use of low-value promotional products as of July 2014. The loophole in the German Therapeutics Advertising Act (HWG) created by the transparency code was subsequently closed by the legislator through an amendment on 13 August 2013. This amendment came into force on 28 October 2013. In its latest letter, the Federal Cartel Office argues that this amendment of the HWG, which was apparently at the instigation of EFPIA, is irrelevant. The EFPIA Transparency Code allows its

members time until 31 December 2013 to implement the transparency code at national level.

“INSUFFICIENTLY COMPELLING DATA”

The perception asserted by GWW that the EFPIA decision leads to a restraint of competition was not shared by the supervisory authority: “The Federal Cartel Office remains of the view that the revised EFPIA Transparency Code does not violate §1 of the Restriction of Competition Act (GWG).” Furthermore, the data collected by Kölner Institut für Handelsforschung and presented by the GWW was considered “insufficiently compelling”. What is needed is a year-to-year survey, i.e. “a before-and-after analysis of market conditions.” A further criticism was directed at the low par-

ticipation level of the industry in the survey (approx. 5.8 per cent, based on the entire market), which does not allow a meaningful estimate of the actual market conditions.

“A PRODUCT OF FUNCTIONING LOBBYING”

The decision of the Federal Cartel Office was met with incomprehension on the part of the GWW. The GWW Chairman Patrick Politze criticized, in particular, the influence of the organized pharmaceutical industry on the legislature: “The decision of the EFPIA to subsequently revise the HWG is a product of functioning lobbying. This approach, of course, avoided imminent violations of the GWG which was thereby stripped of its original purpose.” In addition, such an obvious action on the part of the pharmaceutical industry undermines the objective of correcting the negative public image. Moreover, the GWW rejects the concluding statement of the Federal Cartel Office that “no factual effect of the adoption of the amendment decision of the EFPIA can be derived” from the study as being untenable as it stands. From a marketing strategy perspective, this step is not only questionable in terms of antitrust law, it also remains an enormous burden for pharmaceutical sales when its most efficient advertising tool is removed.

GWW PRESIDENT CALLS FOR A RETHINK

Looking at its own industry, the GWW President calls for an “overdue rethink” and greater commitment: “Our market must be better prepared against pervasive tendencies of this kind. A strong representation of the industry not only needs the greatest possible membership potential, but also continually updated figures, a transparency of generated revenue and more scientifically based evidence that promotional products are an effective form of advertising.” This is the only way to effectively avert further possible actions from industry.

www.gww.de





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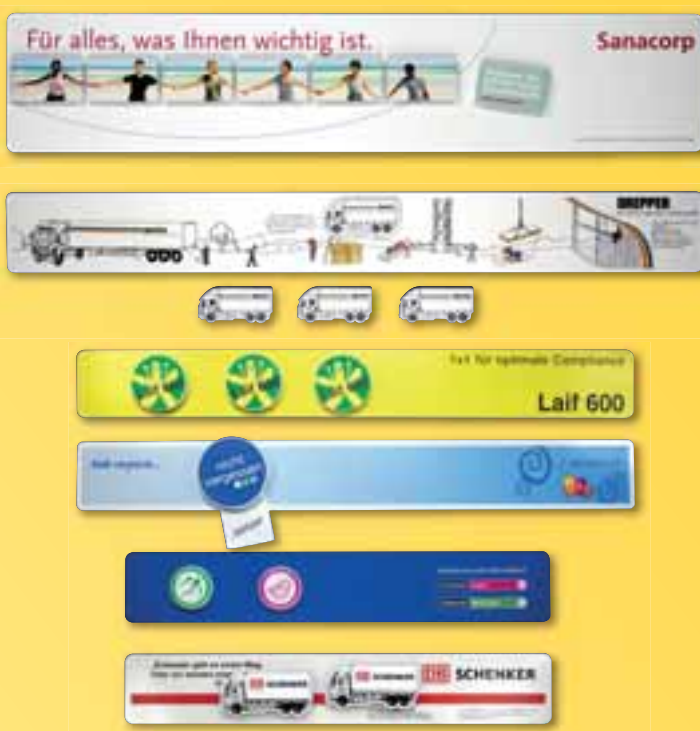
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The two company bosses shaking hands:
Jürgen Geiger (left) and Edgar Siller.

AFFINITY AND SYNERGY

GEIGER AND NOTES BECOME ONE

As of 1 January 2014, Geiger Aktiengesellschaft (Mainz-Kastel/Germany) and Notes GmbH & Co. KG (Schwäbisch Hall/Germany) are merging to trade under the name of Geiger-Notes AG. Thus a company will be formed with 180 members of staff at four locations and an annual turnover of € 27 million.

The company emerging from two long-established businesses will have a product range covering calendars, notebooks and printed promotional products, such as sticky notes and pads of paper. The process leading up to the merger was markedly amicable. It actually all started quite harmlessly: a year ago, Geiger AG was looking for an additional printing service provider and contacted its colleagues at the company Notes. A visit to Schwäbisch Hall was followed by a re-

turn visit to Mainz-Kastel. The bosses of the companies got on well and quickly realized that, on the one hand, the companies worked in a very similar way but, on the other hand, they had significantly different focuses in production. The idea of merging the companies emerged in the course of the discussions, particularly as Edgar Siller, owner of Notes, was seeking a succession plan that would not involve selling his company. As of 1 January, he will move to the supervisory board

of Geiger-Notes AG and will additionally work in an advisory capacity for a further two years in order to support the integration of the two companies.

PARALLELS AND DIFFERENCES

“The companies are such an ideal match because of the good mixture of areas of agreement and areas where we complement each other,” Geiger’s chairman, Jürgen Geiger, is confident. “Both are medium-sized, owner-operated companies that place a lot of value on quality that is ‘made in Germany’. As a result, we are basically on the same wavelength.” A distinct focus on commerce is also common to both companies. The merger will be exciting and worthwhile above all in those areas where the companies have previously had different areas of concentration: at Geiger this constitutes calendars and notebooks with a focus on digital printing and processing, at Notes it is sticky notes and printed promotional products with a high level of expertise in offset printing. And that is what makes the merger so attractive: at the new company, almost all the elements of the value chain can now be handled in-house. With very practical advantages: closer proximity and a growing independence from external service providers lead to optimized production times and cost benefits.

WIN-WIN SITUATION

It is really a unique situation, since both companies benefit from the merger without having to lose any employees. On the contrary: “Through the increase in in-house production, the number of employees will grow and we will be hiring new specialized staff at the production locations of Schwäbisch Hall and Mainz-Kastel,” Edgar Siller predicts. Accordingly, the long-standing contacts in customer support will also remain the same: the Notes team in Bielefeld and Quickborn will advise customers on the subject of sticky notes and printed promotional products, while the Geiger staff in Mainz-Kastel will take care of calendars and notebooks. At the PSI Trade Show 2014, the newly created Geiger-Notes AG will be represented for the first time in this form in Hall 11 at stand number 11D63. <



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Thekla Eikenbusch and Frank Eikenbusch were absolutely delighted with their first in-house fair.

of printing and advertising – even beyond the borders of their homeland of Emsland. Established in 1992 as a “two-man operation” in modest premises, the company grew not only spatially with its relocation in 2004: On the more than 600 square metres of space, a new type of printing was introduced alongside the extended presentation and storage facilities, which evolved mainly through Frank Eikenbusch Jr. joining the company. As head of the digital, transfer and plotter print sector, Frank Eikenbusch has also been part of the now nine-member team ever since. “We are excited about the positive feedback. After the show initially started off rather quietly, we welcomed more than twice as many visitors on Friday. In view of the fact that planning was at such short notice and the event was being staged for the very first time, it’s a great result”, says a delighted Eikenbusch.

HOPEFUL OUTLOOK

One of the visitors to this premiere also summed it up as a “complete success”: “A really interesting event with a very warm and friendly welcome. We received individual advice and were able to clarify a number of outstanding issues directly on site.” In view of the successful first-ever in-house fair, the two managing directors Thekla and Frank Eikenbusch are optimistic about the future. “Next year, guests can expect an even bigger surprise. Now that we have learned the ropes, everyone can look forward to next year.”

TRADITIONAL CHRISTMAS FAIR

Whoever missed the fair will once again have an opportunity from mid-October, however, to receive individual advice on gathering numerous ideas for creative Christmas gifts for employees, customers or suppliers at the now traditional Christmas exhibition on Eikenbusch’s own premises in the Werlte industrial estate.

www.eikenbusch.de



WERBEMITTEL EIKENBUSCH GBR

SUCCESSFUL IN-HOUSE FAIR PREMIERE

For the first time, the company Werbemittel Eikenbusch from Werlte in Lower Saxony, Germany invited guests to an in-house fair which was held on the premises of a car dealership. The premiere was immediately an enormous success.

About 150 guests from 70 different companies accepted the invitation to gain a personal impression of the “exclusive world of promotional products”. 27 national and international exhibitors presented their extensive and extraordinary ranges at the “trade fair for commerce, businesses, trade and associations”. “Our customers were able to get great inspiration for suitable promotional give-aways, es-

pecially for the upcoming Christmas season”, says Managing Director Thekla Eikenbusch. “Particularly at the end of the year, one should have something special ready for loyal customers or successful business deals.”

“WE ARE THRILLED”

The company Eikenbusch has successfully made a name for itself in its more than two decades of company history in the field

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- 29.01. – Mainz, Atrium Hotel
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TOOLS AND TECHNOLOGY SOPHISTICATED MESSAGES

If you like putting your own hands to work, you will require the appropriate tools. On the following pages, we will show that our industry offers high-quality tools and thus sustainable promotional products in this sector, too. However, there is no shortage of technical products either.

Men, but also women, have long been active in the DIY sector. And that's a good thing. Sexist attitudes have no place in an enlightened society. Where there are men with two left hands, there are also women who know their craft and can confidently handle the appropriate tool. The history of man-made (or transformed) work equipment (or artefacts) began more or less with the emergence of Homo sapiens, i.e. about 2.4 million years ago. The word "tool", however, did not appear until the 12th century. The proper use of a tool also requires a certain technology. The word "technology" comes from the Greek "technikós" and is derived from téchne, which can be roughly translated as "art", "craft" or "craftsmanship". And now we have come full circle with our little digression because the products of the topics Tools and Technology that we present here demonstrate the industry's quite distinctive "art of sustainable advertising".





COMPACT LITTLE WORKSHOP

The 130-piece socket wrench set from Brüder Mannesmann available from Lehoff has everything a craftsman's heart could desire. It comes with a flex ratchet handle, 72 teeth and an extension, a screwdriver handle and a T slide grip. In addition, the set contains 13 socket wrench inserts along with 7 Allen keys, as well as a hook screwdriver, a bit adapter and 100 bits with a length of 50 millimetres, all made of chrome vanadium steel. The weight ranges around roughly 1.5 kilograms.

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

TRADITIONAL SWISS QUALITY

Victorinox, the Swiss manufacturer of multi-tools with nearly 125 years of experience in producing pocket tools, is presenting six models of its SwissTools and four designs of the SwissTools Spirit for the pliers sector. The tools are easy and safe to use. Every single tool automatically locks when it folds out and both versions can even be used by tender women's hand with feminine fingernails. By continually improving its models, the product range is always kept up to date. Great value is also placed on practical, robust yet fashionable cases, which can also come with a twist clip to let the tools be carried both horizontally and vertically. When it comes to finishing, the assortment ranges from individual engravings to blade etchings up to multicoloured pad prints on the shell handles.

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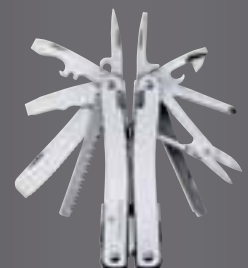


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A VERSATILE MULTI-TALENT

The practical and compact XXL multi-functional tool made out of rust-free metal, which is being sold by Giving Europe, can be easily stowed away and is always ready to be used. Among other things, this nine-piece versatile all-rounder includes two screwdrivers, a saw and file. All of the parts can be inserted and expanded, and are located inside the two handles, which feature attractive wooden applications. This tool, which can be personalised either by laser engraving or pad printing, comes with a black polyester case, which includes a PU label and belt bag.

45737 • Giving Europe GmbH • Tel +49 421 596597-0
kontakt@givingeurope.de • www.givingeurope.de



THE BASICS WHEN IT COMES TO ENERGY

With the Basic Solar building set, fischertechnik is giving youngsters who are curious about engineering a product which enables them to have their first experiences with renewable energy while having fun. The set is made in Germany and is suitable for kids seven years of age or older. The centrepiece of all three models is the solar rotor, which combines a solar cell and motor. Young handicraft enthusiasts have the option of putting together a helicopter, an airboat or a fan.

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DECORATIVE MEMORY AIDS

Two new decorative USB memory sticks, which are made by hand and are specially designed for a customer, are now available from Citron, the Polish specialist for memory mediums. Both models can be upgraded with semi-precious stones such as amber, flint stone, lapis lazuli or malachite. Both the gold-plated C1000R and the silver-plated C1000S versions have a large surface available for placing an advertising message on them. This Eastern European company also has several elegant designs for the packaging on offer. More information is available on the Internet at www.citron.pl.

48658 • Citron btl • Tel +48 22 8394945

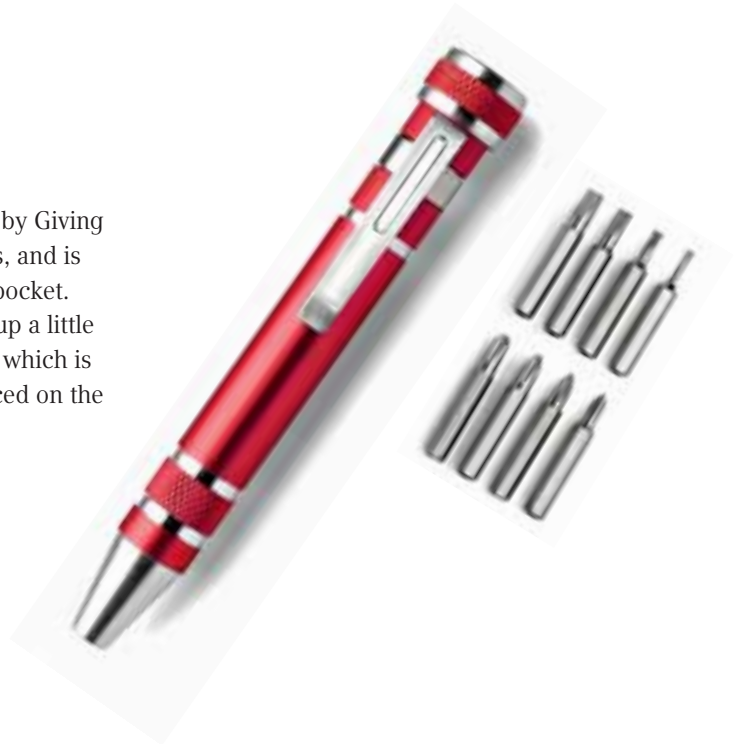
citron@citron.pl • www.citron.pl

A COMPACT TOOL FOR REPAIRS

The practical bit set made out of metal, which is being sold by Giving Europe, contains eight bits for cross tip and slotted screws, and is equipped with a metal clip for attaching it to a shirt or jacket pocket. Thanks to its compact design, it is easy to use and only takes up a little space. The bit inserts are stored under the lid. Giving Europe, which is located in northern Germany, indicates that advertising is placed on the product by using pad printing or laser engraving.

45737 • Giving Europe GmbH • Tel +49 421 596597-0

kontakt@givingeurope.de • www.givingeurope.de



A HIGH-QUALITY TOOL FOR PROFESSIONAL HANDS

The tool set from meterex called Premium is comprised of top professional quality parts. It is impressive with its extraordinary workmanship, high functional value and longevity. The set includes, among other things, 13 nuts ranging from 4 to 14 millimetres, a U-joint for adjusting screws from the side, and two extensions. The highlight of this set is the black matt ratchet. It features a quick-release fastener and 72 snaps per revolution instead of the normal 36. The black matt metal box complements the silver matt tools and has a visible advertising space on the cover.

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A DIGITAL NETWORK GAME

The company Simpludoo from Hilden, Germany has a mobile phone game on offer which falls back on the basic principles of PR Market's promotional product platform and which brings all of the market players in the promotional product industry together. Promotional product suppliers present their products on playing cards which are linked to the PR Market platform. The end customer, who is the registered player of the game, clicks on the image of a product that he is interested in and then can inquire about it directly at the distributor that he trusts. Several different suppliers have been working with Simpludoo on the prototypes of the memory game, including Jung, Premo, Uma, Troika, KHK, tisspro, SDN, Kranholdt, Zogi and beinio. The Memory promotional product is ready to be downloaded for free at the AppStore and Google Play Store. The QR code for the game is available from the info department at simpludoo.de or in the PR Market blog.

48969 • Simpludoo GmbH • Tel +49 2103 9941067
 info@simpludoo.de • www.simpludoo.de

BIT BOX IN A SPECIAL SHARE

Gustav Selter is selling tools at low prices, including the bit boxes that can come in a special shape selected by the customer. Thanks to a new production method, the bit boxes can easily be made in a specially selected shape for a minimum order of 500 units, regardless of whether the shape is that of a mascot, company logo or individual product. The company offers its customers short delivery times and low prices, and its products are manufactured in good quality. The bit container featuring a customer-specific design is ideal for customers from the craft trades and manufacturing industries. More information is available upon sending a request to the following e-mail address: mmalcus@selter.com.

40529 • Gustav Selter GmbH & Co. KG • Tel +49 2352 978147
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ENERGY ON DEMAND

The new and intelligent BC2500 battery recharger from technoline makes it possible to quickly and comfortably recharge micro and mignon batteries. It has a variety of functions such as ultra-fast recharging and discharging, a capacity test, battery care, and defective battery detection; these functions can be used at the same time as each other but independently from each other for any charging bay. The separate LCD display for the four charging bays informs you about the respective charging current, the elapsed time, the supply voltage and the charged capacity level at any time. What is more, the battery recharger can be controlled and monitored via Bluetooth while using a smartphone. The free App is supported by both iOS and the Android operating system, and it enables you to make other additional settings. This battery recharger is equipped with a built-in USB connection for recharging a smartphone, MP3 player or digital camera, and also features an intelligent ventilation system. It is very flexible, reliable and ideal for using at home, in the office, or while travelling.

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PERFECT NAIL CARE

Kai, a company founded in Seki, Japan in 1908, has been developing and distributing very sharp and highly functional cutlery and related products for more than a century. New in the product range are the Type nail clippers which will accompany its owner throughout entire stages of life as a perfect advertising carrier and at the same time personal gift. The nail clippers combine useful ergonomic features with an elegant shape, thus making fingernail and toenail clipping an extremely precise endeavour. The innovative collecting tray prevents nail clippings from scattering by collecting them securely inside it. The kai Type nail clippers come in various colours and material combinations, and can be provided with a customized company logo by means of laser engraving or printing.

47116 • kai Europe GmbH • Tel +49 212 2323828
j.ehl@kai-europe.com • www.kai-europe.com



MEMORY ON A KEYCHAIN

Functionality, durability and timeless elegance are the trademarks of the Goodram Unity product being sold by Wilk Elektronik, the Polish specialist for electronic products. The USB stick made out of metal has a modern and attractive design and is ideal for personalising by means of using eye-catching laser engraving. The data memory can be optimally attached to a keychain by using the shiny “eye” design, i.e. the round opening, which is made out of polished metal so that it is readily available whenever it is needed. Goodram Unity has a lifetime warranty and comes with a memory capacity ranging from 4 to 32 GB.

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CHRISTMAS DATA STORAGE MEDIA

In the broad product range of USB FlashDrive, the specialist for USB storage media in Great Britain, there are currently a number of low-priced items produced in an environmentally friendly manner, which are especially suited as Christmas gifts. The USB storage media come in various capacities and can be customized using modern printing with a logo or advertising message. In addition, the little memories can be equipped with a key ring or lanyard, and come in a package which can be customized with advertising. And if you order by “December 9”, you will receive the items before Christmas. Other USB models can be seen on the website at www.usb-flashdrive.co.uk.

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DOING DIY WORK LIKE AN EXPERT

From Bonus2U, a brand of IT2U, anyone doing DIY work can now order the Bosch IXO IV cordless screwdriver with 30 per cent more power. The screwdriver’s rechargeable lithium ion battery technology prevents the memory effect and no self-discharge occurs. The integrated eyelet can be used to attach it to a lanyard, which will simultaneously serve to protect it from theft. An LED display informs you about the direction of rotation and the battery level, while the PowerLight provides perfect lighting for the work area. Thanks to the ergonomic shape and the integrated soft grip, the device is very comfortable to use. It makes no difference here whether you need to put up an entire wardrobe or tighten the screws on a bicycle.

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ADVERTISING WITH EMPHASIS

Heri-Rigoni is presenting practical and individual USB stamps consisting of a high-quality carbon cylinder with two elegantly shining aluminium caps on the ends. But when one of the two caps is removed, this practical tool with its modern design also conceals a USB plug which has a standard memory capacity of 8 GB. Other capacities are available on orders of 100 or more. If the second cap is removed, the time-tested Heri stamp can be folded out. The precision stamping mechanism is made of metal. The stamp pad, made of natural rubber for up to four lines, is laid out for both "pre-ink" and "self-ink". Up to 5,000 stamp imprints are possible with the reinkable microfoam stamp plate. All stamp items come with the new QR code online voucher to be redeemed free of charge at the service page www.Stempelservice.com or with unvarying stamp texts and motifs. Heri-Rigoni will be exhibiting its new products at stand number 11D24a at the upcoming PSI trade show.

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GET TO WORK!

HardWork is the name of the toolbox for real men that Spranz has ready for the advertising sector: HardWork is a high-quality case in aluminium look equipped with stable snap locks and a 16-piece tool set. The person who receives this article will be prepared for every type of DIY job as a result of the hammer, tape measure, cutting knife, screwdriver, ten-piece bit set, pliers with wire cutters and a pair of universal scissors. The article is delivered in designer cardboard packaging.

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LIVELY RHYTHMS ON TRIPS

Sometimes people like listening to good music directly while they are out and about without having to use earphones. And the rechargeable loudspeaker Sound+Go from Troika is just what they need. It can be used without a cable or with a cable connection for audio transmission from compatible players. After all, its Bluetooth range reaches up to 15 metres. The rechargeable battery for the loudspeaker, which is made out of plastic and aluminium, gives you up to eight hours of playing time. This loudspeaker also comes with the cable for an AUX-In connection. So now you can enjoy your favourite tunes wherever you are.

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



A TOOL TRUCK WITH ADDED VALUE

The stylish truck desk from Troika not only offers you a tool set for occasional quick repairs, but it also gives you even more added value. It is a paper weight, tool set, paper clip magnet and toy all in one. The tiltable loading area conceals the bit holder and six bits made out of chrome vanadium. The pull-back motor guarantees that there will be some fun at your desk. The shiny chrome Walton truck is complete with its magnetisation and the matching paper clips.

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A COMPACT STORAGE DEVICE

The Polish specialist for electronic devices Wilk Elektronik has a two centimetre long USB stick called Piccolo in its product line, which is being sold under its own private label called Goodram. Thanks to its chip-on-board technology, the stick comes with a memory capacity of up to 32 GB, which makes it very simple to archive music or film files. The mini-memory stick can be turned into a completely custom-made advertising medium for a customer by placing an imprint of a logo in colour on it. Another benefit: when it comes to impact resistance, Wilk gives its durable Goodram Piccolo a lifetime warranty.

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When the mould radar from TFA Dostmann is used, troublesome mould growth doesn't stand a chance. Having high humidity of more than 65 per cent indoors can lead to mould developing on walls and inside cabinets. The innovative graphics on the thermometer-hygrometer display the humidity values in a room over the last 24 hours. The display is clearly arranged in a way similar to that of a radar screen. The risk of mould growth can be assessed and located with a single glance when using this digital measuring instrument. It features a visual and acoustic signal which warns you of an impending problem. In addition to taking the highest and lowest measurements of the indoor temperature and humidity, it also indicates the dew point, or temperature, when condensation of the air begins and water droplets begin developing in the colder areas, which is the preliminary stage of mould growth.

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A MINI WORKSHOP IN YOUR POCKET

The new Richartz tool Optima not only catches people's attention through precision, innovative features and an excellent design, but it is also a pocket-sized universal tool that can absolutely be used professionally. The two trendy colours terra-cotta and black, which lend the modern handles their current high-quality character, are setting a new standard in the tools industry. The ingenious features, like the lockable and innovative glass breaker, which also serves as the mounting base for nine different bits, make the Optima tool an indispensable companion; some of other features of this tool include stable cast pliers, a knife, saw and a file.

40884 • Richartz GmbH • Tel +49 212 232310
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SHINING EXAMPLE

This "bright light" among the high-quality multifunctional tools from Lichtkraft is highly luminous – fitted with no fewer than three LEDs, this multi-tool additionally comes with six standard bits with an easy-slide mechanism and is available from Krüger & Gregoriades. With its high-quality workmanship, the tool is ideal for well-lit use in activities related to hobbies, leisure and automotive technology. Fitted with a wrist strap, the product is packaged and supplied in a gift box and includes batteries. A wide product range that is always up to date allows the Hamburg company to meet all kinds of different customer requests. In addition, there is a broad selection: more than 900 products are always available for delivery.

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PRACTICAL SCREWDRIVER ASSORTMENT

The KK 60 from Wera unites sixteen tools in a tiny space. Quite practical, for you often cannot know what tool you need until you are at work. And then the right one is usually not at hand. The Kraftform Kompakt 60 eliminates just this problem. The manufacturer in Germany has neatly packed this small tool bag with sixteen different screw head types, which are simply pushed into the hand holder until they catch, then it is ready for screwing. Of course, the blades can also be used in a cordless screwdriver, so that this set is indeed not only extremely compact, but also universally useable. There can also be an individual logo on the tool bag on orders of 100 or more.

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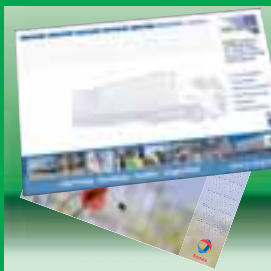
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FULLY EQUIPPED

The 155-piece toolbox made of robust sheet steel available from Lehoff leaves hardly anything to be desired. Craftsmen will find everything neatly arranged and ready to hand in the two smoothly moving drawers and lockable lid compartment. The toolbox can be carried along anywhere thanks to its practical carrying handle. The contents include not only combination and telephone pliers, but also side and front cutters, as well as two slot and four Philips head screwdrivers. Further contents: eighteen 1/2 inch socket wrench inserts, ten 1/4 inch socket wrench inserts, a 1/2 inch spark plug socket and a variety of adapters along with bit inserts, as well as many other tools in various sizes. More information on the roughly nine kilogram tool set from Lehoff.

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SAFE THROUGH ALL PHASES

On orders of 250 or more, the high-quality, German-made phasing testers can be supplied with a customer's logo printed on them. In addition, the electrician's tools, tested and approved by the current VDE and GS standard, can also be provided in customer-specific colours. The model 400 testers already fulfil detailed improvements in the planned new standards, including at least five millimetres of wraparound hand protection, a clip made of insulated material and the display system, which is not removable and thus lies firmly in the user's hand. In addition, a display with a dark background is preferred, guaranteed by the model 400 tester, which not transparent but comes in various colours.

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SEARCH





ATTRACTIVE EFFECT

With the Micro bit holder from Inspirion, craftsmen and do-it-yourself enthusiasts will no longer have any reason to go into a spin. The expert for working with screws and such looks like a ballpoint pen. But the tool can be screwed onto the end of the pen and has eight different exchangeable bits with Philips head, slot and torx. The bits are fixed on the end of the pen with a magnet, then you can start screwing. Thanks to the clip feature, the handy tool for screws, bolts and nuts can be comfortably fastened to clothing or belt. The robust metal bit holder comes in black, red and blue.

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A HANDYMAN'S DELIGHT

The tool set Reflects-Kaluga which is being sold by LM Accessoires makes the search for the right kind of screwdriver a pleasurable experience for the ambitious handyman. After all, the screwdriver comes with many different extensions and assembly tools for screws and nuts so that it can be used for any type of repair. This handy multi-tool set makes doing repairs a breeze while you are at home or on the go. The set comes with a bag which contains a practical snap hook for attaching it to a waistband or toolbar. It is also practical for storing it in a drawer or glove compartment. The company from Cologne, Germany indicates in its product information that the set can be finished using pad printing.

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A SUNNY POWER SOURCE

Sol Expert from Baden-Württemberg, Germany is proudly presenting its latest in-house development called Longlife Green, which is a power bank operating on solar energy that is now available in its product line. The solar charging device utilizes the latest technology, has a long product life, and it makes it possible for you to use LiFePO4 batteries (3,000 mAh), which are superior to standard LiPOs because they run four times longer than a normal battery. What is more, a laminated solar module has been built into Longlife Green. Up to 3.1 A is available from both USB ports while you are simultaneously recharging two portable devices, such as a smartphone, iPod, laptop, electronic game devices, or an MP3 player. More information is available upon request.

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HIGH SPEED AND AVANT-GARDE

The very thin brinell Drive SSD is small and light, and it combines the latest data memory technology with an avant-garde style and high-quality materials. Thanks to USB 3.0, it has a high speed data transfer rate: This new product from Germany reaches a maximum reading speed of up to 420 MB per second and a maximum writing speed of 330 while in the Off turbo mode. The storage medium, which only weighs 120 grams, is a safe way to transfer data because it does not have any moving parts and it features greatly increased shock resistance and a wide range of temperature tolerance levels.

48740 • Brinell GmbH • Tel +49 721 92121390
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ADVERTISING WITH PEPP

Pepp, the new mini-loudspeaker from Nestler-matho, is equipped with a suction cup for attaching it to mobile phones, laptops or many other portable devices. What is more, Pepp features a 3.5 millimetre audio slot and the manufacturer claims it can recharge a battery within two hours using a USB outlet, which will enable your device to run for about three hours. The material is made out of ABS with a soft-touch surface. The loudspeaker is individually packaged and comes with a lithium polymer battery. The company from southern Germany indicates that there is 14 millimetres in diameter available for placing advertising on the Pepp and an advertisement can be placed on the product in one colour on a white background.

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Since 1987, the company's core competence has been in desk calculators and pocket calculators.



40 YEARS OF MSA MÜNCHINGER GMBH

QUALITY FROM THE SPECIALISTS

MSA Münchinger is celebrating its 40th anniversary this year. Founded in 1973 by Karlheinz Münchinger, the company has successfully continued to operate under the management of his three children, Andreas, Beate und Reiner Münchinger, for more than 16 years. A small piece of family history and once more a model company in terms of endurance, entrepreneurial skills and family ties. In its anniversary year, MSA is presenting itself in a revised look and a new website.

In 1973, Karlheinz Münchinger founded the company under the name Chrono Import in Wiernsheim, Southern Germany where the company is still based today. As the name suggests, it was initially involved in watches: The company imported Swiss watches that were sold through the promotional products and mail-order

sector. When the production of watches in the lower and medium price segment shifted from Switzerland to the Far East towards the end of the 1970s, a reorientation was necessary. The adaptation to the new situation occurred in 1981 when the product range was expanded to include electronic promotional products. In

1987, the company was renamed MSA Münchinger GmbH. To this day, MSA deliberately focusses on specific product groups, whereby the core competence remains in the field of desk calculators and pocket calculators. A constantly changing assortment of LED lights, electronic promotional products, office accessories and

tools meaningfully complements the product portfolio. MSA wants to remain a specialist in this field and therefore focusses on the development of a product range with significant depth. In recent years, it has increasingly concentrated on high-quality design, thus emphasizing the production expertise in the above-mentioned product segments.

QUALITY RATHER THAN QUANTITY

Quality, service and short delivery times characterise the experience of MSA which the customer can rely on. The company provides a two-year warranty on all of its products. The extremely low malfunction ratio of around 0.2 per cent demonstrates the consistently high standard of quality. The reason for this is quite simple because even when choosing suppliers MSA pursues a clear strategy: Limiting the choice of suppliers, maintaining a continuous collaboration with service providers and establishing a long-standing partnership with manufacturers has proven its worth. Everyone knows each other, understands each other and can talk to each other – whether it involves the implementation of customised designs in corporate colours, delivery times or an effective complaints management should something go wrong. In cooperation with reliable suppliers, MSA does everything possible to fulfil special requests, for example, product variations, special colours or design models.

EVERYTHING AT THE SERVICE OF CUSTOMERS

Deliberate focus on the essentials seems to be the recipe for success of MSA Münchinger. For what is true for the range and the partners is also lived in the company. With six employees, it is small and manageable, and short distances ensure a high degree of flexibility and speed. What is ordered in the morning often leaves the company on the same day, as most items are in stock in large quantities. Individual support of the mostly long-standing customers is already a family tradition. Individual advice, especially when it comes to applying advertising, is part of the service and means cost and time savings for the



Beate, Reiner and Andreas Münchinger (left to right).



Staff members Saskia Bran and Mario Reiling have been working for the company for 15 and 17 years respectively. Warehouse manager Lothar Goltzsch has been on board for 26 years (from left).

customer. The Münchinger siblings have never thought of expanding because everything has been well thought out, makes sense and provides the customer many benefits. One of the most important of these: thanks to the favourable cost structure of the company, MSA can also pass on price benefits to the customer.

AN EXPERIENCED TEAM

Although each of them has already pursued another profession, the siblings Beate, Andreas and Reiner Münchinger have also been colleagues for many years. All three are partners. Each had his or her own reasons for joining the family business, and no one has regretted it so far. The daily business tasks are divided among each other according to their specific training and preferences – a highly effective team that knows exactly where it wants to go and applies its decisions with determination. Andreas Münchinger was the first to join the company. In 1988, he decided to complete a further training course as a wholesale and foreign trade clerk in his father's

company. He remained in the company and became Managing Director in 1993. Beate Münchinger is an interior designer and has been working for the company since 1996. Reiner Münchinger is a qualified master goldsmith and has been at the company since 1997. MSA can also boast continuity among its employees: some of them have been at the company for no fewer than 15, 17 and even 26 years.

ATTRACTIVE WEBSITE FOR THE ANNIVERSARY

Just in time for its 40th anniversary, the company has revised its corporate design and website and updated the Facebook page. On the new, easy-to-navigate website, the customer can now download data sheets containing key information about each product and can also download high-resolution image data in a password-protected section. The latest information can be found on Facebook. www.m-s-a.de – www.facebook.com/MSA.Muenchinger <



Always a little different and usually bigger: Inspirion's stands at the PSI Trade Show.

INSPIRION

PSI TRADE SHOW IS A MUST AND A JOY

Everyone who is great once started small. Things are no different in the case of Inspirion, which has long since become one of the greats among promotional products importers. More than 20 years ago, Inspirion's director Sönke Hinrichs, who was at the time still a department head at the well-established Bremen import and trading company Melchers, attended the PSI Trade Show for the first time – just to get a feel for things. Today Inspirion is setting standards itself.

An unmistakable sign of the increase in standards is the size of Inspirion's stand at the trade show. The original 30 square metres have grown almost 18 times larger. In this way, the Bremen full-range supplier is intentionally communicating a

clear signal. In 2014, the main stand, measuring 532 square metres, is very much characterized by a warm, down-to-earth atmosphere, rather than artificial elegance. The quality certainly does not suffer as a result, however. On the contrary. On the

basis of "Quality rather than quantity", Inspirion is focusing exclusively on its new products and bestsellers, creating an open, beer-garden feel at the stand this year. This is very much in line with Sönke Hinrichs' intention of having in-depth, high-quality discussions with customers – which has always been his priority in the past, too. Decades of experience and intensive contact with both customers and producers are the be-all and end-all as far as he is concerned.

A DATE NOT TO BE MISSED

"For us the PSI Trade Show is the festival that comes after Christmas," says Sönke Hinrichs, stressing the importance of the annual industry event. For this reason, the date is always firmly fixed in his calendar every year. Participating at the PSI Trade Show has long since become a tradition for Inspirion that is as important as it is dear to them. Alongside Hinrichs himself, three additional colleagues who have been there from the start are still on board today: Katja Dreier, Christian Haake and Dieter Haase, who still remember the beginnings well: "At our first PSI, we were there



“Flying high with Inspirion”: Sönke Hinrichs tries out the ski jump simulator at the PSI Trade Show stand in 2011. The wobbly flower that was given as a trophy became a bestseller.



You can't miss it: The company's own brand of suitcases and bags, Check.In, is being presented with a tower of cases.

with five members of staff and everyone did everything – organization, setting up, catering and sales. That was really stressful, but we were all carried along by the excitement of this new beginning,” Haake describes. Since umbrellas were part of the core product range then as they are now, they have always been used for decoration – originally printed with self-drawn motifs.

STEADY DEVELOPMENT

For Inspirion, tradition here does not mean persisting in doing the same old things, however. The stand concept has been continuously and systematically enhanced; the product range has been extended and grows from one year to the next. The ready-made stand from the first year was quickly replaced by their own stand constructions. These days the stand concept is characterized by plenty of openness and a variety of themes, with a focus on short distances and a clear arrangement. One way Inspirion achieves this clear arrangement lies in the fact that they have long since ceased to exhibit the entire range. With a good 2,000 promotional products that the inter-

nationally operating promotional products importer has in stock – from the office, outdoor, travel luggage, household, textile, toy, leisure, tool and consumer electronics fields – the main focus of attention today is, as already mentioned, on new products and bestsellers. Separate from the main stand, the company's own suitcase and bag brand, Check.In, has had a corner stand measuring 4 by 3 metres for the past two years.

PROFESSIONAL IMAGE HAS GROWN

Sönke Hinrichs' team was really proud of its first catalogue with just 24 pages in 1994. You can hardly imagine that today if you hold the 340-page-long PromotionTops catalogue in your hands. The seasonal catalogue Christmas Special with about 124 pages and the 144-page catalogue Picoworld from Topico now complement the main catalogue and give an additional overview of the wide product range. The travel luggage segment, in particular, has grown rapidly and has now been given its own label. Under the brand Check.In, Inspirion offers suitcases, business cases, sports and travel bags in many different formats, which



Employees from the very beginning who are still involved today: Christian Haake, Katja Dreier and Dieter Haase.

are presented in a 30-page catalogue. The company's overall image and approach have become significantly more professional and a lot has happened in the area of marketing. Out of the "everyone does everything" attitude, a clear distribution of responsibilities has long since emerged. In addition, the purchasers now arrive a day before the trade show begins, while it is being set up, in order to be able to wander around the trade show themselves on the first day. Since 1999, the head of marketing, Jürgen Ebert, has been responsible for the stand design and organization at the trade show. For a number of years now he has been supported by Juliane Fügemann, who takes care of the PR, for example, with a great deal of skill and commitment.

THE SECRET OF LONG-TERM SUCCESS

The fact that Inspirion is not just living in the here and now but also thinking about tomorrow and the day after is proven in the way that Hinrichs' next generation has been actively involved at the stand for years and distributing catalogues and giveaways at the info counter. The future – and above all the satisfaction of his customers – is very important to Sönke Hinrichs. His credo for this is: a network of worldwide relationships, extremely committed staff and, of course, last but not least, consistently new products that surprise and impress. And Inspirion wants to continue impressing people with its quality and reliability, service and availability. After all, Sönke Hinrichs is of the view that "not only the price is decisive" for long-term success. <



TALKING TO SÖNKE HINRICHS

Inviting, relaxed and communicative – that is how Inspirion is presenting itself at the 52nd PSI.

What does your trade show concept look like this year?

We are doing without elements of artificial elegance and presenting ourselves in an open, beer-garden atmosphere – with benches, sun shades, sausages and beer – like at a garden party where everyone who comes over is welcome to chat. You do not necessarily need to make any appointments, since we will be present with our whole team at the trade show, so it will be possible to find someone to speak to anytime without planning. I am repeatedly delighted at the fun and enthusiasm with which our staff see the trade show through.

Inspirion has booked the same area of stand space as in the previous year...

Yes, unlike some of our competitors, we have not reduced our stand space but have booked it again at the full size. In this way, we want to send out a positive message. We are not supporting the current trend of cutting back on all marketing activities and even reducing the trade show presence. The PSI was and is the central marketing instrument for us; we therefore welcome the new concept of the PSI Trade Show and are participating in the attractive offers for product presentation. I love the idea of demonstrating innovations exclusively at the PSI and we will, of course, also be involved in the premiere platform PSI FIRST. Even though many new products are already shown before the trade show, in my opinion the PSI needs to become more of a new product show again. We will be contributing to that.

What awaits visitors at the stand?

We aren't going to give away any details about that yet... Inspirion stands for continuity and stability, and we will be conveying that again this year with our trade show presentation. We are sure that we will create a positive atmosphere with our open stand concept and the activities there and are confident that our customers will be starting the new year optimistically with us.

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XINDAO

REACHING GOALS WITH NEW IDEAS

Xindao, founded in 1986 by Diederik Van Styrum and his partner Sandro van Hellenberg Hubar in Rijswijk in the Netherlands, is today a multinational company with offices around the world. In more than 25 years, the company's founders have built up a dynamic and ambitious company that has proven itself in the market. The secret: affordable quality and specialization in the areas of outdoor equipment, tools, bags, and lifestyle.



Albert van der Veen: "As suppliers, we have to be at the PSI."

The name Xindao has many meanings. One of them is "new direction". And the company management considers that this best expresses the company's philosophy: business through developing new ideas and building lasting relationships. We spoke to CEO Albert van der Veen about this philosophy, the fair presentation of Xindao at the PSI 2014, the company and the market.

Along with the traditional exhibition stand, the revised trade fair concept offers a large number of additional ways to present products. Which of these is Xindao making use of? Xindao strongly believes that PSI is an ideal platform to introduce the new collection and meet most of our European customers in 3 days. We have always done that in the past and that is also what we shall do this year. However, it is not only about products, it is also about sharing our vision and strategy to help our customers. The role of the distributor of today is more complex than ever. Limited budgets, last-minute



promotions and, above all, no differentiation. During PSI 2014, we will launch our clear vision and strategy for the coming years. We have a story to tell, we will show differentiation and innovation! We invest heavily to differentiate and to deliver excellent services and therefore we have also decided to enlarge our stand by 50 per cent, instead of going smaller, to be able to tell and show that story.

What do you expect from the PSI 2014?

For Xindao, we have high expectations for this year. We have invested in a more personal invitation programme. We are convinced that our story will inspire our industry and that our customers will understand that innovation and design is the key to differentiate and to be successful. On top of that, we expect positive impulses from the new set-up. Our industry needs a trade fair that clearly reflects all possibilities in the market.

As suppliers, we have to be at the PSI. We have an obligation towards our distributors who are taking the effort to come to the PSI. In my opinion, it is a bad sign if we as suppliers are not exhibiting anymore at the PSI; this would be the beginning of the end. We need positivism in our

industry and that starts by bringing the complete industry together, suppliers and distributors. The PSI is the ideal platform to do so.

Your goals for 2014?

2014 is for us the start of our new vision and strategy. The main goal for 2014 is to convince our customers to believe in our story which Xindao strongly believes in; the results in the end might be growth but growth is not our primary goal. That can be achieved much more easily and quickly with a different vision and strategy, which we did not choose to do. We want to keep and further improve our unique identity and be best in class in innovation, differentiation, excellent service and sustainability. We strongly believe that in the long run end customers will choose quality and sustainability instead of general, non-differentiating cheap promotional stuff.

Where is the European promotional product industry heading? Do you see any trends? Developments?

It's difficult to say. It is very clear that our industry has been suffering for the last 4 to 5 years and, in my opinion, it will never be the same again as before the crisis. In

the last 4 years, end customers have experienced the effect of less promotional products/gifts, positively or negatively. New generations are the final decision makers and they are brought up with internet and are also more aware of the environment. We see Chinese platforms entering Europe etc. Our industry is actually still a very conservative industry; not a lot has been changed over the last 15 years and that does not feel good, it feels dusty. Our industry needs more innovation and above all more inspiration. It is time for a change; we operate exactly the same as we did 15 to 20 years ago, while the world around us is changing, but our industry does not change with it.

Distributors will link more and more to preferred suppliers; they have to look for more co-operation. They have to partner up with selected suppliers which they believe in, in their story, collection, vision.

Our industry also needs to work on a more sustainable image before Brussels decides that they will dictate the guidelines. Self regulation of the industry, suppliers, distributors as well as all other parties like PSI and EPPA members should combine their strength. We all should look ahead instead of talking about the past. <



Managing director Richard Kammerer directs the destiny of Karl Knauer.

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KARL KNAUER KG CELEBRATES ITS ANNIVERSARY

75 YEARS OF SUCCESS

In the idyllic location of Biberach in the Black Forest in Germany, one company has been working with exceptional success for 75 years now: Karl Knauer KG, the innovative manufacturer of packaging and promotional products. Its business segments are diverse and its service comprehensive.

We want to be ‘impressively different’”, says Richard Kammerer, managing director at Karl Knauer. “After all, many companies are able to print, punch and glue. We offer more.” Known as an innovator, the company has received numerous awards and prizes.

SIGNIFICANT MILESTONES

In 1938, Karl Knauer founded his company, a cardboard factory, in Biberach, Baden. This is still where Karl Knauer KG is based to this day. A total of four times over the last 75 years it was necessary to expand the company premises because the need

for space kept growing. Today the premises covers an area of 26,000 square metres. As early as 1961, the company began offering high-quality finishes for off-set printing. Over the years, bit by bit, notepad promotional products, gift packaging and finally machine construction



An example of gift packaging: One of the latest themes, called Prestige, with the look and feel of real wood.



From the promotional products section, the cardboard box Creative with its push-up mechanism for a secure stand and visual finesse.

for packaging solutions were added to the range.

“IMPRESSIVELY DIFFERENT”

The variety of products shows a high level of diversification. Alongside the classic business segment of packaging and promotional products, Karl Knauer KG also offers gift packaging and its own mechanical engineering. The range focuses on providing full service. From the design consultation to the artwork management, from logistics and shelf management to the construction of packing machines, Karl Knauer KG offers its customers a complete supply chain partnership. “Creativity arises through dialogue”, says Richard Kammerer, “that is why we place particular emphasis on stable and communicative cooperation with our customers.”

ENGAGED IN SOCIAL ISSUES – COMMITTED TO THE REGION

The company knows that the people of Biberach and throughout the region have made a crucial contribution to its success. The desire to give something back to society

led to a foundation being set up in 1995. The aim of the foundation is to promote social and cultural institutions in Biberach and the region. These include societies and organizations dedicated to promoting young people, sport and culture. The foundation additionally supports homes for the elderly, nurseries and welfare centres. As Germany’s first and only joint project between two family-run enterprises, Karl Knauer KG and Hydro Systems KG founded the children’s day-care centre “Fliegerkiste” in cooperation with the town of Biberach in 2011. The centre facilitates the compatibility of work and family for working parents. This is of benefit not only to the parents, but also to the employers since it means they do not have to lose out on qualified staff.

SUCCESS WITH SUSTAINABILITY

Sustainable thinking extends into all process levels at Karl Knauer KG. In product development, this primarily involves keeping the material usage as low as possible and implementing the finishes in the most environmentally friendly way, while sus-



Likewise from the packaging section: the first illuminated packaging available on the market.



The premises of Karl Knauer KG.



Also in the range:
Not just a simple
notepad, but an entire
notepad sculpture.



In terms of production engineering, Karl Knauer KG has state-of-the-art technology.



As Germany's first and only joint project between two family-run enterprises, Karl Knauer KG and Hydro Systems KG founded the children's day-care centre "Fliegerkiste" in cooperation with the town of Biberach in 2011.

tainable management means a company policy with a long-term focus, maintaining customer relations and developing employees. In addition, Karl Knauer KG invests a lot in its own company, thereby securing success and, above all, the employees' jobs for the long-term. Personnel development is another key concept. Alongside a high apprenticeship quota and opportunities for staff training, a low employee turnover rate is evidence of the pleasant working atmosphere at Karl Knauer. Flexible working time models facilitate the compatibility of family and career.

A FOCUS ON CUSTOMERS AND THE ENVIRONMENT

Stable customer relationships are a matter of course. Supply chain partnerships that have developed over time are a cor-

nerstone in the business relationships. In this way, 75 years after being founded, Karl Knauer KG combines the customer proximity of a medium-sized enterprise with the performance of a European market leader. Finally, there is the environmental aspect: various certifications in the DIN field and joining the OE-A, combined with well-thought-out waste management, represent the foundations of ecologically sustainable corporate governance for Karl Knauer KG. A specially introduced performance measurement system serves the ongoing improvement of the environmental figures related to energy, waste, waste water and emissions.

MULTIPLE AWARDS

The awards that Karl Knauer KG has received in recent years convey a clear mes-

sage: from the German Packaging Award, the Druck- & Medienaward (Print & Media Award) and iF design awards to the red dot award. Over the last 75 years, Karl Knauer KG has made a name for itself in innovative solutions for the packaging and promotional products sector. <

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Perfect co-ordination at in.takt (from left): Meinhard Muscharski, Veronika Tuchlinski and Heiner Steinkamp.

IN.TAKT CELEBRATES 15 YEARS

MUSIC RANGES WITH GOOD FEELINGS

Meinhard Muscharski and Heiner Steinkamp develop music CDs in promotional product form, specialising in wellness and relaxation ranges. In autumn 2013 it was exactly 15 years ago that in.takt musik und medien marketing GmbH was founded.

Back then Muscharski and Steinkamp said farewell to their former employer and dared to take the step into independence. The company is a fixed component of the German industry today. Over the years, a comprehensive catalogue of products – not only digital, but analogue, too – has evolved. In addition to this the company offers a broad spectrum of ser-

vices. Looking back, Steinkamp and Muscharski are themselves surprised by the exciting projects they've already initiated and supported.

CAUTIOUS GROWTH

Naturally, the beginnings were rather modest – as they always are in stories like these. "It was more of a living-room than a garage start-up," says Meinhard Muschar-

ski, with a twinkle in his eye. "My private apartment was the starting point," continues Heiner Steinkamp, "And: at first we only had one PC," he adds, laughing. That was in autumn 1998. A few weeks later, the two company founders moved into the Hamm's technology centre Hamtec. This is an ideal location, with optimum start-up and growth conditions for young enterprises, where, from day one, Muscharski and Steinkamp were able to benefit from a first-class infrastructure. Then there's the attractive location: "We're almost right in the middle of Hamm and yet still in the greenery – right on the meadows of the Lippe. An ideal working environment," recounts Steinkamp. Here, in.takt was able to grow cautiously as time went on, without having to change address and contact details. With the most recent move so far, in 2009, into considerably larger premises a creative space with a small studio was realised. "Here we can flexibly make demos and small productions, without having to get out the 'big guns' every time," explains Muscharski. "For the final record-



ings we go into a ‘proper’, big studio, of course.”

COMPREHENSIVE CUSTOMER SUPPORT

The basic business of in.takt is the making of music CDs for the promotional products market. Music, video and audio book production is realised in a small in-house publishing house. The in.takt team has been added to by permanent employees and freelance contractors over the years: authors, composers, graphic designers and copywriters belong to the Hamm-based company’s network. “Today we can meet all promotional industry demands without any frictional losses,” says Heiner Steinkamp, not without pride. “That wasn’t quite so possible right at the start.” Now in.takt customers can refer all services in the production and supply chain straight to Hamm. Content is supplemented by graphic design, copywriting, production monitoring, confectioning, warehousing and individual shipping.

RELIABLE PARTNERS

“We are rooted in the promotional products market with its distributor structure,” says Meinhard Muscharski. “Reliability is very important to us here,” he continues. “A clear price and discount structure and trustworthy handling of customer details is what our trading partners appreciate about us.” The list of both distribution partners and end customers is a prestigious one: Volvo, VW, Telekom, S.Oliver – all these are companies for whom projects have already been realised in partnership.

ATTRACTIVE SPORT PLANNERS

The audible content has also been joined by sporty material. Ever since the European Cup in 2000, in.takt has been compiling sport planners as promotional prod-

ucts and is one of the leading providers in this context. “Paper is a medium as well, that gets forgotten sometimes,” explains Heiner Steinkamp and adds: “Our sport planners are certainly among the most attractive on the market. With our network we’re able to contribute some concentrated know-how here.” First-class graphics, highly professional photos, exciting texts are what characterise the varied, sophisticated range of print products. All this is made in Germany – at attractive prices. “This makes us fast and flexible where the delivery time’s concerned,” says Muscharski. For the 2014 World Cup the makers of in.takt are back on the scene with new ideas and projects. A co-operation for World Cup 2014 with a local boarding school is currently underway, “The students on this project are working on a new product. They’re developing the ideas, in terms of both content and design. At the same time we’re teaching them a whole lot about marketing and target groups, product devel-



opment and design. This is real fun and I’m already looking forward to the end result,” recounts Heiner Steinkamp, who is the director of this project, enthusiastically: “The planner that comes out of this will of course be represented in the new in.takt catalogue.”

A WHOLE LOAD OF IDEAS

Talking to the two makers of in.takt, the thought hardly occurs to you that projects could stall here. Ideas positively bubble, you can see their enthusiasm in their faces – and that probably means a whole load of new, attractive products for the promotional products trade. <

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MICHAEL LIEBHABER

THE SHOOTING STAR

In the morning he went to school, in the afternoon he looked after his customers: the entrepreneurial career of Michael Liebhaber, owner of Vim Solution GmbH, started early. As a teenager at his first company, he designed and maintained Internet sites and offered PC support. Since then, he has continuously expanded his business and successfully positioned it as a specialist for electronic gifts, particularly USB sticks. A confident young entrepreneur who still has a lot of ambitious plans.

Doing business with USB sticks is not easy and requires a lot of expertise and experience, explains Michael Liebhaber. There are countless chip manufacturers, the market is very big and countless dangers lurk for those who are not familiar with it. The relatively new and lucrative sector is shaken by fraud scandals from time to time. In 2008/2009, for example, profit-greedy manufacturers in China built chips with only 1GB into 2GB sticks. Of course it was not evident that the small data storage media had been rigged, especially as the internal controllers that should have detected the fraud had been manipulated. The scandal had

broad ramifications at that time because the inner workings of USB flash drives are difficult to control. In the industry, too, there were bungled orders, dissatisfied customers and a lot of trouble. There were also incidents in which the suppliers in the Far East were deceived by their own sub-suppliers, some of whom installed imitations. This resulted in a high failure quota of up to 30 per cent, which was usually not discovered until the goods had already reached the customer. To prevent this from happening, any customer who wants to use USB flash drives as promotional products should rely on a specialist. Finding a reliable supplier in the Far

East who supplies the desired quality on time requires knowledgeable importers. Michael Liebhaber is such a person. His passion for all things electronic together with a feel for the market, in which prices can change after just one week, facilitated his entry into the business.

QUALITY IS THE NAME OF THE GAME

He quickly realized the importance of quality assurance in this area and personally set about the task. Tests seemed to be the only safe way to meet high quality standards in the highly sensitive USB area. So the entrepreneur invested in developing proprietary testing software. An in-house programmer accepted this task and creat-

ed a software that is able to test different parameters. Nowadays, each stick is already checked by the manufacturer, and in addition three to five per cent of production is checked again in Germany. Unannounced inspections of samples at the manufacturer densify the control network so that defective products hardly have a chance to ever reach the market. The fact that quality management has been supported by its own office in Hong Kong occupied with three employees since 2011 makes life even more difficult for any black sheep among the manufacturers. Meanwhile, a pool of solid, reliable suppliers ensures that only top quality is delivered. If new suppliers join, they are thoroughly checked and brought into line with the specified standards.

YOUTHFUL ENTREPRENEUR

Proprietary software, tested quality products, personal advice, customised designs starting at 100 units and printed sticks from just 25 units – these are the USPs of Michael Liebhaber's aspiring company Vim Solution. Based in Kirchzarten near Freiburg, the company currently has 17 employees and supplies a wide range of electronic promotional products, including approx. 250 models of USB flash drives, each in several colours and designs. An express service guarantees urgent customers delivery within 48 hours. In the sixth year after founding Vim Solution GmbH, its boss can look back on five million USB flash drives sold. How did the now 28-year-old manage to get everything up and running? In the case of Michael Liebhaber, one could easily say: He started early, is clever and tremendously hardworking and, moreover, he has courage and perseverance. And as is often the case in such exceptional sto-

ries, chance played a role, too. In 2001, as part of a project sponsored by Microsoft at his secondary school, six interested students were given the opportunity to learn how to create websites. Michael Liebhaber was a member of the working group and carried out his tasks with enthusiasm. When the project ended one and a half years later, he had already designed websites for many businesses in the area – and they had to be maintained and updated. Even then he enjoyed using the PC so much that continue on his own and take over the customer service. He noticed that you can make money with it and processed more orders for new websites. From his initial earnings, he bought his own laptop and decided he wanted to do this in the future. At 16, Michael Liebhaber founded his first company, which was registered under his mother's name until he was of age. Accepting that work is part of life was a matter of course for the young man because he came from a family of entrepreneurs. His father managed a company in its third generation and he encouraged his sons at an early age to work.

CONTINUOUS EXPANSION

The young enterprise prospered and, in addition, Michael Liebhaber graduated from the vocational college with the higher education entrance qualification in 2004. He then expanded his business to include the sale of hardware and also began installing computers and providing training and support concerning hardware and software. After initially being located at his parents' home, the company relocated to his father's company headquarters in 2005. As a result of the expansion, the space requirement also grew: a media designer had already joined the company, and still works

there to this day. A year later the second employee joined the company, in 2007 the third employee, and consequently the office space was again expanded. Curious about all the new possibilities to develop himself and his company further, Liebhaber created the first online shop in the very same year, offering enhanced USB sticks with complete handling including payment and shipping. The shop was advertised on Google and was a success from the start. Around 100,000 sticks were sold online in the first year. Incidentally, the shop www.trader.vim-solution.com still exists. It now has many new features, is easy to use and is still successful. After two semesters, the young entrepreneur dropped out of his business informatics course because the company had become so large that it took up all his time. A milestone in the company's history was the construction of a new company building. Due to the continuous expansion, the previous premises had become too small. 700 square metres of office and utility space as well as the warehouse are located at the modern corporate headquarters established in 2010. The building is designed so that it can be extended with two more floors. The plans for this have already been completed. After the expansion, there will be a large warehouse, pad and digital printing will be carried out in-house and thus the customer can expect faster finishing and delivery.

COMPETENT SUPPLIER

The retail business was completely separated in 2011 and will continue to be operated independently by a former employee at his own company. Thus Vim Solution can concentrate on the promotional products industry. With the aim of establishing itself as a competent supplier of refined



MICHAEL LIEBHABER IN PERSON



What was your first thought this morning?

Jogging – taking a shower – coffee – my to-dos.

When is a day a good day for you?

When a new article has been ordered for the first time.

What gets you in high spirits?

A successfully completed project. Private: an evening with good friends.

And what drives you crazy?

Unreliability and unnecessary delays.

What are you more willing to excuse?

My impatience.

How can you forget time?

Searching for new products.

Four weeks of involuntary leave of absence.

Where are you off to?

Four weeks?! Much too long! And if so, a beautiful island in the South Pacific would be fine.

What do you like to spend your money on?

Travelling and good restaurants.

Do you let yourself be tempted by advertising?

Certainly! Who doesn't?

When is a promotional product a good promotional product?

If it is of a high quality, durable and therefore remains vivid in my memory.

What is the best one you have ever received?

A Bluetooth loudspeaker.

What annoys you relating to promotional products?

When a promotional product doesn't convey the advertising message in a comprehensible manner.

electronic promotional products, investments have been increasingly made in machinery for promotional labelling: Meanwhile laser engraving, doming and label printing are part of the services offered by the company, as well as promotional labelling using embossing and pad printing. Particularly in terms of special models, Vim Solution shows what

it is capable of. The procedure is simple and effective: The customer sends a photo of a product or a logo that is transmitted immediately to the designers in Hong Kong. In just a few days, they create a 3D preview. After approval by the customer, the product goes into production. Whether it be rubber, PVC or metal – the sticks are designed and individualised to customer specifications.

NO SHORTAGE OF NEW IDEAS – OPTIMISM CONTINUES

The optimism of the early years of development is by no means gone. On the contrary, anyone as dynamic and energetic as Michael Liebhaber is likely to achieve even more with increasing experience. This is shown by the many ideas and plans he has for the near and distant future. When he starts his day at 4.30 a.m., his first thoughts revolve around his company – even on weekends. This is the time when he forges the ideas that drives the business forward. Then he studies the current prices in the USB market, calculates his prices and considers how internal processes can be optimized and how the range can be extended in a meaningful way. What he has in store for the future? As for the USB sticks that make up the core business, the company already offers many articles that are connected with computers and electronics, for example, Power Banks, loudspeakers, MP3 players and digital picture frames. Based on high technical standards, even more tools for online sales promotion are to be developed in the future to ensure distributors simple and stress-free selling. Even now, distributors can create their own shop with just a few clicks; a flip catalogue for the iPad will soon be added and a new presentation tool is being developed. Apart from sport in the morning, there is not much free time. The team often meets to brainstorm late at night; profession and vocation evolve together, thus enabling maximum performance to be achieved. <



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INNOVATIVE PROMOTIONAL PRODUCTS



EASTER WITH A STRONG BRAND

The Easter holiday is knocking on Jung Bonbonfabrik's door with a strong brand. The 20 gram Gubor chocolate bunny, which comes with a display nest that can be given a custom-made design, will catch people's attention in a delicious and lovely way. Because the product can be personalised for orders of only 532 units or more, there are unlimited options for using the chocolate bunny in any industry and for any target group. Another new addition to the product line in 2014 is the individually-packaged fudge egg. Other products from the Easter collection that are very popular and versatile to use include the XS Easter Countdown with Brandt or Gubor crispy balls, the promo letter with a five gram chocolate bunny, the individually-packaged fruit gummy Easter bunny, or the premium card as a giveaway with a chocolate bunny attached.

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

HOT AND PURISTIC FOR TEA LOVERS

For tea lovers who appreciate the value of puristic design just as much as good tea, Sanders Imagetools presents the TeaSet menu. The thermal porcelain cup keeps tea warm longer thanks to its special double-walled vacuum zone. The set comes with six Bio TeaSticks, offering the perfect mix for every taste. The items are packaged in a food-safe aluminium gift tin. The TeaSet menu is available as a neutral variety from stock, with customisable label or personalised with individual name on each label of the set. The supplier is pleased to provide information on further branding options.

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



OFFICE SPORTS CHALLENGES

Document files are boring and bourgeois and one doesn't play with document files? This is no longer true since the launch of the Ideen-Ordner by IP Adelt. These binders are so exceptional and amusing that they lead people to spontaneously shout "that can't be real". They're true surprise packages with a lot to offer, like the binder designed in lush grass green with the inspirational name "Torwandschießen 2.0" (goal shooting). It contains a fold-out goal wall and a small, fleecy ball for the quick tournament during the break. A unique iPad binder or the "Business & Chic" binder with integrated make-up utensils and cosmetics round off the collection.

48644 • IP Adelt GmbH • Tel +49 521 208800
info@adelt-ideen.de • www.adelt-ideen.de



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STAND 11F24 / 11G29

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www.araco.nl

info@araco.nl



PRINTED MATERIAL IN FOCUS

The book stand by E&H Design guarantees the perfect presentation of open or closed books, not only in the conference room or at POS, but everywhere that informative printed material is intended to draw the attention of viewers. The transparent stand made of three-millimetre thick acrylic is equally suitable for books, company brochures or even product presentations. It's unobtrusive, allowing the book to be presented in the optimum way. Refinement through customised digital printing is offered by the manufacturer.

47632 • E&H Design Kunststoffverarbeitungs GmbH • Tel +49 6732 93260
info@eh-design.de • www.eh-design.de



CHOCOLATE TREATS IN A BAG

Chocri offers the complete range of delicious six gram mini chocolate bars as individual giveaways for sweet tooths. Every single one of the bars can be personalised according to customer requirements. The mini chocolate pieces make ideal greetings on a table or reception desk, at the cash register, or at any trade show where, as everyone knows, a sweet treat is always welcome. As an alternative, the mini bars can be ordered in sweet bags filled with a colourful mix of five or ten pieces and an individual design as flyer.

48877 • chocri GmbH • Tel +49 30 981961922
alexander.ertner@chocri.de • www.chocri.de



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NEW LOOK SHOPPING CHIP

Each of us spends around 300 hours per year in the supermarket. The perfect place to use the new version of the well-known shopping trolley chip. Deonet has revamped this classic promotional product. Thanks to the innovative, new design, the space available for a promotional message has increased significantly. The optimised chip offers the possibility to present the chosen promotional message on an area of 14 square centimetres. Fine engraving, a domed coating or a combination of both turn the chip into an eye-catching key ring pendant.

46660 • Deonet GmbH • Tel +49 2824 955229
 verkauf@deonet.de • www.deonet.de



VERSATILE ADVERTISING

With the new Eco notebook, Lainas Products is selling a product that has very versatile advertising options available. The notebooks sensitize people to very environmentally-friendly solutions in an innovative and new way. Because the spiral is not made out of metal or plastic, the blocks are 100 per cent recyclable. It is possible to personalise both the outer cover and the one-of-a-kind binding ring, which are visible when the notebook is opened or closed. The notebook can come with a writing instrument upon request.

47361 • Lainas Products Co • Tel +30 210 2510115
 d@lainasproducts.com • www.lainasproducts.com

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 www.frozzypack.com

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SAVOURING ITALIAN CUISINE

Idea Company presents a handy cookbook, the *Cucina mia*, which was specially designed for easy use in the kitchen. In addition to recipes from the different regions of Italy, the book also contains short, entertaining stories. Material, design and selection of recipes offer many practical benefits. Spiral binding makes turning the pages easy and the thick paper coated with printing varnish is stain resistant. The book can be customised via logo print on the back cover, by imprint on the first or last inner page or through an additional cover in offset printing. It can also be supplied as a set in gift packaging with apron and spaghetti or a different composition as desired by the customer.

44746 • idea company Helmut Frenzer • Tel +49 7824 660763
service@idea-company.de • www.idea-company.de

CHRISTMAS COFFEE IS ALWAYS AT HAND

The company SDN Porzellan Manufaktur is selling a coffee-2-go cup for the upcoming Christmas season, which caters to both coffee drinkers and tea fans alike. In addition to the standard design which features stars or reindeer in two different colours, the cup can also be printed on the inside, giving you even more personalizing options. Upon request, the coffee-2-go cup can also come with a transparent banderole label on it. The 0.35 litre cup comes with a resealable lid made out of plastic and is delivered to the customer in a six-unit carton. It is sure to be remembered for a long time, even after the holiday season.

45567 • SND Porzellan Manufaktur GmbH • Tel +49 6183 80080
info@snd-porzellan.de • www.snd-porzellan.de



COLOUR BURST AT ACTIVE FLEECE

With the new colour Blue Midnight (Pantone Reference 532 C), Stedman extends its colour range not only for its men's Active Fleece Jacket but also the men's Active Fleece Vest. Thus, both models are now available in the four colours Black Opal, Scarlet Red, Grey Steel and Blue Midnight. The Active Fleece Jacket not only impresses due to its modern performance fit, but also through its extremely light weight of only 220 grams per square metre. The Active Fleece Vest offers a little more freedom of arm movement. Its armholes are edged with a tone-in-tone polyester strip. Both models have a small "Active" label in the side seam.

45383 • Smartwares Printables GmbH • Tel +49 241 705020
printables.support@smartwares.eu • www.smartwares-printables.eu

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FRUITY HEARTS APPEAL TO CUSTOMERS

Kalfany Süße Werbung presents a heartfelt greeting, in the true sense of the word, at the start of the dark season. The appealing fruit gum hearts containing 10 per cent fruit light up the dark and cleverly attract attention to the advertising company. A very personal, hearty promotional message can be applied to the front of the crystal clear or white promotional bag, as desired by the customer. The promotional bags are 100x75 millimetres in size, with a filling weight of approximately 15 grams per bag. The minimum order quantity is 5,000 units, packaged in 200 units per carton.

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

WITTY ADVERTISING

The promotional products of the young business, Vidoni, are new and especially suited to tech-savvy target groups. The company took part in the PSI Trade Show 2013 for the first time. The “Sofortwitz” is a promotional tool with three components. It combines printed, tangible promotional products such as stickers, order pads or beer mats with an online collection of carefully chosen, tasteful jokes and individual online promotional messages. In contrast to other conventional giveaway items, it establishes an online connection after scanning the QR Code with a smartphone, transporting the wide array of content according to customer preferences. Thus, the “Sofortwitz” takes well-known methods of applying advertising, like laser, pad or screen printing, to a whole new dimension.

48975 • Vidoni • Tel +49 9721 473001
dialog@vidoni.de • www.vidoni.de



STYLISH HEADWEAR FOR THE COLD SEASON

This winter is set to be bright and stylish, as Myrtle Beach by Daiber is keen to demonstrate. The new Beanie Mania catalogue presents 60 trendy accessories for the colder months of the year, including ten new products. To ensure that everyone can find their favourite, the range includes cool streetwear beanies, models for busy days and funky style beanies. Knitted hats with pompom are the top feature this winter. Whether it's a playful variety with plaits, checked or striped, with fake fur trim, crocheted or knitted: the colourful beanies by Myrtle Beach can't be missed this season. All models are suitable for customisation, thus making them ideal promotional apparel while braving the elements.

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



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für 2014 ist simpel...

20
neue Styles!

14
neue Farben!



Active

www.stedman.eu



A PRESENT FOR GOLFERS

The golf ball stamps from modico make the heart of any golfer beat faster. The beautifully-designed stamps made out of aluminium fit perfectly in your hand and leave a precise and long-lasting image on a golf ball. The stamps come either with the special motif requested on them or with a gift certificate for a custom-made stamping plate in a gift box. The golf ball stamps won the reddot design award in 2012 and have been nominated for the 2014 German Design Award.

49044 • modico GmbH & Co KG • Tel +49 8141 888900
germany@modico.com • www.modico-stempel.de

STAYING SAFE AND STANDING OUT

A protective helmet is an absolute must in winter on the slopes, not only for children. To ensure that helmets don't take the fun out of children's adventures, SL Lederwaren offers an amusing and at the same time useful gadget, the Hoxyhead, which fits easily over most standard helmets. Hoxyheads are made of plush cotton and polyester fabric, are free of hazardous substances and therefore suitable for small children. Ski glasses can be attached at the back. SL Lederwaren, a family business, has been producing and importing sports bags and other bags since 1973.

48221 • KYMM Bags by SL Lederwaren b.v. • Tel +31 575 515455
info@kymbags.com • www.kymbags.com



FASHIONABLE OUTERWEAR

Danish jacket company Nimbus will be kicking the Spring/Summer 2014 season off with several new styles that will expand their current offerings of fashionable outerwear. The styles are carefully selected for the season to come, and carry the classic Nimbus DNA emphasizing the retail inspired Scandinavian design and attention to detail. Nimbus will be present at the PSI Trade Show at stand 10B53, where visitors will be able to get a closer look at the new styles, including the Leyland reversible quilted jacket, shown in the picture.

47254 • Nimbus Nordic A/S • Tel +45 7020 1464
info@nimbusnordic.com • www.nimbusnordic.com

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PREMIUM FEATURES

PSI FIRST IN PRODUCT FINDER 2.0

With PSI FIRST, a new and revolutionary concept has been implemented, allowing 50 companies in the industry to present at least one of their products at the PSI 2014 on an exclusive basis. The exhibitors undertake to maintain a low profile with this same product and to present it for the first time in Düsseldorf in January. With the product premieres, PSI offers participants the opportunity to put their products in the spotlight in an optimal way. In addition, PSI FIRST exhibitors receive a comprehensive marketing package to market their products with an effective advertising impact. More information can now be found on the homepage of Product Finder 2.0 under „Premium Features“ with a link to the PSI FIRST platform on the PSI Trade Show site. www.psi-productfinder.de



PSI TRADE SHOW APP KEEP UP TO DATE ON THE GO

All news about PSI 2014 is now available on the go: with the PSI Trade Show app you are always up to date and can learn everything about the European industry's leading trade show in an instant. The new app is available for all popular smartphone models and can easily be downloaded from the App Store. Be always up to date and make sure you get all the important information about the trade show. www.psi-messe.com

PSI SUPPLIER FINDER 2/2013 EVEN MORE SERVICE AT A GLANCE

The new Supplier Finder 2/2013 is now available! The updated PSI supplier directory will appear on 2 December. Products from 1,809 manufacturers are listed in a total of 5,380 product groups. Based on 1,000 certificates, distributors can see at a glance the quality of the products and the production methods of the manufacturer and seek to identify companies with specific certificates. It appears modern and crossmedial as 1,049 QR codes lead direct to the supplier profiles and their products in the Product Finder 2.0 and provide a quick and easy retrieval of offers and collections of the companies listed. The manufacturer directory has established itself in the professional promotional products industry as an indispensable reference work as it brings together all the relevant important information. Twice a year, the PSI updates the Supplier Finder in terms of data quality and updates the contact data and product data of the suppliers.



PSI 2014 INNOVATIVE AND EXCLUSIVE

Colourful diversity, creativity and exclusivity are on offer at the PSI in January 2014. One of the innovative highlights is the PSI CATWALK where extraordinary products can be seen, marvelled at and applauded. In the GUSTO Tasting Pavilion, visitors can experience culinary delights of all kinds and experience promotional products with all their senses. The PSI AFTER WORK event invites people to network after the trade show. Surprise yourself and benefit from a trade show that has so much to offer. Book your trade show ticket at www.psi-messe.com/ticket and save 10 euros compared to an on-site purchase.





Michael Freter with the „PSI – Campaign of the Year 2012“ winners (from left) Andrea Benedela and Cornelia Kreitzberg from Jack Sono.



PSI CAMPAIGN OF THE YEAR HONOUR TO WHOM HONOUR IS DUE

Curtain up for the promotional product – with the Campaign of the Year 2013, PSI has, for the sixth time, acknowledged companies who have carried out a marketing campaign to draw attention to promotional products deserving this attention. Promotional products distributors, suppliers or advertising agencies again had the opportunity this year to compete for the coveted award. The company which has managed to integrate the promotional product optimally in its marketing mix will be acknowledged. An independent jury will evaluate the submitted campaigns. The award will be presented at a ceremony at the PSI 2014. Last year, the campaign of

the company Cerena won with the title “Cerena LUXXXUS – the secret of unmistakable designs”. Together with Andrea Benedela and Cornelia Kreitzberg from the advertising agency Jack Sono, Cerena developed a pair of hairdressing scissors which served as the basis of an extensive campaign. Discovered by a supplier at the PSI Trade Show, the scissors will be refined with Swarovski crystals, making each product a valuable, unique specimen. The upcoming request for submissions promises to be very exciting again. The following companies have submitted their campaign for the PSI Campaign of the Year 2013, (see box). www.psi-messe.com <

CONTENDERS FOR THE AWARD CAMPAIGN OF THE YEAR 2013

- mobilcom-debitel GmbH
- Kalfany Süße Werbung GmbH & Co.KG
- ecom BETZ PR GmbH
- Sprinkmann GmbH
- Karen Wiese/Trendidee GmbH
- mMedia
- Key Merchandise B.V.
- Edition Wannenburg
- Promart
- JHI GmbH
- TRIK GmbH



TIME-SAVERS

It seems that every year everything is becoming more hectic, with more work, more stress, less time and less success. At the end of the year everyone experiences it, and as is the case every year it is pondered in the same manner. It is also experienced at the year-end events. Here, the same question is always asked: "How did this year go?" The answer is too often "Fewer sales than last year." Is that really so? Perhaps a different question would be more appropriate: "Have you done anything new this year? What have we done differently this year? Did we explore new avenues?" When answering this question, many will sit back and reflect. The industry no longer functions as it did in the past, everyone knows that. The competition is too great, the basic conditions have become tougher. Nevertheless, back to the

initial question. "Who has done something differently, who was successful this year?" Certainly the companies that have invested in innovative products. Certainly, those who have implemented clear sales concepts with clear messages. And certainly those who have systematically expanded their Internet activities. There are certainly other success factors, too.

The increasing presence of promotional products on the Internet cannot please everyone. But no one can ignore it. We see the importance in our own activities. An important indicator is the use of the Product Finder. Meanwhile, more than 70,000 product inquiries per month show the importance of the Internet for the trade and the suppliers. It becomes even more exciting when Internet and real life meet one another. The tactile experience as a

strength of our industry will be visible at the PSI in January when new product launches and innovations are presented live and, at the same time, other PSI Online Services have their premiere.

This is an important start to the year for the promotional product advisor – not only because of good resolutions. The foundation for a positive 2014 will be laid at the PSI. A live overview is essential for promotional products advisors to get an overall picture of the products on offer, to be the first to see new products, to meet new suppliers and to visit their existing suppliers. The PSI makes business easier and more effective for both parties. And it is inspiring! This inspiration is important for new ideas and concepts that will be the foundation for success in 2014. And for a little more time ... <



»The foundation for a positive 2014 will be laid at the PSI.«

Best regards,

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

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8TH TO 10TH JANUARY 2014 IN DÜSSELDORF

blau = International Area

pink = PSI Technology Forum

green = HALLE13-Area

orange = New exhibitors

PSI NO.	EXHIBITORS	HALL/STAND	PSI NO.	EXHIBITORS	HALL/STAND
49009	12M BTL&POS PRODUCER Alicja Wasowska	11C61	48731	Beseda - Adrian Bereszynski	10A03
47761	3T-Transfers Technologies for Textile	10A20	PSI Partner	BEYER GmbH	11H76
48989	a.b.m. Italia S.p.A.	9M13	48494	BHS Binkert GmbH	10G23
47670	Abanicos Jose Blay S.A.	9E03	47943	BILNET / Biltur Basim Yayin Ve Hizmet AS	9L50/9M49
48055	Acar Europe GmbH	11F25	46839	Bio Laboratories Ltd.	9F28
48714	acris Sportpokal GmbH	12K28	40774	blomus GmbH	10G73a
42299	adamo design GmbH	10D10	48117	BLU STAR srl	10B21
48644	adelt / Ihre Ideen by IP Adelt GmbH	9D40	40861	BMI BAYERISCHE MASSINDUSTRIE - A. Keller GmbH	10K73
48214	Adesteflash Polonord Adeste SRL	12L18	41435	Böckling GmbH & Co. KG	9B14/9C13
44329	aditan Werbe- und Organisationsmittel GmbH	12B01	47698	BOFA-Doublet GmbH	12L21
47408	ADLER CZECH, a.s.	10F20	48718	BOHEMIA SPORT LION, spol. s.r.o.	9H31
43999	ADOMA GmbH Kunststoff- und Metallverarbeitung	12H53	47566	BOLA GEMA	9E42
47307	AdPen	9N17	48401	Bon Gout Eli Katzenstein	10G19
46850	ADV PAX Lutec Vertriebs GmbH	9E32	48043	Boogaard Textiles B.V.	10K64
44897	AERO d.d. Celje kemnica, graficna in papirna industrija	9M18	48778	BOOKMAN AB	9K31a
45448	Aetzkunst GmbH & Co. KG	9C14	48874	Bornemann Etui GmbH	10F16
48751	AFISA Assoc. Fabric. Import SA	9L34	41855	BOSCHAGROUP GmbH & Co. KG	11D54
48962	a-friends-company GmbH	12B33 TF	47770	Boss Promosyon Ürünleri San. ve Tic. Ltd. Sti.	11K52
49005	AHELYA CANTA REKLAM HIZMETLERI SAN. VE DIS TIC. LTD. STI.	9E17	45767	Bottle Promotions a Tacx International Company	9K32
48797	Firma A&J Agnieszka Polak	9K13	42580	Bott-Top International Ltd. Special Things BVBA	9N16
PSI Partner	AKW Arbeitskreis Werbemittel e.V. Geschäftsstelle	11L65	PSI Partner	BPMA British Promotional Merchandise Association Ltd.	11K20
48934	Albert Mebus GmbH & Co. KG	10D24	46432	brandbook.de NEXT design+produktion GmbH	11H51
48939	Albo Trade srl	12K07	46304	The Brand Company, S.L.	9G31
48947	Alchemy Carta Ltd.	9D35	46116	Brand Promotion CZ s.r.o.	10G26
49035	Alémundo Com de Brindes, Lda	10H74	46905	Brauns-Heitmann GmbH & Co. KG	
49089	Alfamax Technology Company Ltd.	11K71	43702	ehemals Krebs & Sohn Vertriebs GmbH & Co. KG	9A25
PSI Partner	All about Sourcing Network Press Germany GmbH	9004		Bredemeijer Group B.V. - Leopold - Zilverstad - Bredemeijer	12G54
48759	Allbag Tomasz Wozniak	9L41	41141	Hugo Brennenstuhl GmbH & Co. KG	11H20
47137	Allflash	12K43	40567	BRUNNEN - Baier & Schneider GmbH & Co. KG	11D03
45590	aloga gmbh	11C29	48383	BSC SPA	10E27
45461	ALTA SETA GmbH & Co. KG	11D62	PSI Partner	BSGE e.v. Bundesverband Souvenir-Geschenke Ehrenpreise e.V.	11L61
48737	AMEWI Trade e.K. - Inh. Melitta Widerspan	12D50	48045	B-TOKEN BVBA	9K08
44355	A.M.P. S.R.L.	11A22	47672	Bulb-Bottles-Jkaplast AG	11E54
48798	Amplitude Tin & Leather Boxes	12K03	45956	burger pen AG	9D52
45753	Anda Present Ltd.	11H22	46531	Businessball B.V.	10K04
48443	Annaburg Porzellan GmbH	11E66	PSI Partner	BusinessPartner PBS by Verlag Chmielorz GmbH	9004
44291	Araco International B.V.	11F24/11G29, 12B39 TF	41446	Buttonboss B.V.	11K03
48983	Arem Italia Srl	9M42	49043	bwg - Bundesverband der Werbemittel-Berater und -Großhändler e.V.	11L67
45456	Aristos International GmbH	12B03	PSI Partner	BWL Bundesverband Werbeartikel-Lieferanten e. V.	11L65
48941	Arnulf Betzold GmbH Lehrmittelverlag-Schulversand Michael Warneke	12L40	45107	cameolaser by Franz Hagemann GmbH & Co. KG	10F13
48309	ARPE Manufacturas Arpe, S.L.	11C63	49086	Camimpres Comercial SL	11M22a
45895	Artihove Regina B.V.	10H64	48732	CARAN D'ACHE S.A.	10G40
48785	Art Keeping, S.L. Art Keeping	11M22d	48791	CARL SCHMIDT SOHN GmbH	11G12
47506	Condom Message ASHA INTERNATIONAL	9A41	42482	Cartamundi Turnhout NV	11F65a
45428	Asia Pins Direct GmbH	9L51	47753	Carus - a brand of Seidel GmbH & Co. KG	9E22
47525	A-Solar B.V.	11G33	43811	CDH Computer Division Heinemann GmbH	9A32/9B31
PSI Partner	ASSOPROM C/o Confindustria Federvarie	11M30	47456	Cemertas Promotional Textiles Industrial and Foreign Trade Company Ltd.	9B01
41169	ASS, Spielkartenfabrik Altenburg GmbH - ASS Altenburger Spielkarten	11F65	44668	R. Cermak - Minitaschenlampen Made in Germany	12B05a
47330	Atlas Design GmbH	9D41	48789	Chairit of Sweden AB	9K31
46148	ATUT & PRIMAR s.c Golab, Rackiewicz	11A63	PSI Partner	Charlie's Corner Taublieb Consulting	12B39 TF
48738	AuRa Textil GmbH	10F68	48808	Chic Trading srl	10H37g
46204	Axpol Trading Sp. z.o.o. Sp.k.	10G16	47791	CHILI CONCEPT SARL	11C51
46781	AXXEL Sp. Z.o.o.	9D18	48806	The China Office	11G09
48973	Axxel Lenticular - Adam Jastrzebski	12K04	48760	Chocolats Camille Bloch SA	12D38
47411	badge4u Wojciech Pawlowski	12B39 TF, 9A31	48316	Chocolissimo by MM Brown Deutschland GmbH	9L14
41338	Bären-Luftballons GmbH	9D09	48877	chocri GmbH	12A34 TF
48049	Bahar Tekstil San. Ve Tic A.S.	9L27	44950	C.I.F.R.A., S.L.	9031
49080	Baldimo artgeist.com GmbH	12L20	42811	CITIZEN GREEN BOOMERANG S.A.	12G46
48407	Hispanica de Globos S.L. - BALLOONIA	9F14	48658	CiTRON Magdalena Owczarska	11G36
PSI Partner	BAPP Belgian Association of Promotional Products	11K62	46851	Classic Line Warenhandels GmbH	9017
48350	Barbara Hofmann Cosmetic-Pinsel GmbH	9D31	48748	Claymore Willemen Koffers B.V.	9G51
45434	Bartl GmbH	9B52	40511	Clipper B.V.	11A66/11B73
45934	bb med. product GmbH	9C32			
47455	BD Group d.o.o.	10C43			

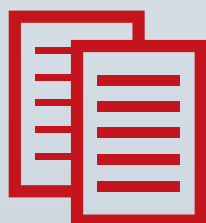
Für Profis.

Die Zukunft der Werbeartikel-Branche gestalten.



UNSERE ZIELE.

- Starke Positionierung des Werbeartikels im Marketing-Mix
- Intensive Imagepflege unseres Berufsstandes Werbeartikel-Berater
- Weitere Qualifizierung der Mitglieder und ihrer Mitarbeiter
- Berufsständische Interessenvertretung
- Markante Etablierung eines Qualitätszeichens für die Branche
- Kommunikation, Branchenaustausch auf verschiedenen Plattformen



UNSERE TÄTIGKEITEN.

- Weiterbildungsmaßnahmen
- Förderung der internen Kommunikation
- Presse- und Öffentlichkeitsarbeit
- Erstellung von Betriebsvergleichsdaten
- Entwicklung gemeinsam nutzbarer Arbeitshilfen
- Kontaktpflege zu Branchen-Verbänden im europäischen Raum
- Dienstleistungen und Rahmenvereinbarungen für die Mitglieder
- Informationen über berufs- und branchenspezifische Fragen



IHR QUALITÄTSSIEGEL.

- Dokumentieren Sie mit einer Mitgliedschaft im bwg, dass Sie zu den guten Adressen unserer Branche zählen.
- Sie erhalten mit der Mitgliedschaft das Recht, das bwg-Logo mit dem Zusatz "Mitglied im bwg" in Ihrer Kommunikation (z.B. Briefbogen, Broschüren, Internet) zu verwenden.

AUFNAHMEBEDINGUNGEN:

- Handel mit Werbeartikeln im Vollerwerb
- Bonität
- Angemeldeter Gewerbebetrieb
- Benennung von fünf Lieferanten als Referenzen

Ausgeschlossen von einer bwg-Mitgliedschaft sind Hersteller, Importeure, Versandhändler, Werbe- und Preisagenturen.

PSI NO.	EXHIBITORS	HALL/STAND	PSI NO.	EXHIBITORS	HALL/STAND
45619	CLIPY COMPANY - Artur Begin, S.L.	9G52	44885	Fabrizio by Heinrich Sieber + Co. GmbH + Co. KG	9L03
43606	Club Crawatte Crefeld	11C34/11D41a	46751	Fair Squared GmbH	12L04
48345	CMA Global Inh. Young Sun Kim	10G09	PSI Partner	Fair Wear Foundation The WellMade Project	12G55
46789	C-MAN by CoMo Europe B.V.	9M52	49007	KKM Thüringen Live GmbH & Co.	
48344	Color Print Ltd.	10H11		KG Fanflosse Vertrieb Deutschland	12L13
46789	CoMo Europe B.V.	9M52	43144	FARE - Guenther Fassbender GmbH	12D14/12G25
48812	COMPUZZ SA	12K13	49050	FD Textil OHG	12A31 TF, 12B39 TF
46835	Concert-Merchandising GmbH	9L13	47960	Feniks Sp. z.o.o.	9N25
48804	Connexion tie APS	12K35	47973	Ferdinand Bethäuser GmbH & Co. KG	9O49
41421	Coolike-Regnery GmbH	9E31	48984	Feuer & Glas OHG Inhaber: Mario Crisolli,	
48908	Cosmetic Service GmbH	10F66		Susanne Kress	12C03
47675	Cotton Classics Handels GmbH	10B18	46874	Cokoladovny Fikar s.r.o.	9A04
48842	CottonLand-Textile Agency Open Vision - Publicidade Lda.	10D27	48519	Finardi Milena SRL	10H37a
48968	creative production team Michael Bittner	12K34	47964	First Editions Ltd.	10D20
49024	Creativ Promotion Enterprises Inh. Birgit Faulhaber	12N54	41002	Alfred Fischer	9E18
48445	CTP S.R.L.	9E21	48315	fischertechnik GmbH	12B39 TF, 9A35
48985	CU Kunststoff GmbH Kunststoff Kreativ	12K20	48158	Flameclub Europe BV	12B30
47701	Culto GmbH	11E65	49027	MASAPRINT d.o.o.	10B15
47722	Cup Concept Mehrwegsysteme GmbH	9K04	44389	Floringo GmbH	10C22
48803	Customcufflinks Pieter Bosscher	11L04	48900	FOHA Krystyna Glowacka Pasternak	9G42
48936	D2 Designs 2 Your Business KAPROL GROUP	10F24	42743	FOL International GmbH	10C73
42819	Gustav Daiber GmbH	12D14/12G25b	48944	Formación, Empleo y Comercialización Sociedad Anónima FEYCSA	9H41
48442	da Vinci Künstlerpinselwerk Defet GmbH	9L31	PSI SERVICE	Forum junge innovative Unternehmen	12K26/12M35
PSI Partner	dedica - Dr. Harnisch Verlagsgesellschaft mbH	12H59	47628	Framsohn Frottier GmbH	11F20
44487	Demapen srl	9C31	48795	France Sport S.A.	11L61a
PSI SERVICE	Demonstration Area	12B39 TF	47463	Francos GmbH Image-Cosmetics & More	12G02
46660	DEONET GmbH	9G04	47869	VINYA NV	11C65
PSI Partner	Der Siebdruck	12A21 TF	47595	freie-produktioner Münster/Osnabrück GmbH & Co.KG	9G18
48449	Der Zuckerbäcker GmbH	9G28c	49019	Frozzypack AB	12L02
PSI Partner	Deutsches Patent- und Markenamt	12D56	PSI Partner	FYVAR - Asociación de Fabricantes y Vendedores de Artículos de Reclamo	11M28
48715	Die neue Linie GmbH	9E41	44443	Industria y Desarrollo Gamax, S.L.	9B41
48993	Die Olive- und mehr GmbH & Co. KG	9G28d	41615	Geiger-Notes AG	11D63
49090	Die Stadtgärtner Inh. Derk Niemeijer	12N01	45676	Helmut GERNET GmbH	11K33
42562	dietronic Computer-Service - Ralf Dietrich	10D14	48932	la vida GmbH	10D19
44998	Digitaldruck Achkaren by Sweetware GmbH & Co. KG	11H75	47324	Get Impressed srl	11F34
41734	Giuseppe Di Natale S.p.A. - Arti Grafiche Cartotecnica	11H71	46306	GEZI Druck GmbH	9N13
48615	DIZAYN ETIKET San. ve Tic. A.S.	9M37	47578	Gimex melamine plus GmbH	9N49
46519	DNS Designteam-Kai-Uwe Neth waterbelt / nautiilooop / mykii / banduo / cardyoursmart	11E63	47578	Giving Europe B.V.	12F30/12G37, 12F30/12G37a
46488	DOCTIME GmbH	11F42	47893	GK Handelsplan GmbH	11G52
43461	DOPAN S.A.	11B44	48793	Globe Hope Oy	9L08
41752	doppler H. Würlingsdobler GmbH	11E41	43242	Göckener GmbH	9M17
48489	Dorling Kindersley Verlag GmbH	11F51	40969	Jakob Göschl GmbH	9D08
47353	Werner Dorsch GmbH	12K44	45829	Goldstar Europe	11L43
46897	Dosenspezialist GmbH	10A13	44615	Golfball Bussjäger Florian Bussjäger	10F19
45720	DreamPen, Polish Ball-Point Pens Producer	10E35	46517	Gorenler A.S.	9D02
48061	Drechserei Kuhnert GmbH Erzgebirgische Holzkunst	9L37	46785	Gotcha! BV	11L15
44886	DreiMeister Spezialitäten - Hans Schröder GmbH & Co. KG	9C51	46895	Gottschalk V.O.F.	11B52
47414	Promo Driinn BOBINO B.V.	11A30	43808	Goudsmit Magnetic Design B.V.	10K63
47467	DRUCKTECH KFT	12C20	48266	Gourmet Leon Feinkostmanufaktur	9D10
48122	Dubi's Promotionartikel Service	9D32	48972	GPBM Nordic AB	10G33
48952	East West Packaging B.V.	12L03	47197	GPE A. Ardenghi srl	9H04
48594	EBERLE & OSTERRIED GMBH	10G75	49095	GPS Spa	10H37b
47503	eco-promo GmbH	9N03	47265	GRASPO CZ, a.s.	11G04
41387	EHRENBERG GmbH	9F04a	46548	Great Central Plastics Limited	10H50
41369	elasto form KG	11F54/G73	48277	Green Earth Products Inh. Helga Nederhoed	11A42/B41
44127	Elektronika SM-Handels GmbH	10E43	43990	Guidetti Carlo Ombrellificio di Eredi Guidetti S.N.C.	9K38
48996	ELITA Spółka Jawna Jerz i Staszalek	9F32	45860	Gutsweine Zimmermann GmbH & Co. KG	10D09
44736	ELITE Srl	9L04	46944	Gutting Pfalznudel GmbH Entwicklung und Herstellung von Logonudeln	11A74
47097	EMBALAJES PUBLICITARIOS NT Diseño y Aplic. del NT, S.L.	10E60	49072	GWV Gesamtverband der Werbeatikel- Wirtschaft e.V. Düsseldorf	11L65
42200	e+m Holzprodukte GmbH & Co. KG	11A19	48876	Bremer HACHEZ Chocolate GmbH & Co. KG	9G28a, 9H22
48844	Emiroglu Giyim Ins. Teks. Gida San ve Tic. Ltd. Sti.	10G02	45107	Franz Hagemann GmbH & Co. KG - cameo	10F13
45997	emotion factory GmbH	12D29a	49079	Haid Werbeagentur GmbH - Cartingo	12L43
42692	EMSA GmbH	11G17	45666	Halfar System GmbH - Rucksäcke und Taschen	12D14/12G25a
46834	Emzed Promotions	9M14	48816	Hand Bags ABC GmbH	11G13
47403	Ender Tekstil Sanayi Ve Ticaret Ltd STI	9D28	42765	HAPPY bvba	11A14
49081	ENTRADA Textile Dienste GmbH - Geschäftsbereich Matten	12L08	44954	happyROSS GmbH	11F43
PSI Partner	EPPA p/a IGC Global Promotions	11M55	46932	HASGÜL TEKSTIL PROMOSYON ÜRÜNLERİ SAN. VE DIS. TIC. LTD. STI.	11H29
49093	Eren Kadife Tekstil Nakliye San.Tic. Ltd Sti	9E39	47160	Hauff Schreibgeräte GmbH	9E10
48529	Erteks Kadife Tekstil San. Ve Tic. Ltd. Sti.	9M28	48701	Haug und Partner - c/o Lenhart Kosmetik ; c/o Düsentrieb Design	12H27
48003	ESBIT Compagnie GmbH	11G14	48028	Haveco BV	12A04
41768	ESC - Europa-Siebdruckmaschinen Centrum GmbH & CO. KG	9B04	41756	HAWECO Import GmbH	11A34/B33
41022	ESCHA GmbH	11H23	48313	Headwear PL Sp. z.o.o. Sp. J.	11C73
48762	Essential Elements AG	12K27	46712	Heibro International BV	10K44
47057	ETITECNIC.	9E40	48787	Heinrich Betz Werkzeugfabrik GmbH & Co. KG Ingo Heyland	12K46
41857	EUROSTYLE - Emil Kreher GmbH & Co. KG - Lederwarenfabrik	11C34/11D41	44145	helo © Heckelmann Holz und Kunststoff GmbH + Co. KG	9K21
49103	Eurotime Srl	10H37c	41583	HEPLA-Kunststofftechnik GmbH & Co KG	11A02/11D01
45339	Everts Pol Sp.z.o.o.	9E27	46706	Herbalind gemeinnützige GmbH - Integrations- unternehmen für Menschen mit Behinderung	11B17
46163	ExpoGraf CardKeep International AB	9D03	41275	C. Jul. Herberthz GmbH	11L53
48749	EXTRAGOODS Handelsagentur Horst Ballé	11B19			
47094	Extrapack OOD	11G37			
47558	E-Z UP Europe B.V.	9M31			



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	Auflösung:	720 dpi
	Lieferzeiten:	kurzfristig

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41016	Heri-Rigoni GmbH	11D24a	47361	Lainas D. & Co. S.A. Printing Company	11F75
46235	HERKA GmbH	12B18	48994	Landway International Corp.	9033
45918	Herzog Products GmbH	11E44, 11F41	46922	Istanbul Tekstil ve Promosyon Ürünlerl, SanTic.Ltd.Sti	9N28
47249	HEYCO-WERK - Heynen GmbH & Co. KG	12G56	44678	L&D Aromáticos, S.A.U.	9F41
48991	H Hauptner und Richard Herberholz GmbH Co KG	12L01	48925	Leber Sp z.o.o.	9N04
48183	High Profile Plastic Parts Ltd.	9M09	48777	Lecce Pen Europe Sp. z.o.o.	12G26
45818	Golfvertrieb Hilbrand	10H20	42438	Lediberg GmbH	11C14/11D29
42919	Siegfried Hintz - MAG-LITE - General- importeur & Alleinvertrieb Deutschland	11D44/11F51	47073	Leniar Sp. Jawna WYTWORNI SZABLONOW KRESLARSKICH	9F13
43891	HNC Import-Export + Vertriebs GmbH	11H43	40717	Lensen Toppoint B.V.	10E34
41118	HOECHSTMASS Balzer GmbH	11A61	43702	Leopold Vienna by Bredemeijer Group B.V.	12G54
45973	Hörsteler Interior Design GmbH	10B63	41248	Leser GmbH Packaging & more	9E45
41690	Philipp Holle KG Papierverarbeitung Werbeartikel	11F01	44742	3e Degré SAS - Les Parfumables	11A39
48946	Hubelino GmbH	12K09	46175	LEUCHTTURM1917 - LEUCHTTURM ALBENVERLAG GMBH & CO. KG	11H13
47349	Hypon BV	11A13	PSI Partner	Imrum Tekstil SAN.TK.LTD	10G15
PSI Partner	IAPP International Association of Promotional Products	11M33	48484	LE COLOR Levent Ofset AS	10E09
45302	ICO JSC	9D39	45457	Lexon S.A.	10C01
44411	ID@ REXHOLM A/S	10C44/10D43	44862	Licefa Kunststoffverarbeitung GmbH & Co. Kommanditgesellschaft	10E14
48090	Idepa - Industria de Passamanarias, Lda.	10D53	48986	LIMOX GmbH	12K42
48229	IF Solutions Ltd.	9G40a	47192	Linarts s.r.o.	11A58
48684	i look innovations GmbH	12L25	48886	Linders Bonbons	10A63
48513	Image Kompagniet APS	10B27	47965	Listawood AT Promotions Ltd.	10E24
48888	imeco GmbH & Co. KG	12K12	42487	LM ACCESSOIRES GmbH	12B02, 12B06
44740	Impliva B.V.	10C75	47113	Löw Energy System e.K.	12H55
49082	IMPORTIME snc - Di Dalla Mora Claudio & Ceolotto Dario	10H371	43208	Logolf Line B.V.	10K06
48692	Industrial Wear srl	10G03	46104	logolini Präsenste Backhaus Fickenscher	9C42
44898	Jaan Ingel AB	9K28	48849	LOOPS CONDOMS	12K41
PSI Partner	INNOVATIONS-FORUM InnoFo UG	12H57	48100	Lufi Expressz Kft.	9D22
48282	Inoxchrom Internacional S.L.U.	10G29	48310	Luminaria GmbH & Co. KG	12D55
46924	INPRO SOLAR SYSTEMS Inh. Georg Huber	9003	47814	Lupenmaxx GmbH	12L26
42907	Inspiration GmbH	11D04/11F21	48754	Lutuf Inanc Textile Ltd.	9L24
44894	Intermed Asia Ltd.	10K01	48885	Luxor Euro GmbH	12D15
43540	Intraco Trading bv	11E19	46414	Lynka Sp. z.o.o.	10D54/10D62
48713	invocem	12M25	48980	M. Plastinez SLL	9L33
45893	i.p.a. Sweets GmbH	11D02	47002	MaCookie	9A17
42567	i.p.a. cosmetics GmbH	11D02a	48040	Macseis Corporate Services Ltd.	10A42
46848	Ipeknur Textile Clothing Co. Ltd.	9G02	49054	Mag Instrument, Inc.	11D44/11F51a
PSI Partner	IPPAG Cooperative International Partnership For Premiums And Gifts	11M70	41617	MAGNA sweets GmbH	12E40a, 12G45
48349	Iskenderler Otomotiv Yedek Parca ve Hediyelek Esysa San. ve Tic. Ltd. Sti.	9N08	44833	Mahlwerck Porzellan GmbH	11H03/11H11, 11L33
48357	IVB Transferdruck - Inh. Norbert Koch	9B27	48283	Maikii s.r.l.	10E27a
47696	Jamara e.K.	12D05	48066	MAKITO BENELUX by WIN BENELUX BV	10K02
47258	Jasani LLC	11A67	48747	Mameks Tekstil San. Paz. Ltd. Sti.	9H18
46742	JHK Trader S.L.	9A52	45840	Manka Créations SARL	11B53
41990	Joytex GmbH & Co. KG	11F04	48309	Manufacturas Arpe, S.L. - ARPE	11C63
41170	JÜSCHA GmbH	9F50/9G49	40755	Marbo-Werbung - Norbert Bokel GmbH	9G03
41545	JUNG BONBONFABRIK GmbH & Co. KG	12D29	49092	MARIP-Werbung Matthias Rippert	12K39
46091	Kaai Kalender GmbH	10C18	48871	Marker Print Ltd	12K45
42706	Kalfany Süße Werbung GmbH & Co. KG	11D34/11E33	49006	Mart s.c. Anna Tomal, Marek Tomal	12L05
48425	Kambukka BVBA	11G19	49017	Marzipan Books Ltd.	11A18
46232	Kandinsky Deutschland GmbH	10C21/10C27	45721	MASAS DECORATIVE METAL PACKAGING	11G03
48037	Karcher AG	12G48	45014	Master Italia SPA	10E54
48966	Karl Loy Bandweberei GmbH Geschäftsführer Till Hackenberg	10A60	48959	Mastermark Oy	12K17
47464	Karlowsky Fashion GmbH	12D30	46457	MAXEMA Srl.	10C64
40043	KASPER & RICHTER GmbH & Co. KG	10D42	46503	MAXIM Ceramics GmbH	9B13
49010	Keepromo International Pty Ltd.	9H38	48690	Maxima Sports B.V.	9N48
47413	Kelnet	9E28	43332	Maximex Import - Export GmbH	10C02
47270	Kerler GmbH	10A73	47483	MAXX Promotion Inh. Dagmar Kornhaas	10E04
48417	Keya Europe BVBA by Kamp Europe BVBA	10K31	42020	MBW Vertriebsges. mbH für Werbeartikel und Spielwaren	12D48, 12E40b
46131	KHK GmbH	12E40, 12G47	48781	Megalens Matbaacilik Turizm San. Tic. Ltd. Sti.	10F73
48979	Kickpack GmbH - Inhaber Ludwig Prüß	12K30	40714	Karl Meisenbach GmbH & Co. KG	12B38
43737	Kimetec GmbH	12B05	48819	Mercan Pazarlama Imalat Ithalat Ihracat ve Ticaret Ltd. Sti.	9C03
47903	Kimpeks Tekstil San. ve. Tic. Ltd.	9H13	41836	meterex - Karl Kuntze (GmbH + Co.)	10G63
43358	Kleen-Tex Industries GmbH	12H15	41680	METRICA SPA	10B19
46528	Kleinmann Textil + Design GmbH	11D66	49018	Michael Schiffer Promotion GmbH	10G49
41794	Karl Knauer KG - Verpackungen, Werbemittel, Präsentverpackungen	10E64/10F71	41581	michel-toys Handels-GmbH	9G50/9H49
47508	Hans Knipf GmbH & Co. KG	10A53	45899	micx-media in concept gmbh & co. kg	10G73
47607	Knirps Media GmbH	11D42	43444	EDWIN MIEG OHG	9C18
41119	Knops Acryltec	9O13	47780	Mimaki Europe B.V.	12B13
47732	PHU KODER II S.C. Leokadia i Waldemar Sikora	9C28	46992	Mister Transfer.com Quatrième Dimension SA	11A45
44071	Könitz Porzellan GmbH	10C04/10C08	48364	MIYO MENDIL VE GIDA SANAYI DIS TICARET LTD STI	9B39
42087	Kössinger AG	9A18/9B17	44940	MK-Haushaltswaren - RICOLOR Thomas Mayr-Kiessling	9F27
47639	Köksal Canta ve Saraciye San. Tic. Ltd. Sti	10C49	47798	MKM media Verlags- und Medienproduktionsges. mbH & Co. KG	11B54
44062	Kolb Import & Export	9G28b	48316	Chocolissimo by MM Brown Deutschland GmbH	9L14
48215	Kornit Digital Europe GmbH	10A04	48784	Modal BRG Örgü Dokuma Tekstil Sanayi Ve Ticaret Ltd. STI.	9E13
47941	KOSMOS Franckh-Kosmos Verlags-GmbH & Co. KG	9E07	49044	Modico GmbH & Co KG	11G72, 12B39 TF
47406	koziol » ideas for friends GmbH	10E53/10E61	48679	Moleskine SpA	11F44
48223	Kreativ Design Merchandising	11C53	47988	Moosmayr Ges.m.b.H	9L38
46770	KREITER GmbH Sizzpack	9N34	48393	More Kagit San. Ve Tic. Ltd. Sti.	11K67
47203	Krüger & Gregoriades Im- + Export GmbH	9B50	49001	MOR ELMA LTD. SİRKETİ	12K47
46731	Offene Systeme Software! Thomas Brecht	9F12	48782	Moto Design Co. Ltd.	10H24
46912	Kunststoffwerk AG Buchs	11B13	46708	moynd GmbH	12K01
44546	KV&H Verlag GmbH Harenberg · Heye · Weingarten	11H62	41143	MSA Münchinger GmbH	12H45
48683	LACUNA d.o.o.	10B32			



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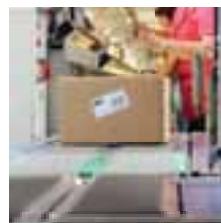
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47776	MSW Lasertechnik GmbH	12K26	PSI Partner	PromZ Vak PromZ Pavillon	11K03/11M16, 11L08
47925	mt products GmbH	10G07	PSI Partner	PromZ Magazine Het Portaal Uitgevers B.V.	9004
41702	MÜBOPLAST Müller & Co. GmbH	9H50	48685	PR Tryck AB	9G14
45974	Multiflower GmbH	10C10	PSI SERVICE	PSI NL der Reed Exhibitions Deutschland GmbH	10G48
47959	MULTITEC Distribution GmbH - Spiderpad	10K45	PSI SERVICE	PSI 360° Produktvisualisierung	10C74/10E75
48938	Münder-Email GmbH Emailleprodukte für Haus und Garten	12K06	PSI SERVICE	PSI CAFÉ	11L33
44983	Murat Tekstil	11E61	PSI SERVICE	PSI Design Forum Piltz Design	12D56
47673	myfitmix GmbH - Gesunde Werbung	9D17	PSI SERVICE	PSI eBusiness	10C74/10E75
46486	Nath 2004 S.L.	10C15/10C19	PSI SERVICE	PSI Info-Point: Produktidee, -design und -schutz	12D56
47956	NAV Enterprise LLC - Cosmos Exports	9C36	PSI SERVICE	PSI International Area	11K03/11M76
48124	NEOFLEX Ltd. + Co. KG	12B31 TF	PSI SERVICE	PSI Journal	10G48
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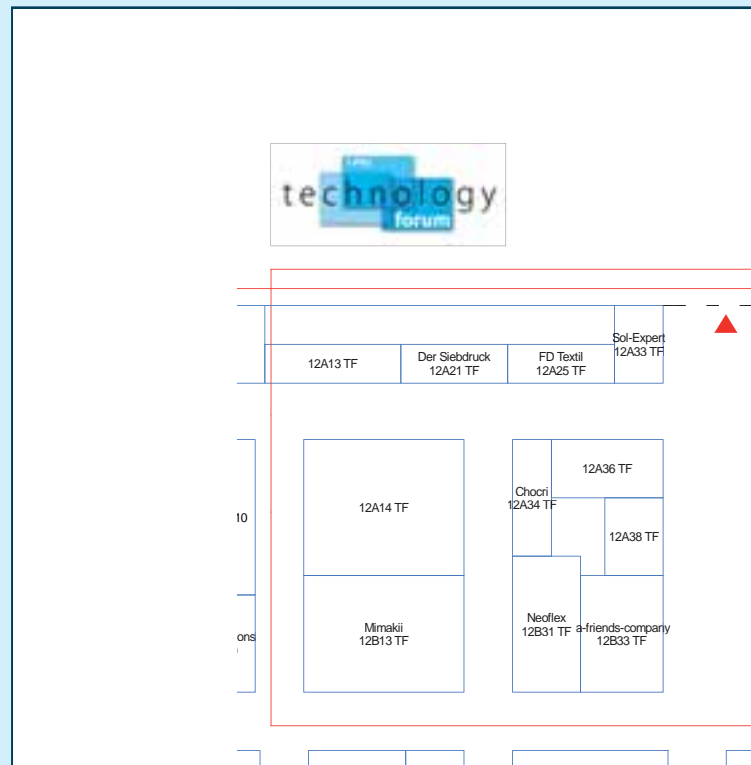
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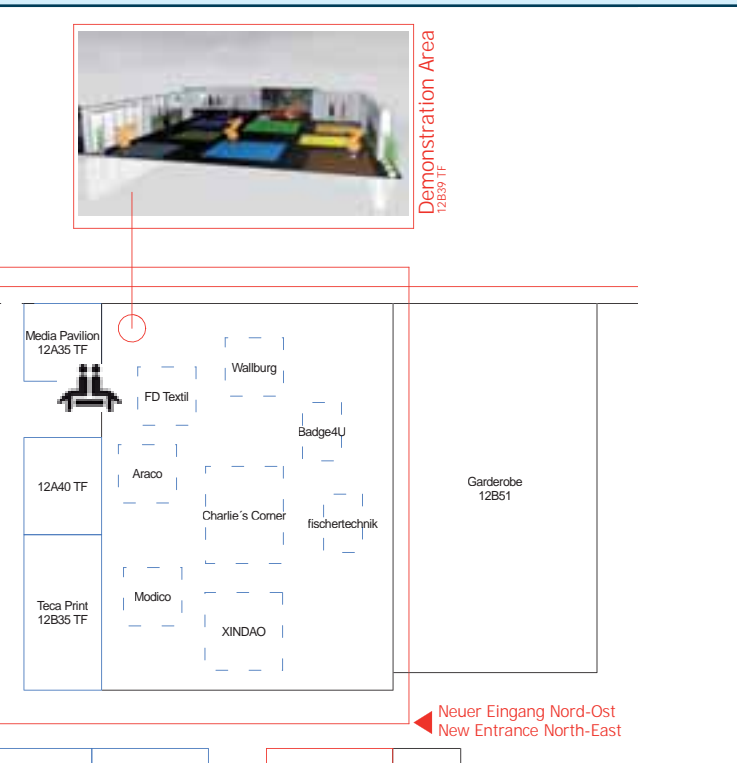
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Trade shows are indispensable: 90 per cent of the top decision-makers at executive levels, 95 per cent and 89 per cent of executives in the areas of research and development and sales and marketing respectively take advantage of trade fairs on a regular basis. 83 per cent of the company employees responsible rate the trade show as an effective marketing tool. Trade shows are useful for maintaining contacts and acquiring customers and they also offer an up-to-date overview of the industry. In January 2014, the PSI will also be offering a cross-section of trends and innovations in the promotional products market. In the trade show issue, we will be showing you a selection of the colourful variety of products that awaits you in Düsseldorf. Don't miss out.

Please give some consideration to the title themes of the February issue "FIFA World Cup 2014" and "Spring and Summer" and send your product presentation (image and text) no later than 16 December 2013 to: Edit Line GmbH, Redaktion PSI Journal, e-mail: hoechmer@edit-line.de. <



SND: HIGH-TECH COMBINED WITH TRADITION

SND PorzellanManufaktur is a good example of the dedicated and successful SMEs in Germany. The Hanau-based manufacturer of promotional porcelain products expanded in the structurally weak region of Thuringia in 2004 and established a production facility in Zeulenroda in which a team of roughly 40 people produce high-quality promotional porcelain products on a total of 1,200 square metres. <



ID® – PREPARED FOR THE FUTURE

The company ID® in Holstebro, Denmark, has been supplying profile, corporate and promotional clothing to companies for 30 years. Recently, the company moved to its new headquarters where the business concept "high-quality clothing – flexible customer service – efficient logistics" can be optimally implemented. In the January issue you will learn more about the company that sees itself as a centre of excellence. <

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Goodbye Christmas, hello Easter!

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the EGGciting news
at the PSI!



Premium-Box filled with Easter bunnies



Single fruit jelly bunny



EGGstasy

Creative ideas for Easter.

Thinking about the next seasonal event before Christmas is even here? But then surely with promotional ideas that are creatively surprising and are bound to cause a stir long term. For example with the highlights from our Easter range 2014. The Gubor Easter bunny is a very special eye-catcher whatever the promotional measure at the P.O.S. and is also the perfect enclosure. This tasty messenger will appeal to every target

group's taste. And then there's the Premium-Box filled with chocolate bunnies, the single fruit jelly bunny and the EGGstasy chocolate/fruit jelly eggs that will emotively get your message across in the run-up to Easter. Contact the JUNG team now **for samples and product information as a neutral PDF for your advertising campaigns.** www.jung-europe.de