

➤ **PS1**

POWER FOR PROFESSIONALS
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For Promotional Products
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JOURNAL



Jürgen Rüppner
Werbemittel Rüppner
In The Service Of
Promotional Products



Ralf Völlinger
**Agentur &
Druckerei Murr**
Firmly In Family Hands

The new PSI
Emotional, Creative,
Trendy

Product-Guide
Games And Hobbies
The Autumn Season

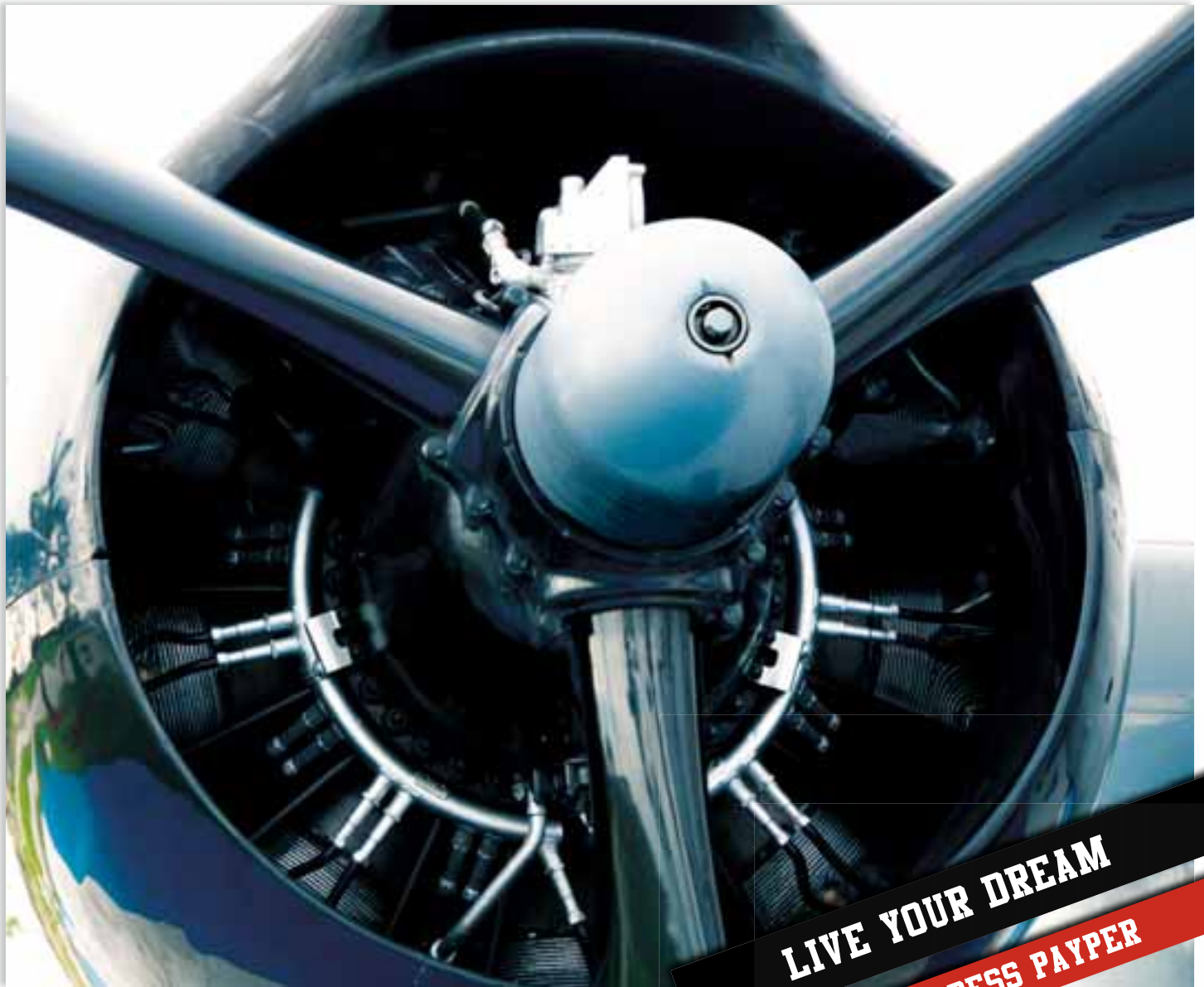
CiTRON
European USB Warehouse

Industry
Companies, Events,
Markets

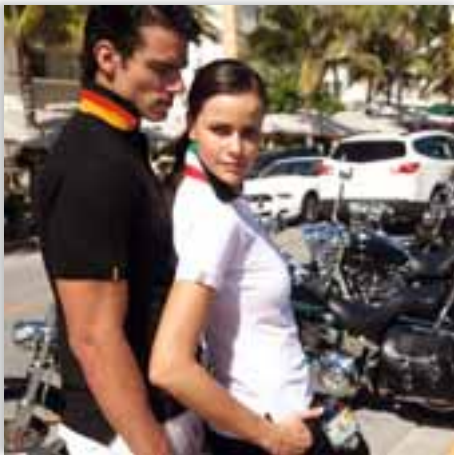


MULTI-SENSORY PROMOTIONAL PRODUCTS

**STRONGEST
ADVERTISING EFFECT**



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EDITORIAL

YOU ARE AMBASSADORS!

Last month's editorial entitled „Pharmaceutical industry wants to ban promotional products“ shocked many entrepreneurs in the industry, yet at the same time motivated many to take action. Rarely have I had so many telephone calls as in the days and weeks thereafter. Moreover, e-mails were just pouring into my inbox. By now the storm has abated somewhat, but hopefully not the efforts to change the mind of the pharmaceutical industry.

One e-mail in particular was on my mind. An entrepreneur asked why this was all being done, all the advertising impact research, the efforts of the industry to be acknowledged as a high-grade advertising tool, the political activities with the same thrust. What bothered him was that the results, despite all our exertions, were like those we are currently seeing in the pharmaceutical industry. In principle, he was asking why we go to all the trouble if nobody knows about it and it consequently is of no use.

I have often heard that our message is not reaching the industrial customers out there. But who is going to take it to them? The consultants and distributors, who else? The PSI and the associations have gone to great expense to have the data on market research scientifically gathered and then circulated them among the members. They can be found all over the Web, at the sites of the associations and the PSI. Now it is for every entrepreneur to communicate these data as effectively as possible to the industrial customers. At every presentation, the key information must also be communicated. You are the ones who have direct contact to the customers.

Sure, the media can help here, as well. But here our influence is quite limited. If every one of the more than 7,000 PSI members would pass our message on to only fifty customers, then we could reach 350,000 companies in Europe. Yet many members have even more customers in their files. So it should not be difficult to reach half a million or even a million companies. A gigantic success.

I can only ask you all to make the facts and figures of the market research an integral part of your own advertising efforts with your customers. We must recite these facts and figures again and again. Other advertising tools are miles ahead of us. We must recognize this fact and work to change it. Competition has become fiercer. Other competitors on the advertising market are also nibbling at the budgets of the pharmaceutical industry. They have obviously realized how to put themselves in the best light. So it's high time for us to change our way of thinking.

Keeping this in mind



Manfred Schlösser
Editor-in-Chief PSI Journal
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Manfred Schlösser

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ADVERTISING PLAYFULLY

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Good promotional products convince thanks to a successful combination of benefit and design. When the combination is right, they convey their message in a way that is targeted, direct and long-lasting. Their effect is even more intense when it is conveyed playfully. Furthermore, we will present multicoloured business arguments – promotional products for the autumn season.



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STRONGEST ADVERTISING EFFECT

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When we read studies comparing the acceptance of different kinds of communication media by the general population, promotional products – if they are included at all – regularly take an undisputed first place. The reason many like to give for this is that they have the character of a gift. “Do ut des” – I give to you that you may give to me – and even though it may be a precious moment of attention. An archaic mechanism anchored in our brains, but this is not the only reason.

THE NEW PSI: EMOTIONAL, CREATIVE, TRENDY

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The PSI Düsseldorf stands for competence and professionalism in the promotional product business, and has done so for more than fifty years. Products and innovations will be the focal point of the new PSI, put on as a life-style fair. Exciting projects are being developed to entice people to take part. Plenty of new things to find in every hall and especially creative product presentations to be discovered. Come to Düsseldorf and take advantage of the PSI for your business. “Style your business!”

CITRON: EUROPEAN USB WAREHOUSE

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Warsaw-based CiTRON specializes in making USB sticks and lanyards decorated with jewellery. The strengths of this manufacturer are strong production quality and delivery times that are flexible and short.

IN THE SERVICE OF PROMOTIONAL PRODUCTS

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Jürgen Rüppner has been constantly giving the promotional product scene in the new federal states of Germany fresh impulses ever since the fall of the Wall. With the first in-house exhibition a series of customer events was launched which to this day have been very popular with exhibitors as well as guests. It is also these in-house exhibitions which serve Jürgen Rüppner and his expert team as an ideal forum for bringing customers, employees and suppliers together in successful interaction. This is where accents are set for joint projects which focus on promotional products.

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IT IS BLOOMING SO BEAUTIFULLY

The Netherlands is the worldwide leading exporter of cut flowers. In the first half of 2012 alone, the Netherlands exported flowers worth € 3.1 billion. Cut flowers with a value of € 1.9 billion and potted and garden plants worth € 1.2 billion were exported. Their main customer is Germany. Flowers worth € 995 million crossed the German-Dutch border in the first half of 2012. England and France were the second and third largest importers of Dutch flowers with an export value of € 438 million and € 360 million respectively.

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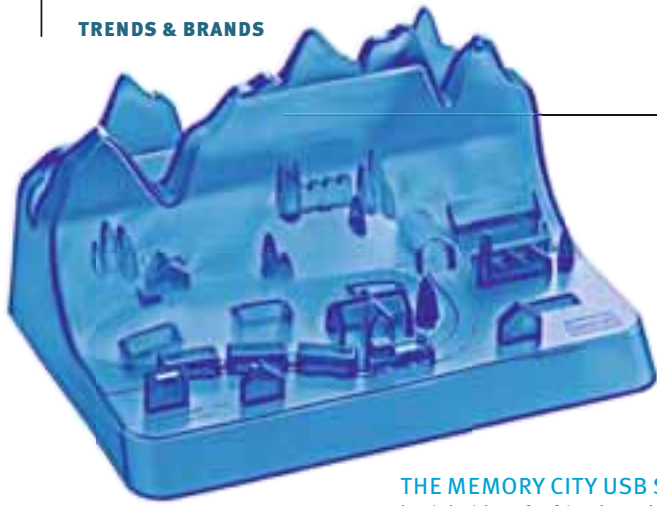


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CREATIVE CHAOS

Do we really have to spend half of our lives keeping things organized? The office supply store Staples has conducted a survey of employed adults who were at least 20 years old in order to find out the role that tidiness plays in the office. And what did they come up with? 72 per cent of those surveyed indicated that keeping things organized at the workplace is one of the most important factors for being able to work effectively. This appears to be age-related because only 69 per cent of the 20 to 29 year olds thought tidiness was important, whereas 80 per cent of the over 60-year-olds thought so. According to the study, women were, generally speaking, more organized at work, since 68 per cent of them indicated that they paid attention to keeping things organized. On the other hand, only 53 per cent of the men thought it was important to have a tidy desk. Men were more interested in having the optimal technical equipment in their office. We'll help inspire you to turn your desk into a place where you enjoy doing your work.

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PROMOTIONAL PRODUCTS AS A MULTI-SENSORY COMMUNICATION INSTRUMENT

STRONGEST ADVERTISING EFFECT

When we read studies comparing the acceptance of different kinds of communication media by the general population, promotional products – if they are included at all – regularly take an undisputed first place. The reason many like to give for this is that they have the character of a gift. “Do ut des” – I give to you that you may give to me – and even though it may be a precious moment of attention. An archaic mechanism anchored in our brains, but this is not the only reason.

Anyone who makes use of promotional products is courting the patronage of the recipient. To reach this goal, the promotional product must be relevant and awaken positive emotions – the ideal way not only to gain attention, but also to generate a deeper interest. Every second, millions of sensory stimuli swirl around us,

including thousands of advertising messages every day. But only what is relevant to us, that is, what speaks to our personal goals, needs and wishes, comes through to us. According to the findings of neuroscience, we are impacted by around eleven million bits of sensory impressions every second. Of these, however, only forty

bits reach our consciousness – this corresponds to roughly four to six pieces of information. The decision regarding relevance is based primarily on an implicit process. The stimuli reaching us are evaluated intuitively or on the basis of our unconscious store of experience. What tips the scales is the limbic system, which also



Haptic advertising media, like the fold card shown here, can create an endowment effect for abstract products and services, for instance, and thus measurably increase the willingness to buy.



comes before consciousness. The emotional centre of our brain also has archaic roots and functions entirely unconsciously. Stimuli which elicit no feelings are simply not processed any further and thus disappear without a trace, producing no effect whatever.

PROMOTIONAL PRODUCTS HAVE THE TOP REACH

In an advertising impact study by the German Association of the Promotional Products Industry (GWW) done in 2011, the most important aspect of a promotional product, taking first place, was “concrete function/practical utility”, followed by ease of use and high value. This is one of the core results of 2,002 online interviews conducted by the Dima Marktforschung market research company on behalf of the GWW. Of the participants, 94 per cent owned a promotional product included in the questionnaire, representing the categories of, for instance, office and stationery supplies, household goods, car accessories and clothing. 86 per cent regularly used the promotional product. This yields an average daily reach of 88 per cent of the population

fourteen years of age and older: a peak value. Radio advertising took second place with 79 per cent, TV commercials reached 75 per cent, giving them third place.

PROMOTIONAL PRODUCTS MAKE GOOD ON ADVERTISING PROMISES

In contrast to intangible media, promotional products not only make a promise, but can also authentically make good on it. This is a serious difference. Why is this so? Promotional products act by way of direct contact with various sensory channels, but at least two: the senses of sight and touch. If we look at the spectrum of products used promotionally, the entire multi-sensory potential of tangible instruments of communication unfolds. They can convince their target group with fitting tones and sounds, inspire it with scents or let it acquire a taste for a product. No other advertising medium offers such great multi-sensory potential. Thus promotional products hook on to our primary instruments of perception directly and authentically. After all, we perceive the world with all our senses. Nothing convinces us more than our own experience.

PROMOTIONAL PRODUCTS AS REALITY YOU CAN COMPREHEND WITH THE SENSES

The more senses that convey the same message, the stronger the influence on our behaviour. According to brain research, the effect of a message can increase by as much as tenfold for each additional sensory channel it addresses – a neuronal reinforcement phenomenon which has been dubbed “multi-sensory enhancement”. In advertising practice, this means that we get more attention, a more intense effect and greater recall as soon as we appeal to our target group through more than one sensory channel. The USP of promotional products is that they put a piece of reality into our hands that we can comprehend with our senses in a world full of abstract advertising promises. The haptic dimension of promotional products builds a bridge to the world of objects, to tangible reality. What we can comprehend by holding it in our hands is true and real. This is how we learn right from the cradle. We conquer the world of objects by learning to comprehend and manipulate them. Even when our brain is



The USP of promotional products: In a world full of abstract advertising promises, it puts a piece of reality into our hands that we can comprehend with our senses.

mature, we still learn even better when our hands play along.

SENSORY STIMULI TRIGGER ASSOCIATIONS

This is why every touch and every movement calls up a world of associations or haptic patterns whose foundation is laid in the respective part of our brain by the age of seven. Throughout our life, it serves as a reference sample, gets complemented and varied. What do you associate with a rough, cool or soft surface? Which associations come into your head when you see an outstretched arm or hand, or a turning motion? Normally, we do not think about the answers to such questions. Nor do we need to, for we respond unconsciously to haptic as well as other sensory stimuli – as various undercover neuroscience studies on sensory research have shown. For instance, application papers were put in the hand of test subjects whose task was to estimate the competence of the candidates. The haptic stimulus was smuggled in: the documents were handed over on a clipboard weighing either 340 grams or two kilograms. The higher weight was associated unconsciously with greater competence; the applications on the heavier clipboard consistently came off better

CONFIDENCE-BUILDING CONTACT

What we touch, touches us and does not easily let go. We develop a personal relationship to things which are relevant to us and set off positive emotions. This is because the sense of touch also defines closeness to people and things. We like to touch what we like, and when we hold it in our hands, we do not like to let go of it very quickly. According to the GWW study, 75 per cent of promotional products had already been in the possession of their recipients for more than a year, including 37 per cent which had been in use for more than two years. The study also showed that promotional products achieve the best advertising effect. While 57 per cent of those surveyed recalled a brand or company owing to a promotional product, the quota fell to 28 per cent for TV commercials, and 32 per cent for radio advertising. The advertising recall rose to 75 per cent when the promotional product was able to score in four dimensions: personal relevance/enjoy using, quality, originality and advertising imprint. Even

a striking advertising imprint found favour with 34 per cent. Among the positive effects on the recipient was approval, which captured more than 40 per cent: would recommend, is customer-oriented, especially likeable and highly esteemed.

EXTREMELY EFFECTIVE INSTRUMENTS OF COMMUNICATION

New scientific findings, especially neuroscience research, are putting advertising gifts into a new light. Moreover, they provide a rock-solid basis for arguing that promotional products must be anchored in customers' minds as extremely effective instruments of communication – from SMEs to the big brands. Used strategically, promotional products cannot be beat when it comes to acceptance, recall and the strength and duration of contact. <



**Dr Klaus Stallbaum,
Multisense Institut**

The Multisense Institut is currently preparing workshops and seminars on this group of themes. The starting gun will sound in the autumn of 2013 – you can already sign on at www.multisense.net

THE MULTI-SENSORY POTENTIAL OF PROMOTIONAL PRODUCTS

A talk with Olaf Hartmann, Managing Director of Touchmore GmbH

What makes a promotional product into a multi-sensory communication medium?

Promotional products are by definition multi-sensory communication media because they address at least two senses at every contact. Seeing and feeling. In most cases, another sense is added. This can be hearing, smelling or taste. Thus promotional products can profit from multi-sensory enhancement, which heightens brain activity by a factor of ten for each additional sense – with accordingly positive effects on perception and recall.

Touch plays a special part here ...

Yes, it is touch above all which is addressed by all promotional products. That is why we sometimes speak of haptic advertising. In order to fully exploit the potential of a multi-sensory communication medium, all the sensory dimensions of a promotional product must be coordinated to the statement. The sense of touch, for instance, should not conflict with the sense of sight. Everyone knows the feeling of disappointment when you take a promotional prod-

uct in your hand which appears to be made of high value, long-lasting metal, only to discover that the product is merely made of plastic. This can cause cognitive dissonances which ruin the advertising effect. The magic of an effective promotional product arises from the control of the sensory details of the presentation, the object, the finishing and the function.

How does this view enhance the value of promotional products and their advertising effect?

Research in recent years in neuroscience and behavioural psychology has shown how important the sense of touch is to attention, memory, estimation, differentiation and willingness to buy. This is of great value to industrial customers who are actually not looking for promotional products, but would like instruments to make customers loyal, increase advertising efficiency, support branding and have more success with sales.

Can you mention an example of how touch influences our perception?

Touch has an unconscious effect on our perception which is often amazing. Many psychological studies, for instance, show that we place more value on things we have held in our hands, things we have touched. Subjects in experiments paid up to 30 per cent more for a cup if they had held it in their hands. The subjects paid as much as 60 per cent more if they had held the cup for a longer time – 30 instead of just 10 seconds. The explanation is simple: touching enhances the feeling of possession. We place more value on what we possess and do not care to give it up. In 2002, Daniel Kahneman – whose research also included studies of this so-called endowment effect – is the only psychologist so far to have received the Nobel Prize for Economics.

What are the consequences of this for promotional products?

Haptic advertising media can create this endowment effect for, say, abstract products and services, thereby raising the willingness to buy. Thus Touchmore, for instance, increased the sales figures for credit cards at a Berlin savings bank last year

Many scenes at stands at the PSI show that promotional products evoke positive emotions.





Look, touch, smell: promotional products appeal to the senses.



by 69 per cent in only three months through using haptic media.

How can the trade make use of the multi-sensory potential of promotional products in sales talks?

When the trade comprehends promotional products as multi-sensory communication media, it will then be in a position to make better arguments for this investment to industrial customers. At the same time, it will have an opportunity to position itself as a valuable consulting partner with up-to-date knowledge from the field of neuromarketing. For it will be recommending an instrument that enhances the effect of other marketing measures and makes these investments more effective, as well. You see, promotional products never function as a single measure. They are comparable to an effervescent tablet which requires liquid to take effect. By the same token, a good promotional product needs dialogue marketing, live communication, advertising and sales to take effect.

Could the multi-sensory approach show us a way out of the price spiral?

Of course, because when marketing processes are supported by this self-conception, it is no longer a matter of finding the cheapest item, but of finding the one with the best ratio between cost and effect. The amazing findings of brain research, showing how the slightest unconscious signals can influence overall perception, make it easier to argue for high-quality items. If the costs per contact with an item are higher, but it makes a long-lasting positive impression on brand perception, keeps the product benefits longer in mind or can increase the willingness to buy, then this item is comparatively low priced. The best basis for reaching this position with customers are hard facts and in-depth knowledge on the advertising effect of promotional products. These are found in part in the form of various industry studies, but even more in the areas of learning theory, cognitive science, behavioural psychology and neuromarketing. The trade must make use of this knowledge in consultancy and sales in order to bid goodbye to the price dis-

cussion. But if we leave the dimension of effect out of consideration, all that is left is the price of the item and the logistics costs. <



Olaf Hartmann originally came from international advertising at Bayer AG, founded Touchmore, the first specialist agency for haptic sales promotion in Germany, in 1995, and since

then has been incorporating the findings of behavioural psychology and neuroscience in the development of haptic media, many of which have already won awards. Hartmann was a course instructor at the business administration institute of the University of St. Gallen from 1996 to 2004, is a founding partner of the Multisense Institute for multi-sensory marketing, and co-initiator of the "Multisense Forum" series of congresses. www.touchmore.de

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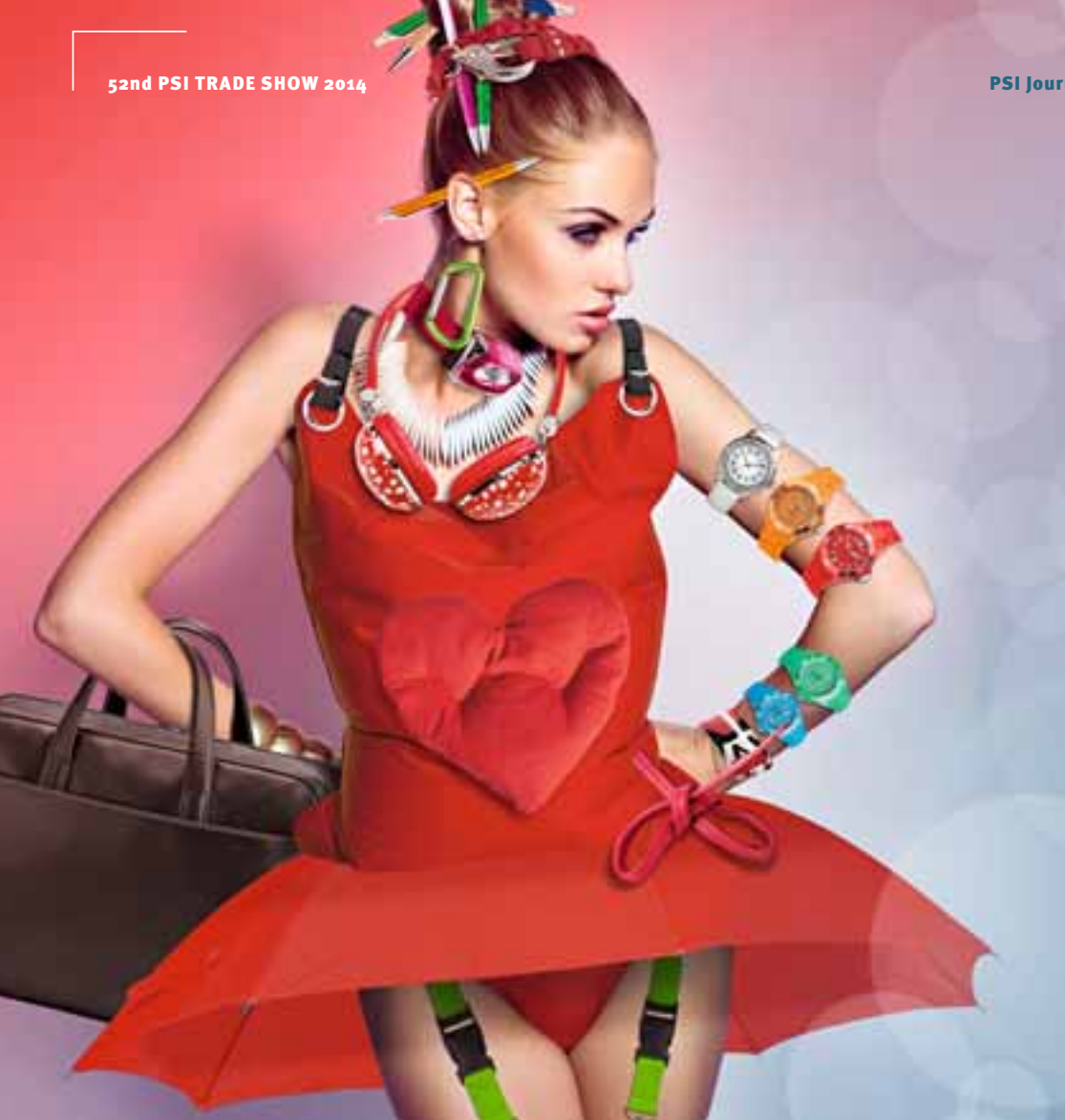


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The products are the focal point:
The PSI as a lifestyle Trade Show.

THE NEW PSI

EMOTIONAL, CREATIVE, TRENDY

The PSI Düsseldorf stands for competence and professionalism in the promotional product business, and has done so for more than fifty years. At present, this leading trade fair of the European promotional product industry is getting ready for the future. Products and innovations will be the focal point of the new PSI, put on as a lifestyle fair. Exciting projects are being developed to entice people to take part. Plenty of new things to find in every hall and especially creative product presentations to be discovered. Come to Düsseldorf and take advantage of the PSI for your business. “Style your business!”

Emotional, creative and trendy – that is what the thousands of products are, both old and new, around which the entire PSI revolves, and these terms are just right to characterize the vibrant, fashion-conscious and dynamic promotional prod-

uct industry. And this is exactly how the new PSI is going to look next January: young, fresh and with lots of ideas on how to let people experience exhibits and new products with all their senses. The advertising campaign for the 52nd PSI is taking

up these new themes and translating them into extraordinary, striking key visuals. You are sure to know the self-assured pug who appears in the exhibitor communication from the June issue. The red styled lady whose outfit is entirely “tailored” from pro-

motional products visualizes the visitor information for the PSI 2014. So the new advertising presence of the PSI is completely different, daring and lively.

THE NEW MALL

The first “wow effect” at the PSI 2014 is provided by the “new” mall, the entrance area of the PSI. Up to now, the entire entrance hall, which you see looking down from the stairs and escalators, has not been used for the PSI. This is now going to change: the mall will no longer merely be the passage you go through on your way to the Trade Show halls, but it will get a face of its own and itself become a showcase for all kinds of events and activities to make the atmosphere at the Trade Show more tangible. The mall in front of Hall 9 will be turned into a fashionable lounge, fully carpeted, with appropriate lounge music in the background, free coffee and snacks to get visitors in the mood for a successful day at the fair first thing in the morning. This is where the PSI team will greet visitors and help them with information. A modern court jester will be joking around to make the time pass quickly while waiting at the cashier’s booth or cloak room. Hence the day at the fair can get off to a relaxed start in high spirits. The mall will also provide the first chance to experience products. Even before going into one of the halls, visitors will go through a “product avenue” where they can examine especially unusual product samples and even take them along with them. The new Trade Show bag, filled for the first time exclusively with product samples, will likewise be handed out in the mall right from the start! The pocket hall plan distributed in the mall will be doubly useful, for it not only shows the fastest way to the stands, but again will also contain the PSI Bonus Voucher with special exhibitor campaigns.

PSI AFTER WORK

The mall will have something going on all day, but starting at 5 p.m., it will become an attractive location for events. This is where the new “PSI After Work” networking event will be held on Wednesday and Thursday, replacing the former PSI Night.



Now you can get together with customers right after the fair, establish or deepen contacts and at the same time let the day come to a relaxed end. The personal contacts which have been a hallmark of the promotional product industry from the very outset are intended to take centre stage once more. The PSI After Work will give the PSI as an industry platform a new networking even right at the fair for two days. Talking and exchanging opinions goes best with pleasant music and various campaigns, free

drinks and snacks, near the Pernod cocktail bar and the elasto form beer bar.

WELL ORGANIZED RIGHT FROM THE START

So the creative organization of the PSI as a lifestyle Trade Show will begin right at the entrance and continue on through all the halls. Promotional products can be experienced at every turn. Come along with us in the following issues of the PSI on our tour of the fair and get to know the attractions at the new PSI!





GAMES AND HOBBIES

ADVERTISING PLAYFULLY

Good promotional products convince thanks to a successful combination of benefit and design. When the combination is right, they convey their message in a way that is targeted, direct and long-lasting. Their effect is even more intense when it is conveyed playfully.

Experts such as business coach and organization consultant Virgil Schmid know that play is a success factor in the area of sales strategy and marketing. “Whoever plays, wins – and this also holds for sales. Exchange goods for money? It has not been that simple for a long time now. The one who keeps ahead of the competition is the one who awakens positive emotions. Games and play enable people to have new experiences, let them try out new ways of acting, but without any risk. Anyone who sells playfully, invites customers to play along.” The products of the promotional product industry in the areas of games and hobbies have what it takes for this effect. A product that advertises in a way that is original and playful wins favour, scores points with customers and creates good feelings. Even though it may be “only” a trifle, a promotional gift that is fun sticks in the memory because the recipient enjoys playing with it. Games and hobbies are activities which people engage in voluntarily and as a rule regularly for amusement or relaxation. This is exactly the effect of the products we will present to you this time.





FUN AND GAMES IN ALL SITUATIONS

Whether you are at home, travelling or on your lunch break, the Royal games set from Giving Europe provides for fun at every opportunity. And it is no wonder: alongside the classic board games of chess, draughts, backgammon and dominoes, it also contains dice, a deck of cards and a wooden puzzle. All of this is stowed in a practical, light, easy-to-close plastic case. Advertising can be applied by the supplier by means of pad printing.

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DOUBLE THE FIZZ

Within the scope of a term project at a German and Chinese university, Global Innovations has developed a large number of completely new products. The company can now draw on more than 100 registered industrial property rights and will also be carrying out special developments for PSI members on request in the future. One product from among the new developments is, for instance, the new double bottle opener that turns even the act of opening into a shared moment. The two people simply each position their bottle at the same time, then press down on the opener with their thumb and the bottles are already open. Of course, it is also possible to use the product by yourself. Products with registered industrial property rights can be assigned to PSI members exclusively for particular countries or customers.

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info@globalinnovations.de • www.globalinnovations.de



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

The football from Multiflower applies ball coordination to advertising. Simply remove the lid, sow and watch things grow. After just ten to fourteen days, you can cut the grass for the first time. The ball with a format of 90 millimetres and a weight of 85 grams provides plenty of space for a logo imprint. From 100 units upwards, it is also possible for pad printing to be applied to the white area of the ball.

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

CUDDLING WITH QUALITY

With considerably more than 200 items of the Minifeet brand, the new Plushline from mbw is the company's most extensive group of products. The goods stocked are selected with love and care, thoroughly checked by quality management and tested by independent institutes. Each cuddly toy has an orange label attached to it, which signals that it is a safe and high-quality advertising medium. Besides other new animals (husky, mammoth, kangaroo and parrots), the 20-centimetre-high koala Silas has been added to Plushline.

42020 • mbw Vertriebsges. mbH • Tel +49 4606 94020
info@mbw.sh • www.mbw.sh



GOAL IN SIGHT

As of the beginning of this year, the highly modern compass known as Travel Companion is part of Kasper & Richter's range. This is an all-rounder among compasses. The practical pocket mirror compass is ideally suited to any outdoor activity. The removable magnifying glass and the ruler (centimetres/inches) are invaluable for ascertaining the route. In addition, the Travel Companion has an integrated LED, making it possible to navigate at night, too. Overall, the compass is a high-quality product with a fluid capsule that adapts to high variations in temperature, avoiding the formation of air pockets.

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





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2





LIGHT ME UP

The yo-yo called Light up from Giving Europe is, quite literally, a high-light. Available in blue or red, it lights up whenever it is unwound. This thereby turns the traditional, fun game, which particularly challenges your skill, into a real eye-catcher. The corpus of Light up is made of robust plastic, which ensures long durability. On request, a promotional message can be printed on, primarily with pad or digital printing.

45737 • Giving Europe B.V. • Tel +31 344 640500
contact@givingeurope.nl • www.givingeurope.nl

IN THE FAST LANE

The remote controlled Ferrari F248 F1 measuring 25 x 10 x 6 centimetres from Lehoff guarantees top driving fun for children big and small. The scale of this fast car is 1:18. It is supplied in a gift box that has a transparent window and also contains the necessary batteries. Promotional messages can be added on request.

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



SUCCESSFUL COMEBACK

Beachminton is the name of the new brand in the range of MTS Sportartikel Vertriebs GmbH. Not altogether new, but new to the range: power badminton in the open air and on soft sand was first introduced at ISPO 1998 and is experiencing a successful comeback with the racket sports specialist MTS. Under the umbrella of the brand Talbot-Torro, the manufacturer has developed completely new product characteristics and now turned the indoor beach brand into an all-round concept for anywhere and anyone.

48527 • MTS Sportartikel Vertriebs GmbH • Tel +49 8171 43180
info@mts-sport.de • www.mts-sport.de



CATERPILLAR MAKES BABIES CLEVER

Not only is it cuddly soft and puts colour into the children's room, but the cheerful caterpillar from Sigikid also enables even little babies to exercise simple motor skills. This caterpillar that makes kids clever can be taken apart according to its coloured elements. Thus the tiny tots easily take notice of the structure and can quickly put it back together. In the process, they can listen to the sounds of bells and crackling foil. The caterpillar is 57 centimetres long, its outer material is cotton and microfibre plush with a filling of soft polyester wadding.

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



CULT SUSPECT

The 3D UFO labyrinth from Krüger & Gregoriades has what it takes to become a cult item: when the little metal ball starts rolling, you have to think in circles and not lose your sense of direction. Whenever it goes off track, it starts back from the beginning. This item is not only a fun challenge for young and old, it is also a great way to train your patience, concentration, dexterity and coordination. But watch out: once you start, this game of patience will keep you mesmerized for hours! The product is delivered in a gift box.

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

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www.uma-pen.com/icon



FASCINATING BUBBLES

For any situation: blowing bubbles remains one of the most popular pleasures for big and small. For this, the resilient Pustefix, supplied by Success, is a very appealing choice. Whether as a mailing enclosure or promotional giveaway, Pustefix will be well received anywhere. The bubbles will awaken all kinds of emotions and guarantee maximum attention. The promotional possibilities in different colours and other options for customization, such as specially shaped blowing pieces, also turn the logo of the advertising company into a "multi-eye-catcher".

43053 • Success Dr. Rolf Hein GmbH & Co. KG • Tel 49 7071 78898
seifenblasen@pustefix.de • www.pustefix.de/success



RETURN OF A LEGEND

Admittedly, only the very rich can afford luxury cars like the SLR McLaren from Mercedes-Benz. What is more, only 3,500 of these super sports cars with their characteristic wing-like doors were built. Now, however, the legend is returning, this time as a remote controlled model that is true to the original with a scale of 1:24. The car has fully functional lights and is supplied completely assembled – simply unpack it and zoom off. Orders can be made from the licensed supplier Krüger & Gregoriades. It can be supplied in black or silver.

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



TRAVELLING WITHOUT LIMITS

With the new designer headphones from Nestler-matho, including FM radio, micro SD card input and integrated remote control, listening to music becomes pure enjoyment, even when out and about. All common micro SD cards (TF cards) up to 32 gigabytes are supported. The music format is MP3/WMA. Power is supplied by a high-performance lithium polymer battery that can be fully charged in just one hour. After charging, power for an operating time of up to five hours is available. This product, which weighs just 29 grams (measurements: 13.8 x 12.6 x 4.9 centimetres), is supplied in individual packaging.

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



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PUZZLING FUN

Playing games is synonymous with being in a good mood. Toppoint knows this, and for this reason it has put together a wide selection of different gadgets in all price ranges. In addition to selling water guns, pavement chalk, yoyos and finger paints, the company is also now selling a puzzle tray. Strategic thinking is required for this fun game. The puzzle is very interesting for using it as a promotional product because the user constantly comes into contact with the imprinted advertising message or logo of a company. The high-quality digital imprint guarantees that it will be legible for a long time.

42876 • Toppoint Deutschland GmbH • Tel +49 5921 819930
sales.de@toppoint.com • www.toppoint.com

LIGHTNING IN THE SUMMER SKY

The throwing game called Fliegender Blitz ("flying lightning") has surprisingly good flight characteristics thanks to its head made of polyfoam and its size of 29 x 8 centimetres. But this lightning is not dangerous if it hits someone. Although the material is strong, it is nonetheless soft, as well as dirt and water repellent. The flying bolts of lightning are painted in many colours and come sorted by colour. The supplier, team-d Import-Export Warenvertriebs GmbH, will apply advertising to the head.

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



ONE FOR ALL

Kerler, a family enterprise, specializes not only in selling textile products, but also in all kinds of personalized bags. Now customers can be ready for anything life has to offer with the newest Kerler product, the Badesack/Strand-sack. With advertising or a company logo printed on it, it is an ideal advertising vehicle and can also be used for many different purposes owing to its size (standard dimensions 55 x 66 centimetres with a 16-centimetre bottom gusset) as a gym and/or leisure time bag, for example, or as a shopping bag, laundry bag or at trade fairs. The item comes in various materials (cotton, organic cotton, canvas and synthetic fibre) and can be dyed in any desired colour. Special sizes are available upon request, as is having it fitted with a zipper. The Badesack/Strand-sack comes in a round or rectangular shape.

47270 • Kerler GmbH • Tel +49 7563 91000
post@kerler.de • www.kerler.de



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FIRST PLAY, THEN ENJOY

A new chocolate game of skill is coming on the market from Münsterländer Marzipanmanufaktur. The contents consist of fifty grams of high-quality chocolate, and the outside can be printed with food colouring in four colours according to customers' ideas on orders of 350 or more. A gift idea for big and little game experts – and after the game comes the feast!

47528 • Münsterländer Marzipanmanufaktur • Tel +49 2507 570422
info@mmmok.de • www.mmmok.de



NOSTALGIC MOMENTS

The days before flatscreen TVs produced this wonderful toy. Now they have become iconic, the little Gucki mini-television sets! If you look through the small opening on the back of the Gucki, you can see eight different pictures. The photos are provided by the customer. A customer logo can be printed at various places on the case. It is supplied by JHI Hackel.

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



ZOGI
www.zogi.biz



AN END TO BOREDOM!

Playing games calls for team spirit and communication, as well as keeping boredom at bay. Anyone who is looking for a gift to completely fill these demands should take a look at the product range of LM Accessoires. The mini-basketball game Reflects-Torino, for instance, encourages a sense of community and the fine art of conversation. And that is not all: it also enables logos and slogans to hit the mark and score. This pretty game can be folded up flat and easily put away. It has 135 x 20 millimetres of advertising space for laser engraving or printing.

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

ECO-MINDED FITNESS

The Jumping Jack skipping rope from e+m Holzprodukte provides for quick, recreational exercise for your workplace or free time and is suitable for both big and small. The wooden handles made of FSC-certified beech are available in natural or various stain colours, lie very comfortably in the hand and provide a large printing space. A jute rope that is reinforced in the centre provides for the necessary momentum when skipping. On request, a customer logo can be printed or lasered on at any time. Custom colours are also possible on demand.

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



CAREFUL ON THE PLATFORM EDGE!

A model train featuring an individual corporate design from the long-established manufacturer Piko in the toy city of Sonneberg, Germany has already given many railroaders big and small a taste for playing with model trains. Combining advertising and hobby puts every piece of advertising on the emotional rails. Because the various locomotives and cars can all be customized, Piko models also offer companies long-lasting advertising opportunities, no matter whether the recipient is a "layman" or an active model railroader. Pad printing is used for application, which ensures that the company's CI will be accurate in every detail. The highly detailed models are fully functional and can run on any H0 model train system.

45291 • Piko Spielwaren GmbH • Tel +49 3675 897228
promotionn@piko.de • www.piko.de



QUICK STITCHES FOR EVERY AGE GROUP

Industrious grandmas are not the only ones taking up wool and yarn – these days, more and more young people are also discovering that knitting can be a creative, trendy hobby. From step-by-step instructions for beginners up to elaborate stitches for advanced knitters, “Stricken” by Dorling Kindersley (in German only) provides all you need to know about materials and techniques, along with a large number of appropriate knitting projects to let you get started. This book can be put together as customers desire and used as a high-quality, long-lasting promotional product or as a give-away. The volume can even bear a customer’s logo on the cover. The wide variety of different knitting ideas will be a long-lasting delight, from the first pair of socks to the complete hand-knit wardrobe.

48489 • Dorling Kindersley Verlag GmbH • Tel +49 89 442326220
oliver.rehme@dkgermany.de • www.dorlingkindersley.de

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CAR FANS LIKE IT CRUMB-FREE

Mini-cars fascinate fans of every age, as is also well known at Frank Bürstenfabrik. In childhood, these are usually toy cars and later often detailed miniatures modelled on original marques. Frank has now developed a brush on four wheels, a promotional product to go with this phenomenon. In the form of a small car, the brush is the ultimate must-have for all car lovers. A good first-aid tool for crumbs or spots on car seats, it is sure to become a permanent resident of the glove compartment of every car. It comes in white, magenta, sapphire blue, melon yellow, red and silver. Upon request, of course, the mini car can also bear the print of an individual logo or advertising message.

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

OFFBEAT AND APPEALING OFF-ROADER

Small, cute and irresistible: the new Idee & Design Promoadster will turn simply everyone's head. The mini off-roader inspires positive reactions everywhere and is ideal as an appealing information medium for all kinds of events. The inspiration for developing the mini-roadster came during the search for a compact functional vehicle. The idea of using a quad bike was soon born. A quad bike has some disadvantages, however: there is little space for additional functions. In addition, a car driving licence (EU class B or BE) is not sufficient for many models. What was needed was to "shrink" a light truck – as a "promotional roadster", so to speak! The result is the Idee & Design Promoadster: a real lorry with a loading space. At the same time, it looks extremely compact with its length of just 2.7 metres. It can reach a speed of 70 kilometres per hour. The choice to name the model Grizzly after the largest American bears was correspondingly tongue in cheek. At a price of under 10,000 €, it will also be appealing to anyone in charge of the budget.

47022 • Idee & Design oHG • Tel +49 5231 9621312
Idee_design@t-online.de • www.idee-design.org

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HYGIENE WITH A SYSTEM

A new, prizewinning innovation in the sports bottle sector comes from Adoma GmbH. The primary goal was to develop a drinking system which would come in a straight-line design, be easy to handle and not have any cover/cap that has to be put on and taken off. The result is drinkclean – the hygienic drinking system. Drinkclean is easy to handle: simply twist the drinking spout up into drinking position, then push it back into the clean closed position and the drinking area remains free of traffic dust, dirt particles or splashes from bicycles in the city or the country. The new sports bottle comes in various standard colours and individual advertising can be printed on it as desired.

43999 • Adoma GmbH Kunststoff- und Metallverarbeitung

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 www.neoflexprinter.eu



PLAYING IN ADENAUER'S FOOTSTEPS

One of the most popular players of the game of boules in Germany used to be former Chancellor Konrad Adenauer. Today, the ball game is familiar from vacations in southern climes. The Jacksonville boules set from easy gifts lets people in this neck of the woods enjoy a game or two right in their own backyard. With its six metal balls, a small wooden ball and a tape measure, you can enjoyably pass the time on the beach or the lawn. The game comes in a practical nylon bag on which a logo or advertising message can be printed on request. The balls have rings on them to tell them apart. Thus this game of boules can be played by up to three people at once.

47300 • easy gifts GmbH • Tel +49 911 81781111
info@easygifts.de • www.easygifts.de

INTO THE ALPS WITH FUN IN YOUR BAGGAGE

The top model among alpine rucksacks is stable and highly resilient with extraordinary aesthetics. Available from Bonus2U, the Pacy 35 EXP from Tatonka additionally provides uncompromising materials that are specially adapted to use in alpine regions. The Padded Back support system demonstrates its advantages when carrying light loads by providing the necessary stability through an ergonomically shaped aluminium bar at the back and the removable waist strap. The combination of the materials Cordura 700 DEN and Cordura 100 DEN Dobby provides for a high load-bearing capacity with a comparatively low weight and a volume of 35 litres. Further practical details, such as the height-adjustable top flap with the option of attaching items and the side compression straps additionally enhance the rucksack.

48347 • IT2U GmbH • Tel +49 511 64688516
stefan.oberchelp@bonus2u.de • www.bonus2u.de





LET IT SHINE!

There is no closing time anymore for Crossboccia from MTS Sportartikel Vertriebs GmbH: the new Night-Glow balls make it possible! The special dye on the balls will glow for about 30 minutes in the dark. The high-quality workmanship means the little fabric sacks filled with granules are particularly robust and can stand being thrown from extreme heights and distances without any problem. Also brand new to the MTS range are the slightly smaller mini-packs called Rookies. The sand filling means the balls easily stop rolling in three-dimensional areas, so they are particularly good for children to play with.

48527 • MTS Sportartikel Vertriebs GmbH • Tel +49 8171 43180
info@mts-sport.de • www.mts-sport.de

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SENATOR: MICHAEL NICK

MOVE TO THE SUPERVISORY BOARD



Michael Nick

Changes are coming in the Board of Management of Senator, a subsidiary of the Merz Group. Michael Nick, Managing Director of the company since 2005, is moving to its Supervisory Board as Chairman. In addition to his role as shareholder and Joint Managing Director of Merz Holding, Michael Nick will therefore be actively supporting the further development of Senator. Michael Nick's move from the operative business to the Supervisory Board has been long planned, and the timing of the move carefully chosen: the strategic course for sustainable business expansion has been set in the Senator Group and is well underway. However, fourth-generation Merz shareholder Michael Nick will remain in the position until a new Managing Director is found for Senator.

FUTURE GROWTH

Based in Groß-Bieberau near Darmstadt, Germany the company will remain an integral part of the Merz Group in the future. With substantial investment in the production facility and further development of the market, the basis for future growth is being established. This will reinforce the company's leading international position as a manufacturer of writing instruments and mugs in the promotional products and retail market.

ENSURING CONTINUITY

As part of the generational changeover in the shareholding families of Merz, Nick will continue to represent the interests of Merz Group shareholders together with three other shareholders as Joint Managing Director of Merz Holding. He will be responsible for Senator here, ensuring continuity. With his move to the Supervisory Board, Nick is taking account of the difficulty in balancing the time required for his duties as Managing Director of both the holding company and Senator. In addition, this implements a decision taken by the shareholders stipulating that shareholders should no longer be operationally involved in the company. Nick, an economics graduate and MBA is a great-grandson of company founder Friedrich Merz. Michael Nick is directing the Senator business from 2007. Previously he was responsible for Marketing & Sales in Germany at Merz Pharma and prior to that he was working in business development at Merck Darmstadt. www.senatorglobal.com

CERAMIC PRODUCTS

A LOWER ANTI-DUMPING CUSTOMS DUTY ON

The anti-dumping customs duties levied on the imports of ceramic and porcelain products from China have been lowered from 58.8 to 36.1 per cent of the CIF price. This announcement was made by EPPA, the European Confederation of Promotional Product Associations. Since 16 November 2012 there have been anti-dumping duties as high as 58.5 per cent of the CIF price levied on all ceramic and porcelain products from China. These duties were originally intended to protect European porcelain manufacturers, but in



reality they have meant that the promotional products industry has sustained significant losses. The EPPA umbrella organisation has successfully campaigned against the high anti-dumping customs duties during several meetings with European Union representatives. The following items have been exempted from the anti-dumping tariffs: ceramic knives, ceramic spice mills, ceramic grinders, ceramic peeling knives, knife sharpeners made out of ceramic, and pizza stones made out of cordierite and ceramic. More information on the topic is available at www.eppa-org.eu

JUNG BONBONFABRIK

DAVID DREIER JOINS THE FIELD SALES TEAM

David Dreier is the new and old field sales team employee for Jung Bonbonfabrik and the subsidiary company emotion factory. He is responsible for all German sales regions north of the River Main and Scandinavia. He already worked for the sweets specialist based in Vaihingen from 2010 to 2012 and is now returning to the firm after taking a break for a little over one year. The industry specialist originally came from the company LM Accessoires based in Cologne, where he worked as a consulting partner and area manager for customers in the promotional product distribution sector. He began his career in promotional products with the manufacturer Walter Henkels in 1998. At Jung, David Dreier will again be exclusively supporting the company's distribution partners. www.jung-europe.de



David Dreier

ELASTO FORM KG

BRANDTOBE IS A NEW DISTRIBUTION PARTNER

Promotional product producer elasto form has found a new distribution partner in Italy, BrandtoBe. When the Sperber family left for BrandtoBe on 2 May there was no longer any doubt. "They go well with us and will be good at representing our product range and our image in Italy," said Marcus Sperber, head of elasto form. It was possible to clarify all questions in the course of the frank talks so that enough time remained to discuss experiences on the market and opportunities for a future collaboration between elasto form and BrandtoBe. At the next meeting in mid-May, this time at elasto form head-



High spirits after successfully sealing the collaboration deal (from left): Peter Kick, Stefano Zaccaria, Emanuele D'Arrigo, Erica Bellucci, Elena Laghitelli, Marcus Sperber.

quarters in Sulzbach-Rosenberg, Germany the agreements were signed, sealed and delivered. During the extensive guided tour through the facility, BrandtoBe was able to obtain comprehensive information on the elasto form company and its production and finishing capabilities. "We are looking forward to collaborating with BrandtoBe and hope for a success that will expand our horizons and markets," explained Marcus Sperber. www.elasto-form.de <

GEMACO GROUP

THREE NEW ACQUISITIONS

The Gemaco Group has consolidated its position in Europe by integrating ITC Sales Promotions and CCO Poulis activities in the Netherlands, and activities of Viering in Germany. To keep enhancing the synergy within this group, the German branch of the Gemaco Group will be renamed from Noveltis into Gemaco Deutschland. As such, Gemaco creates European Brand Promoter with a turnover of over € 60 million.



GEMACO AND ITC

The first acquisition of Gemaco in 2013 dates back to January, with the takeover of ITC Sales Promotion. Over the years, this division of ITC in Naarden (the Netherlands) managed to build a solid reputation in sales promotion activities for big A-brands. Thanks to the acquisition by Gemaco, the ITC-team can offer a supply chain that's even better, in combination with a footprint on European level.

CCO POULIS

CCO Poulis is a well-known name on the Dutch sales promotion market. Despite higher sales in 2012 (compared to 2011) and a growing international client portfolio, CCO Poulis got into financial problems, caused by the increasing demand for more working capital. Gemaco Nederland decided to take over a part of the activities from CCO Poulis after their bankruptcy.

GEMACO IN NAARDEN

All sales promotion activities of CCO Poulis will be merged with the activities of ITC in Naarden, carrying the name of Gemaco Sales Promotion. Naarden becomes the new Gemaco Group center for European and global organisation of sales promotion activities for leading brands. In that way, all know-how, creativity and account management are centralised.



The new leadership of Gemaco Germany (from left): Frithjof Struye, Gemaco's Managing Director, Stefanie Stratmann, head of the Hamburg sales office and Mark-Oliver Schrader, head of the Münster sales office.

VIERING: A MAJOR ACQUISITION IN GERMANY

Beginning of May, Gemaco made an important acquisition in Germany, where the activities of Viering were taken over. The employees of Viering continue to work in the offices in Munster, where they will focus on regional customers. The fulfilment customers are served from the German headquarters in Mönchengladbach. With this acquisition, Gemaco becomes one of the major market players in Germany. At the same time the name was changed from Noveltis into Gemaco Germany. This name change will boost the brand visibility and position of the Gemaco Group in Germany.

www.gemaco-group.com <

MULTI-SENSORY "MAILINGTAGE"

TACTILE SALES STRATEGY BOOSTS TURNOVER

Through the presentations and workshops by Olaf Hartmann, Managing Director of the Multisense Institut and Touchmore GmbH, multi-sensory marketing became a focal point of the multisense Specials 2012. The managers of the "Mailingtage" convention in Nuremberg on 19 and 20 June 2013 picked up on this. Thus, it was not unexpected that one of the dominant themes of the Nuremberg Mailingtage was the sharing of knowledge and experience on multi-sensory and neuromarketing.



Why precisely the use of tactile sales promotion tools can generate a significant and demonstrable increase in sales is shown by a case designed with a multi-sensory approach for the Berliner Sparkasse. The financial institution has three credit card products, the "Reisepaket Gold", "Reisepaket" and "Prepaid Card" that are intended to serve as a useful complement to the bank account. Previously, only one in every five customers decided in favour of a credit card when opening a new account. For this reason the Berlin bankers revised their sales logic for credit cards in 2012 with the help of the sensory specialists from Touchmore. 2,000 consultants were equipped with a tactile sales tool for the annual summer campaign. The measureable rate of increase is astounding: In the three previous months the Berliner Sparkasse consultants sold an average of 4,140 credit cards. Following introduction of the new sales tool, the average monthly sales rose by 69 per cent to 6,983 cards. At the same time, the rate of credit cards sold at the time of account opening increased by 53 per cent from 19 per cent to 29 per cent. The centrepiece of the new sales strategy is a high-quality black card box on every consultant's desk. The look and feel of the box represents the value of the Sparkasse products. The presentation cards were produced as SuperMotion HD lenticular image and arouse the curiosity of customers. Video documentation of this project and further information: www.touchmore.de/referenzen

BARTENBACH MARKETING SERVICES

JANA SCHWARZ NEW SALES MANAGER

Jana Schwarz is now firmly on board at Bartenbach Marketing Services in Mainz, Germany. After only two and a half years of training, this fledgling sales manager passed her final examination early this year and today is already taking care of the first customers of her own. Jana Schwarz advises companies from a wide range of different industries on how to put together marketing items that have great brand affinity and are perfect for the respective target group. She also writes up offers to match the respective budget and transacts the orders herself – "Just the way I learned in our team, everything from a one-stop provider, really creative and in close cooperation with my customers," accentuates the likeable marketing expert. www.service-bartenbach.de



Jana Schwarz

FIELD SERVICE REINFORCED

HELMUTH POENSGEN NOW WORKING FOR MAPROM

After working in the industry as an executive for more than twenty years – including the Falk & Ross Group – Helmuth Poensgen has been working for promotional textile distributor and finisher Maprom GmbH in Höxter since 15 May 2013. As a USP in its segment, Maprom claims to be the biggest full service supplier (promotional textile distributor and printer, as well as embroidery on its own premises). Helmuth Poensgen is now reinforcing the field service consultancy and support team, which has grown to more than forty employees. "Aside from the growth of the company, which is in my opinion above average, Maprom has achieved a high level of competence in the promotional textile distribution and textile finishing segment. My goal is to continue pursuing this path with Maprom in order to bundle existing competences and make use of them in everyday work processes," says Helmuth Poensgen. "I am looking forward to my new job and see great potential for Maprom GmbH."



Responsible for the field service of Maprom GmbH: Helmuth Poensgen.

Henner Marquardt, founder of the company and Managing Director of Maprom GmbH, is convinced that Helmuth Poensgen is an ideal addition to the Maprom sales team in his defined scope of duties. "I am looking forward to working together with Helmuth Pönsngen, who is now purposefully putting his knowledge of the industry to work for the further success of our enterprise," Marquardt concludes. www.maprom.de

XINDAO BV

RED DOT DESIGN AWARDS 2013
FOR XD DESIGN

Again XD Design is awarded with the prestigious Red Dot Design Award. This year even with 3 products. The ODIN (P239.313) adds design to traditional the Car Safety Hammer and combines the safety hammer with a safety light, torch



and belt cutter. The strong magnets makes it possible to put the light on the car as an extra safety warning by a brake down or car damage. THOR

(P239.323) for a lower budget is available without the lights and offers the hammer and belt cutter. Xindao offers these two products in the Health and Safety category. The Press (P261.181) the very handy hand press juicer was awarded with the Red Dot Award "honourable mention" for the very clever design of the press part which makes it possible to press easily lemons or oranges and grapefruits. www.xindao.nl <

AWARD FOR KHK

YOUTH DEVELOPMENT
ACKNOWLEDGED

KHK GmbH was awarded the official certificate for youth development 2012-2013 by the German Federal Employment Agency. This award acknowledges the company's excellent commitment to vocational training. Two Chamber of Commerce trainees and two dual students are currently members of the KHK team. They are being trained in the occupations of industrial clerk, wholesale and foreign trade specialist, media designer, office clerk and media technologist in screen printing. The company does a great deal for young people of immigrant background by offering regular practice days together with BQN/IHK. Here the young people are given an opportunity to get a peek at everyday work. www.lipcare.de <

"OPTIMAL DEVELOPMENT"

EBETSHUBER ENLARGES COMPANY BUILDING

Ebetshuber Werbeartikel GmbH in Kallham, Upper Austria, produces and sells promotional products with great success and supports well-known companies at home and abroad. The "optimal development" of the company has now made it necessary to build an annex, with construction starting last March. The existing company building



Company headquarters, built in 2007, is being enlarged. Photo: Wier PR

will be enlarged by 70 per cent to a total of 1,700 square metres. Construction is planned to finish in July 2013. "The greatest portion of the annex will be used to expand production and storage space in order to cover the constantly rising demand for promotional products produced at home," says Managing Director Franz Ebetshuber. "Since we founded the company, it has been very important to us to produce and customize many products ourselves here in Kallham. This strategy is now proving to have been the right one, for this is the only way we can serve our customers quickly and flexibly," emphasizes Ebetshuber, who is delighted at this best of all possible order situations. Business year 2012 was able to chalk up growth of 10 per cent despite the difficult times the economy was experiencing. Added sales of 15 per cent are expected for 2013 and the competent "ebets team" has just added three new members of staff. The company is a successful full-range



Managing Director Franz Ebetshuber (left) puts his trust in competent staff members. Photo: Wier PR

supplier with its own high-quality production and finishing technology (3D doming stickers, laser engraving, embroidery, UV digital and textile printing) and also takes over logistics for the promotional products. www.ebets-promotion.at <



PHARMACEUTICAL INDUSTRY ADVERTISING BAN

GWW INTERVENES IN VfA PLANS

The Gesamtverband der Werbeartikel Wirtschaft e.V. (GWW) in Berlin has intervened in plans by the Association of Research-Based Pharmaceutical Companies (VfA) to completely dispense with promotional products within the context of the transparency code proposed by the European Federation of Pharmaceutical Industries and Associations (EFPIA).

An official decision about this proposal is planned at the general meeting of the EFPIA on 24 to 25 June 2013. (The results of this were not yet available at press time.)

JOINT APPEAL

VfA, which is a member of the EFPIA, received a delegation from GWW led by the chairman of the general association, Patrick Politze. Alongside BWL managing director Ralf Samuel, who had led the preliminary talks, Florian Mansard, as a representative of the promotional product consulting agencies, and Michael Nick, as a representative of promotional product suppliers and in his capacity as shareholder of the pharmaceutical company Merz, also participated. Together they appealed to VfA to use its influence in order

to maintain the current regulations of the FSA code (Voluntary Self-Regulation for the Pharmaceutical Industry) in handling so-called “low-value items” and to prevent the obliteration of communication at the most affordable level for the advertising pharmaceutical industry. In this context, reference was also made to the recently presented promotional product effectiveness study by GWW, which provided valid and reliable evidence that promotional products enjoy the greatest acceptance by far of all forms of advertising. “If these simple but effective means of communication are taken away from pharmaceutical companies, they will be forced to compensate for this severe deficiency with drastically higher budgets for adver-

tising and communication. Increased advertising expenditure will, in turn, accelerate the cost spiral and put a strain on both the health system and the image of the pharmaceutical industry,” according to the GWW chairman.

CONVINCING ARGUMENTS

Even the German tax authorities generally waive record-keeping requirements related to so-called promotional giveaways up to a value of € 10. Politicians do not have any reservations about low-value benefits because they know how important promotional products are as communication messengers, not only in election campaigns. A transparency code like that sought by the EFPIA, which even goes beyond the transparency stipulated by the tax authorities, would, in the view of GWW, be a “dangerous intervention in the indispensable basic structures of communication that the affiliated domestic pharmaceutical industry relies on.”

GWW IS INVESTIGATING LEGAL ACTION

Despite these arguments in favour of the use of promotional products, the decision is certain according to statements by representatives of FSA and VfA, meaning that the use of promotional products of any kind would be banned in 33 European countries for the sector of “prescription drugs”. Accordingly, a period for using up existing stock would expire in June 2014. OTC products are not affected, nor are products without a promotional text or logo, e.g. those used at meetings/conferences. For this reason, GWW is also simultaneously investigating legal action against the EFPIA plans to intervene in “advertising freedom as a central component of a competition-oriented economic and media system.” The harmonized competition law in Europe, in particular, certainly provides possibilities for taking action against this decision, according to the law firm noted for its work in this area, says GWW. PSI, as one of the members of GWW, is also informing and advising its members regarding the current status of the prohibition plans. www.gww.de





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THIS FAIR IS ORGANIZED WITH THE PERMISSION OF THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY IN ACCORDANCE WITH THE LAW NUMBER 5174



The spectacular laser show for the company's anniversary included images of the day that the company was founded on 23 July 1988.



The team from Jansen Verkaufsförderung with their starguest TV moderator Harry Wijnvoordt (middle).

25 YEARS OF JANSEN VERKAUFSFÖRDERUNG

A SUCCESSFUL MIX OF EXHIBITION AND PARTY

Jansen Verkaufsförderung looks back at 25 years in the industry: The Managing Directors Heiner and Torsten Jansen hosted an anniversary celebration on the company's premises in Mülheim an der Ruhr, where they enjoyed a stage show with celebrity acts alongside the 23 suppliers, customers, friends and family who came to the event.

When the father & son duo Heiner and Torsten Jansen put their minds to something, their actions are always based on executing a perfectly orchestrated idea. And this was just the case with their tenth in-house exhibition. In honour of the company's 25th anniversary, the managing di-

rector duo from Jansen Verkaufsförderung recently held a fantastic event on the company's premises in Saale Strasse, which is a street located in the industrial zone of the German city Mülheim: It combined a product exhibition with show acts and an after-fair party. 240 people from 117

companies accepted Jansen's invitation and were captivated by TV moderator Harry Wijnvoordt's stage act, which had a similar style to his popular T.V. show "The Price is Right". Heiner Jansen explained, "It was a fantastic show. The public had to guess the prices of the seven different



products displayed on the stage and whoever was the closest won the perfectly-presented promotional product.” Heiner Jansen was pleased with natural-born salesman Wijnvoordt’s enthralling performance and son Torsten thinks “he absolutely fits right in with our industry.”

A SUCCESSFUL PRESENTATION OF PRODUCTS

The highly esteemed TV host, who was present throughout the day, was not the only person present with lots of stamina; at their stands, advertising professionals showed customers the numerous ways that promotional products can be used in campaigns and in business-to-business communication. Giving potential customers product advice was the trump card for the 23 supply partners present, who showed the unlimited possibilities of their wide range of products, like those from the al-

ways-strong calendar product segment and other popular best-sellers, such as writing instruments, sweets, textiles, storage mediums, among many others. And yet Torsten Jansen knows that there is often a long way to go before an order is placed: The junior boss was naturally somewhat reserved with his remarks, saying “We have received many inquiries and are now in the position of making many quotes. Afterwards, we will see what comes of it.” At the same time, he stressed that the expectations for this year, like those for the previous year, were set high due to the regular national economic forecasts for the year.

LASER SHOW AND SAMBA PARTY

After customers were able to be won over in the traditional family atmosphere once more by the numerous fantastic products that the industry has to offer came the next highlight: a skilful and elaborate laser show.

It was specially made to reflect the company’s history and was accompanied by the nationally renowned solo trumpet player Lutz Kniep, who played many of his popular hits. And as if this were not enough, Heiner Jansen, who is president of the steering committee for the main Mülheimer Carnival, brought the parade guards known locally as the Ruhrgarde out on to the dance floor. The ensemble put on a fantastic stage show in the style of spirited Brazilian dancers, which captivated the audience. It was an unforgettable day for everyone who participated in the event, but it was back to business as usual the very next day – doing good business with promotional products while offering customers a healthy mix of top quality products and the very best advice possible.

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WERBEMITTEL RÜPPNER IN-HOUSE FAIR

CONVINCINGLY THREE-DIMENSIONAL

In its 21st year of existence, the German company Werbemittel Rüppner continued its tradition of holding an in-house fair, presenting the latest products and trends in three-dimensional advertising media this time in the rooms of the Leonardo Hotel in Weimar.

In the art-minded atmosphere of Weimar, the city of many famous literary figures, musicians, visual artists and architects, the promotional product experts from Rüppner had invited their customers to a gathering of the industry's latest creations. A total of 145 people from 79

companies took up the invitation. To demonstrate the broad spectrum and great efficacy of the promotional products to the guests, who had largely come from the local region, the Rüppner team had gathered 23 supply partners who brought new products from the various product seg-

ments with them. The selection exhibited communicated an eloquent picture of the manifold and convincing potentials of three-dimensional advertising. Hand in hand with the advisors from the Rüppner team, the manufacturers present explained the various possibilities and possible combinations of their ranges and gave useful tips and ideas for using the individual products in an effective and sustainable way. As a small gift, the guests were given a convincing giveaway at each stand to take home with them. Jürgen Rüppner, from whom the company takes its name and who is the joint managing director of the promotional product company with Steffen Thorhold, was delighted by the considerable interest in the presentation: "People take their time to calmly examine and try out the new products shown. This also gives them the chance to be convinced by the exceptional impact of three-dimensional advertising."



The Werbemittel Rüppner team (left to right): Jürgen Rüppner, Petra Rüppner, Manfred Habeck, Nicole Rühlmann, Ines Thorhold, Steffen Thorhold.



Humorous entertainment during the evening event for suppliers was provided by the comedy duo "Bareins in Action".

"IMPORTANT FAIR FOR THE REGION"

However, it was not only the customers who were impressed by the multi-faceted range on offer and the thorough advice. The supply partners also once again praised the harmonious arrangement of the product show and the quality of the visiting companies. Ursula Will of the company Lediberg commented appreciatively: "The company fair at Rüppner means a guarantee of high-quality dialogue with customers – the decision-makers from industry, local councils, etc., once more came with concrete ideas and enquiries, which is, of course, the best thing any supplier could ask for at the trade fair stand." Altogether pleasing results of the trade fair – which is not least thanks to the team's outstanding work in organizing, planning and conducting the fair. Bernd Berg, representative of Jung Bonbonfabrik, was likewise very satisfied with how the fair went: "The trade fair in Weimar was very well attended despite the short working week. Partic-

ularly at this time, many take the opportunity to go away for a short break. The customers came very early and also took the time to visit all the stands. In addition, the enquiries were very specific and interesting." And Julian Schüle at the Fare/Halfar stand verified: "It was an important fair for the region. And there was a friendly and interesting public to be found there. Furthermore, several specific enquiries arose as a direct result."

NEW SERVICE

In order to be constantly up to date in the services related to promotional products that it offers its customers, Rüppner has recently started providing a new service through the partner company Diyou. The name Diyou is short for digitallyours GmbH. Diyou livens up the branding process by linking it with modern marketing, such as process-oriented service design and technological strategy guidance. "Through Diyou, these strategies turn into emotional experiences that convey authenticity and

closeness. The targeted use of digital branding, interactive motion design, 3D visualization, fun and games, or so-called gamification, apps, social media and classic offline communication is getting brands and their target groups in motion in a constant and lively way," managing director Arne Tetzlaff outlines the Diyou range of services. At their own presentation stand at the company fair, Diyou now showed examples of this new generation of marketing.

BUFFET AND COMEDY

The evening before, Rüppner as usual invited the suppliers to a social evening. Entertainment between the trips to the buffet at this cheerful get-together was provided with a humorous performance by the comedy duo "Bareins in Action" from Aschaffenburg. The performers skilfully satirized a "live programme" with all its possible and outrageous (side) effects.

www.rueppner.de





PROMOTION WORLD 2013

INNOVATIVE MARKETING INSTRUMENTS

With around 80 exhibitors in a total area of 2,000 square metres, this year's Promotion World, incorporated into Hannover Messe, presented original and innovative promotional products along with marketing strategies.

The organizers recorded approximately 13,500 visitors who received information about the diverse ways that the perception of a company can be optimized using the appropriate promotional product. The spectrum of products exhibited covered virtually all segments of promotional-product advertising.

"PROMISING BUSINESS CONTACTS"

"The trade fair has developed as a platform for important business contacts between industry and the promotional product sector. Precisely that is important in showing industry the effectiveness of a promotional product. Its connection to Hannover Messe has brought Promotion World promising and interesting business contacts," says Arno Reich, project manager for Promotion World at Deutsche Messe Hannover AG. Klaus Rosenberger, chairman of Arbeitskreis Werbemittel: "We can

now say that Promotion World has firmly established itself at Hannover Messe's side. More and more exhibitors are aware of our existence and they make a beeline for Promotion World in order to get information and see what the trade fair has to offer them for their own company's public image. Our exhibitors are satisfied with the quality of the trade visitors. The environment is right. We will continue working on the concept, but we are heading in the right direction."

FIRST CHOICE AWARD

CELEBRATES ITS PREMIERE

The First Choice Award was presented for the first time at Promotion World 2013. Visitors to the fair voted independently on the most popular promotional product. Of 30 products submitted, ten received an award. A further attraction was the "marketing forum hannover": the B2B meeting

place at Promotion World for expertise and knowledge transfer. Decision-makers met here to exchange ideas about the various sectors of advertising, whether it be haptic brand communication, neuromarketing and multisensory approaches, environmentally friendly products and sustainability, or the topic of social media as a marketing instrument. Dr Klaus Stallbaum, organizer of the marketing forum, stated that he was satisfied with the quality of the discussions. The incorporation into Hannover Messe had been a good decision, he said. It addressed an audience whose interests went far beyond the pure promotional product. Facebook, Xing, Twitter, Google, YouTube – the marketing field has also long since arrived in the digital world. The next Promotion World is being organized parallel to Hannover Messe again from 7 to 11 April 2014. <



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THE AUTUMN SEASON

MULTICOLOURED BUSINESS ARGUMENTS

Autumn is the colourful time of year. And the products of the industry for this season are as colourful as they are varied. The impressions they make, the benefits they offer and the many different ways they can be put to use are strong arguments for convincing sales campaigns and long-lasting effects in the coming phase of business.

Even though we are still in the midst of summer, the autumn and the end-of-year business that follows are no longer so far away. This is a welcome occasion for us to pick out a few of the many new products which go particularly well with this time of year. They are as colourful and varied as the season itself and, like the season, can let companies reap a good harvest – if used correctly. Speaking of “harvest”, it is interesting that the word is related to “Herbst”, the German word for autumn. They both come from the Latin “carpere” (to pick) and Greek “karpós” (fruit, harvest), and also related to the Lithuanian “kirpti” (to cut) and Greek krōpion (sickle). So even the German word originally meant “harvest time”. English has kept this agricultural meaning, while in German it came to refer to the season itself. “Autumn”, by contrast, comes from Latin “autumnus”. The original meaning of the word is still found in southwestern German dialects and technical terms, where “herbsten” is widely used to refer to the act of harvesting grapes.





YOU EAT WITH YOUR EYES

Starting immediately, Kandinsky is offering its time-tested, practical ServePouch cutlery bag designed to meet customers' wishes, including a two-ply paper napkin in any of the total of eighteen different standard colours. ServePouch is an ideal advertising and sponsoring item for the food service or hotel trade, as well as for the general catering sector. The cutlery bag is made of 120 gram per sqm, FSC certified and wood-free paper customized in four-colour offset printing with special ink for food packages. More information on the internet at www.servepouch.de.

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IDEAS FOR THE SPICE RACK

Uncomplicated, handy, mobile – the new Spice Sticks from Emsa are ideal for customers who always want to have their spices at hand wherever they go. The stick format makes them uniquely compact. This clever solution for spicing up your food comes in two variations: a robust soft case and a decorative cassette. The Spice Sticks in the soft case made of robust backpack material fit into every bag. Salt, pepper, paprika and basil are always within reach at lunch in the park or for a snack on a hike. When opened, the Spice Sticks cassette is a decorative enhancement for any table or kitchen. Then it can be closed and put back in the drawer, where it takes up very little space. Stickers, ready printed for self labelling, are included. Every stick contains four to six German brand-name spices and can easily be refilled.

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FLEXIBLE THOUGHT STORAGE

The Flex System from Lanybook, powered by Lediberg, is fast and flexible yet individual. For orders of 100 units upwards, 11 differently coloured standard bands are available, of which 7 are single-coloured and 4 are in two colours. These can be attached to the Lanybook according to the customer's wishes. Supplied in the sizes A6, A5 and Large, the notebook contains FSC-certified paper and there are six standard shapes available for the high-quality metal button, which can be finished with laser engraving or pad printing. A particular highlight: the Lanybutton is also to be had in the form of a four-GB USB flash drive. In addition to the band and the button, the customer's logo or a slogan can be embossed on the cover. Furthermore, Lanybook focuses on quality: individuality is possible even for small orders, while the delivery time is also very short.

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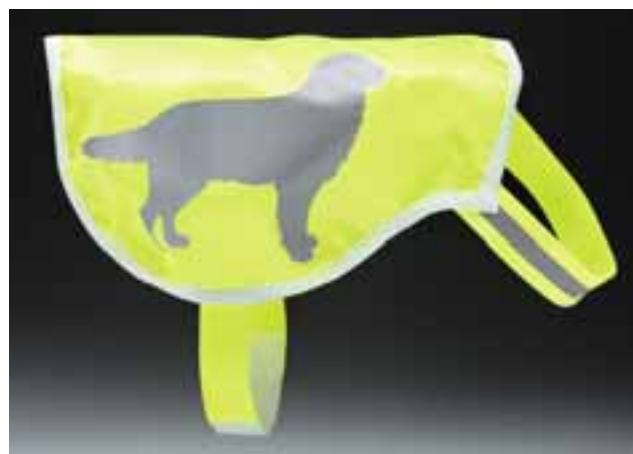
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WALKING THE DOG SAFELY

When the dog, who after all must go out regardless of the weather, has to be walked in the dusk or dark, dog leashes and vests with reflective elements from Regine provide adequate safety. The dog shirt in neon yellow or neon orange makes our four-legged friends easy to identify, even in diffuse lighting. Reflective advertising provides additional certainty. And the elastic dog collar with IQseen reflecting stripes, available in various sizes, also enhances wide-range visibility for both people and animals.

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If you want to be sure of staying dry on wet, raining days, you will find the right accessory at Giving Europe: a reflective vest which functions as rain protection for backpacks as well as being a safety utensil. It can easily be stretched over the backpack, where a strap keeps it from slipping. Thanks to its neon yellow colouring and two reflective stripes, its user can easily be seen even from afar. Giving Europe uses transfer printing to apply advertising.

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ART.-Nr. 134

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Tel +49 2922 87730 • info@dreimeister.de • www.dreimeister.de

TERRIFICALLY TRENDY

Eurostyle finishes not only with embossing, embroidery, engraving or doming, but creates a custom product to the customer's specifications. The special productions that are currently in demand include, for example, an iPad folder made out of cognac-coloured aniline leather, in which the outer side is worked with a cowhide. The particular attraction: the folder's iPad compartment can be variably adjusted in three steps, so that the device can always be brought into the desired position. Realisation of this special production, from the sketch through to the technical drawing, is performed in the in-house design department. Manufacture in Germany means that Eurostyle offers top quality, curtailed supply times, low minimum quantities and highest environmental standards. The special productions also include classic items such as desk accessories, where an equally flexible choice of colours, leather types and models can be made.

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

info@eurostyle.eu • www.eurostyle.eu



IT'S TEA TIME

Tea time is a pleasant tradition, and not only in England. In our neck of the woods, too, epicures can celebrate their own tea tradition in the office with the Reflects-Nantwich tea mug. This glass mug, which can be finished using pad printing, is double walled, holds 230 millilitres and has its own silicone lid with a drinking spout. Thus it will keep your favourite beverage hot for a long time. What is more, the tea mug can be combined with Reflects-Beloeil, the practical tea strainer with integrated spoon, which can be customized by means of laser engraving. Tea is immediately brought into the strainer by way of the spoon and then need only be placed in the cup.

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

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





RESISTANCE IS FUTILE

Cracky is the name of a very unusual pair of nutcrackers available from Odin in Mannheim, Germany. But the most important thing about nutcrackers remains their functionality: Cracky's mighty teeth, that have no problem taking nuts of any size. The built-in spring guarantees that his arms are always pulled apart and ever ready to snap up a nut. All you have to do then is increase the pressure, which is very easy to control, on the handles. In this way, the nuts are released from their shells without being crushed and getting hurt. On the German TV programme "Yvonne & Dieter testen", Cracky was crowned as the winner among the products tested. This is one of many things that testify to the high quality that will make Cracky a reliable visitor to the bowl of nuts.

43828 • Odin GmbH • Tel +49 621 44008-0

info@odin-products.de • www.odin-products.de

-Anzeige-



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DE-ÖKO-006



PLANTANAS - HENOSA Group GmbH
Zur Hammerschmiede 21 - 89287 Bellenberg
Tel.: +49.(0)7306.926230 - Fax.: +49.(0)7306.926233

www.plantanass.com
www.werben-mit-tee.de



COLOURFUL LIGHT SHOWS

The Philips LivingColors, available to the promotional product industry from the IT2U brand Bonus2u, will bring colour to your home. 16 million colours are at your disposal to illuminate the surroundings according to your own wishes and the desired atmosphere. With just one remote control, several LivingColors can be controlled at once. The seven high-performance LEDs allow you to adjust the colour intensity and dim the light as required. The option of setting the speed of the automatic colour change provides for variation. Further information from the premium shop on the internet at shop.bonus2u.de.

48347 • IT2U GmbH • Tel +49 511 64688516

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

RADIANT EFFECTS

Mahlwerck paints porcelain with colours that are long-lasting and scratchproof with its special ceramic glaze for promotional cups. Combined with new methods of porcelain finishing, this enables highly interesting effects for a special kind of brand communication to be achieved. The extremely robust colour glaze is food safe and thus can also be applied to the inside of the cup. In addition, it accentuates the high-gloss surface of porcelain. It can be finished in various ways, including different colours inside and outside, logo engraving and a tactile difference between glossy and dull accentuated in the material mix.

44833 • Mahlwerck Porzellan GmbH • Tel +49 8031 274724

martin.hauer@mahlwerck.de • www.mahlwerck.de



PROMOWEAR IN BELCORO YARN

Fruit of the Loom, with a large selection of sweatshirts and hoodies, now makes all its in-house sweatshirt models with Belcoro yarn and thus guarantees improved printability, durability and wash performance. This makes the German-based company the only imprint brand in Europe, industry-wide, to produce Belcoro-certified fabrics. This certification is awarded to high-quality yarns that are spun on Autocoro spinning machines. The brand offers sweatshirt models in all shapes – from sweatshirts with raglan sleeves, set-in sweatshirts and hooded sweatshirts, through sweatshirt jackets and jogging pants to the brand-new Unique Hoodie, each made out of Belcoro yarn, at 80 per cent cotton and 20 per cent polyester in 280 g/sqm quality. The garments are available in many different sizes for men, ladies and children and in a real rainbow of colours, meaning that there is the right model for every requirement concerning promotional, professional or leisure wear.

42743 • FoL International GmbH • Tel +49 631 3531-0

service@fotline.com • www.fruitoftheloom.eu



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PRIME TIME

Senator has managed to change from Classic Colour to Prime Colour thanks to added attractiveness. After all, now the more modern interpretation of the porcelain cup can no longer deny its origins. Prime Colour is made of stoneware, comes in five different colours and is ideal as a low-cost advertising vehicle. Its extremely straight lines enable the largest possible advertising space. It is customized using direct and transfer printing. The entire surface is covered with all-over print. In addition, depth and texture effects are created by Logo 4U. Upon request, the All-Over Print Plus method can be chosen, which ensures the best possible use of the entire surface of the cup.

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

A BAG FULL OF ENERGY

The Energy bag from i.p.a. Sweets, a specialist in tasty advertising ideas, is a real pick-me-up that helps tired people get their pep back with wild cherry dextrose candies. Along with the contents, the four-colour package is also convincing. These fruity energizers come in an attractive box resembling the paper funnels German children are given on their first day of school. Thus the Energy bag is ideal for starting or registering for school, or as a promotional ambassador for institutions of higher learning, tutoring institutes and language or evening schools, as well as for beginning a career. More information on request, also on different fillings or the various possibilities for promotional customizing.

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



AROMATIC AUTUMN MAGIC

When the upcoming autumn starts painting the leaves of trees and bushes bright colours in the autumn sunshine, then the time and the mood is right for delicious Herbstzauber fruit tea, a composition of the finest fruits, chocolate bits and nuts, available from Plantanas. Herbstzauber tea is an ideal drink for relaxing after a walk through the autumn weather, to warm up and chill out. The tea comes packed in a lovely can, satin or plastic bag furnished with an individual label which can be tailored to customers' wishes.

47992 • Plantanas Group GmbH • Tel +49 7306 926230
info@plantanas.de • www.werben-mit-tee.de



COLOURFUL SHELTER FROM THE RAIN

The Happy Colour doorman's umbrella with fibreglass tube and ribs in the same colour is a new addition to the Giving Europe product range. This rain shield has a black-and-white handle grip made of EVA which can be opened with a manual opener. The cover is made of robust 190T polyester. The umbrella comes in red, yellow, blue and green. An advertising slogan or logo is applied by means of screen printing.

45737 • Giving Europe BV • Tel +31 344 640500
contact@givingeurope.nl • www.givingeurope.nl



GROWING CUSTOMER RELATIONS

Multiflower has Camilla XS Sonne on offer for growing customer relations, and attractive design watering can from koziol. It is provided with a little pot, a tablet of soil and seeds for growing a Helianthella sunflower. After repotting the plant, the container – which comes in white, green, pink and yellow – can be used as a watering can or flower vase. The banderole running around it serves as advertising space for a standard print motif. Orders of 250 or more can be customized.

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

FACEBOOK PROMOTION

Inverkehrbringer:

MALGRADO
textile & promotion GmbH

Untermerbach 14a
81429 Bergisch Gladbach / Germany
Fon +49 2207 70 40 89
Fax +49 2207 70 40 91
office@malgrado.de
www.malgrado.de

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www.malgrado.de
office@malgrado.de



PERSONAL ATTACHMENT

The colourful sticky notes from Notes arouse interest and communicate important information on house doors or mailboxes and many other places. Now that sticky notes have become so common in offices or in the home, they are also being used outdoors. Notes has provided its new, wind- and weather-proof, large-scale adNotes with two to three adhesive strips. Despite their high adhesive power, they are easy to remove and leave no residue. Brilliant Print customization needs no visible screen, which ensures a sharp image rich in detail.

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

BOLDLY COLOURFUL

All DS models from the Swiss writing implement manufacturer Prodir are now available with imprints in four bold neon colours. Now, when the sad winter greyness has taken hold, is the time for fresh colours again: the neon-coloured customisations in the trendy colours pink, shocking green, bright yellow and flaming orange are genuine eye-catchers. Prodir offers them for its DS writing implements in conjunction with a housing kept neutrally in white, so that they and the luminous promotional message come across elegantly and full of effect.

43417 • Prodir SA • Tel +41 91935 55 55
sales@prodir.ch • www.prodir.com



CORPORATE PEPPERMINT

The new Sweetprints from Magna are sugar-free peppermint lozenges which can bear a logo printed in up to four colours on orders of 200 or more. The printing ink on the mints is food safe and meets European guidelines. The tasty refreshments are packed in a slip lid tin can. Advertising can be applied not only to the can, but also to the lid, which has a plastic viewing panel.

41617 • Magna Sweets GmbH • Tel +49 8146 99660
info@magna-sweets.de • www.magna-sweets.de



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Victorinox AG, Schmiedgasse 57, CH-6438 Ibach-Schwyz, Switzerland, T +41 41 81 81 211, F +41 41 81 81 511, 261@victorinox.ch

SWISS ARMY KNIVES CUTLERY TIMEPIECES TRAVEL GEAR FASHION FRAGRANCES | WWW.VICTORINOX.COM



AUTUMNAL PUMPKIN DECORATION

Creative, functional and strong: the triangle pumpkin cutting set enables creative, individual autumn decorations in the form of pumpkin faces and ornaments to be made quickly and safely. The sharpened fruit spoon is used for scooping out the pulp. The triangular fruit decorator is for cutting out angular forms, such as jagged lids or eyes, and the pumpkin saw for the individual cuts. All tools are robust, extremely functional and very long-lasting. Company lettering or a logo can be applied upon request. The item comes in bulk or in an attractive package, and can be combined in various ways upon request.

48697 • triangle GmbH • Tel +49 212 22115-28

i.stoevesand@triangle-tools.de • www.triangle-tools.de

CHOCOLATE COVERED FRUIT TREATS

Long with its well-known teas, Plantanas also has a large selection of dried fruit and nuts on offer. Sun-ripened fruits and exquisite nuts from the best growing areas in the world, covered in the finest chocolate, guarantee delicious taste pleasure. Only the best ingredients are used, including brand-name butter and cream from the Allgäu region, along with plantation chocolate. They come packed in cans and in satin or plastic bags, as well as in boxes, all designed to customers' specifications.

47992 • Plantanas Group GmbH • Tel +49 7306 926230

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



FUNCTION MEETS NATURE

Anyone who takes off into the mountains with James & Nicholson and Myrtle Beach is optimally protected against wind, weather and sunlight. With functional fibres such as Cooldry, finishings like coldblack and Teflon, or the new Primaloft "Sport" padding, these trekking models from Daiber will convince every outdoor fan. The complete range of more than sixty articles in the new trekking catalogue "Destination: Adventure" will make the hearts of hikers and ski tourers leap for joy. Layer for layer, the James & Nicholson collection presents must-have items for hikers and alpine tourists. The functional outfit can be supplemented with caps, hats and bandanas from Myrtle Beach. All items can be customized with printing or embroidery.

42819 • Gustav Daiber GmbH • Tel +49 7432 70160

info@daiber.de • www.daiber.de





AUTUMN IS TIME FOR FLYING KITES

The pocket kite from Inspirion with the name of Peewee is immediately ready to fly, thus saving you the trouble of putting it together. This kite can fly way up high on its forty-metre-long string. Covered with hard-wearing 190T polyester, this flying object can stay comfortably up in the air for long periods. In addition, this high-flyer has four air chambers and a colourful tail. The kite has no sticks and is therefore easy to fold up.

42907 • Inspirion GmbH • Tel +49 421 5227-0
info@inspirion.eu • www.promotiontops.eu

NEW PACKAGE FOR THE PRE-CHRISTMAS SEASON

The new Christmas catalogue for 2013 from Jung contains interesting new products and tasty ways to advertise. One of the highlights is the Tower advent calendar with five advertising spaces and filled with 24 Ritter Sport Quadrettis to be taken out of the tower, which can be individually printed over the full surface on all four sides. Along with delicious brand-name chocolate and an impressive size, another product benefit is the option to use it as a gift package: the middle of the tower has enough room to hold another “add-on” present or gadget with a festive message. Whether this is a cup, a pocket calculator, a mini hot-water bottle or a piggy bank, there are ideas here which will enable every industry and every company to put Christmas in a new package and give customers innovative surprises. A sample of the Tower advent calendar and the new sales documents, which also come in a neutral version, are available from the Jung consultant team starting immediately.

41545 • Jung Bonbonfabrik GmbH & Co. KG • Tel +49 7042 907-0
zentrale@jung-europe.de • www.jung-europe.de



CORPORATE JACKETS

Spreadshirt's customizable windbreakers combine functionality and individuality, thus providing a weatherproof alternative for company events in the autumn. The uniform selection of colours for women and men is guaranteed to give the team a united appearance. Company slogans or logos printed in high quality round off the corporate design. Along with customizable apparel, the product range of the eCommerce platform also offers rain accessories, including of course popular presents such as umbrellas for employees or customers. Available in various sizes and colours, they can also be individually designed with motifs and text as desired.

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





CARE FROM A QUALITY COMPANY

During all measures in wind and weather fast, perfect hand care is important for preventing dry and chapped hands. The new Pocketlotion Hand from KHK is produced in Germany, contains 15 millilitres hand lotion and is provided with a leak-proof click seal. Thanks to its handy size, the practical stick fits into every small pocket and is constantly ready to hand. Enriched with hyaluron and Shea butter, the caring and protective hand lotion pampers the hands with nutrients and moisture. Thus, the hand care is happily used by men and women and perceived to be a personal promotional product with a positive image. Pocketlotion Hand can be ordered from 250 pieces, supply time is approximately three weeks. The lotion is customised with an all-round label in 4c digital printing.

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

-Advert-

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PRACTICAL GARDEN HELPER

The electric leaf vacuum from Lehoff cleans up in the garden and around the house in no time. It has a switch for vacuuming and chopping up leaves or blowing the leaves together. Soft material such as grass and foliage can be shredded into about a tenth of the original volume thanks to the built-in shredding unit. The carrying strap and additional handle grip let you work without tiring. And because the air intake and collection bag cannot get blocked, it is always safe to use.

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

AUTUMNAL LIGHTING

The sensational lantern from Multiflower has frosted outer glass in the form of a pumpkin, but an inner glass printed with an autumnal motif. The candle is easy as pie to light using the tealight lifter. The autumn light pumpkin awakens joyful anticipation of the most colourful time of year and conjures a warm, slightly flickering light on the patio table in the evening. The product comes individually packed in a box. The 85 x 100 millimetre slipcase can be customized on orders of 500 or more.

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



A TALENTED LIGHTWEIGHT

With PU-coated nylon, Halfar uses a material that is robust and at the same time particularly light for its rucksack Prime. Prime is additionally outstanding with many refined functions and clever details. A zipped inner compartment offers room for an MP3 player and ensures a practical connection with a headphone opening. Further, the rucksack possesses a roomy main compartment with two-way-zipper and a zipped front bag with organizer elements as well as lateral net compartments, which are ideal for drink bottles or other travel provisions. Handle, back section and the length-adjustable straps have extra cushioning for comfortable transportation. Even the bottom section has cushioning and padded seams. While front section and belt strap can be had in the colour options of noble black, classic marine, subtle anthracite, light grey or bright red, the rest is in an understated black. More about Prime and Halfar quality in the current catalogue or at www.halfar.com.

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





ACCURATELY MEASURED

The ThermoCard from JH Innovations, which enables house owners to measure by themselves the need for renovation on their house walls or windows during the cold season, is finding favour in the world of construction and banking. By the same token, this TÜV-tested card enables the insulating capacity of roof windows to be verified during the summer. This is made possible by an exact, paper-thin, easily readable film thermometer applied to the back with a temperature display that can easily be observed through a window cut into the card. The card can also reveal thermal bridges in a matter of seconds. The generous amount of advertising space for an individual design and the convincing message to the customer distinguish the ThermoCard from a mere promotional gift, making it a genuine customer acquisition tool. The card comes in the traditional postcard format A6, and in visiting card or various longer formats.

48291 • JH Innovations GmbH • Tel +49 621 74814-66
info@j-h-i.com • www.jh-innovations.de

A BOX SEAT FOR CONTACTS

Sophisticated business card holders made out of lamb's nappa leather in various models are available from Bühring. The Vika-M model is equipped with a hidden magnet closure. Vika-MB comes equipped with a silver-coloured, visible magnetic closure. The magnet-less version is the business card holder Vika-H, for smaller budgets or when no magnet is desired. The main compartment offers abundant room for business cards. Received business cards can be deposited, preserving their value, in the front or inner pocket in the flap. For other contents or small products for example, the leather holder can be custom-designed and adapted to customer desires with regard to shape, size and features. Sample manufacturing is performed in India within one to two weeks. The supply time of the individually packaged goods, via shipment by air, is approximately four to six weeks after sample and logo approval.

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



LUMINOSITY FROM A POWERFUL LIGHT

The high-quality aluminium flashlight from Krüger & Gregoriades in Hamburg, Germany is small, handy and very bright. It is equipped with nine high-powered LEDs from Lichtkraft. The 25-lumen lamp, which is designed for an average service life of 25,000 hours, is switched on and off by means of a rubberized button. It also has a hand loop and comes packed in an elegant metal can, batteries included.

47203 • Krüger & Gregoriades Im- + Export GmbH • Tel +49 40 731021-80
info@kg-hamburg.de • www.kg-hamburg.de



INKOGNITO STAMP

Important and sensitive information on documents, letters and other written items can be stamped over beyond recognition with the Inkognito automatic stamper from Heri-Rigoni. Confidential sender, customer and bank details or even private indications then become illegible, even in backlighting. As a result, papers only normally printed on one side can be used as note and draft paper without a concern. High-quality packaging materials such as padded envelopes and boxes can thereby be used multiple times without problems. This saves resources, helps sustainable conservation and is extremely economical. In addition, for the sake of the environment the greenline stamp housing is manufactured to environment ISO 14001 out of 80 per cent recycled plastic. Detailed information about its entire stamp world has been published by the Schwarzwald-based company on the Internet too at www.heri.de.

41016 • Heri-Rigoni GmbH • Tel +49 7725 9393-0
vertrieb@heri.de • www.heri.de

WELCOMING THE AUTUMN SEASON

The days are getting shorter and the evenings colder, and the warm blankets from Kundenpflege Wellness & Care are just the thing for the approaching autumn. After all, what could be better than to enjoy a cosy evening cuddled up on the couch or in the fresh evening air. The Basic fleece blanket is a practical, universal blanket measuring 150 by 120 centimetres. This blanket, which comes in four different standard colours, consists entirely of microfibre in 180 grams per square metre quality. It is linked all round and comes individually packed in a plastic bag. A practical drawstring bag in black is included. Additional blankets, give-aways and innovative wellness sets can also be found online at www.kunden-pflege.de.

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



SHORTY AS A BALLPOINT PEN

Along with the well-known Shorty clutch pencil from Wörther in Baden-Baden, Germany there is now a Shorty in the form of a ballpoint pen. Like the clutch pencil, its extraordinary design gives it a special appeal, and it comes in eight standard colours. Thanks to its ergonomic hexagonal form, this quality product made in Baden-Württemberg lies well in the hand and its compact size lets it fit in every pocket. The new Shorty ballpoint pen is equipped with a commercially available, blue D1 refill and comes in a black gift carton. Advertising can be printed on the pen on orders of 50 or more, and on the gift package on orders of 200 or more.

42394 • Wörther GmbH • Tel +49 7221 63431
info@woerther.de • www.woerther.de



EXCLUSIVE ADVENT CALENDARS

This year once again, CD-LUX GmbH is offering a diverse range of Advent calendars. Sweet Advent calendars can be custom printed from just 100 pieces. As always, top-level quality at an optimum price/performance ratio can be expected at the same time. Customers' needs for particular shapes are met by the manufacturer with contour-stamped calendars. The Select Edition Christmas tree Advent calendar, for example, filled with finest brand chocolate from Lindt & Sprüngli, offers with its elegant tree shape plenty of space for the custom promotional message. A real unique item is the individually designed Advent calendar: here, not only the tasty filling, but also the contour of the calendar can be determined, ideal for presenting companies, brands or customer products. A top model is now the Advent calendar Cube: The cube's five promotional faces offer maximum space for creative promotion. Particular chocolate enjoyment is promised by the high-quality filling with Lindt & Sprüngli Minis. Samples and neutral dealer catalogues can be requested at www.cd-lux.de or via info@cd-lux.de.

45452 • CD-LUX Adventskalender GmbH • Tel +49 9971 8571-0
info@cd-lux.de • www.cd-lux.de



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The European Promotional Products Association provides the trustworthy mark for companies committed to delivering safe, high-quality, socially compliant promotional products. Make it your sign of trust. Find out more on www.eppa-org.eu





FAVOURITE COFFEE POCKET-SIZED

A new product available from Kolb Import & Export in Hamburg is the StrainerThermosGlas, the first double-walled “thermos glass to go” for cold and hot beverages, such as milkshakes, tea or coffee. It is convenient, fits easily into handbags, computer or sporting bags, and its eight-litre capacity is just the right size for an urban lifestyle. So it is ideal for anyone who is running errands or has to wait at the doctor’s office or elsewhere. The glass is dishwasher-safe up to 55 degrees Celcius and has a removable perforated filter, the so-called strainer, made of stainless steel. It comes individually packed in export cartons of twenty units each. A practical

added benefit is that samples or four logo ice cubes can be put into the individual cardboard box. The glass can either be printed as a standard item with a dragon symbol, or ordered as a product with a logo with a standard lid clip in a high-gloss individual package. The individual box can be done up in the customer’s design on orders of 2,000 or more. Additional information upon request.

44062 • Kolb Import & Export • Tel +49 40 2500048

kolb-imex@web.de • www.kolb-imex-global.com

ON THE MOVE WITH THE POCKET-BAG

Always ready to hand when a bag is quickly required – that’s Pocket-Bag from the emotion factory. Thus, a compact but bijou contribution to a clean environment can be performed: Pocket-Bag is perfectly suited for travelling for storing any refuse, but wet swimming trunks, fruit and much more also find space inside. Whether on holiday, in the car, on a bike trip or a hike: the universal plastic skin enables flexible bag sizes, as required. Customers can order the Pocket-Bag with a customised, four-colour label from 250 pieces.

45997 • emotion factory GmbH • Tel +49 7042 81550

info@emotion-factory.com • www.emotion-factory.com



VELVETY SOFT LIPS

Eco-promo has a smooth balm for well-tended, healthy and velvety soft lips in its product range which comes just in time for summer, sun and vacations in order to pamper the sensitive skin on the lips with lots of moisture. The beeswax-based lip balm is enhanced with SPF 15 to protect lips against harmful UV radiation. The aluminium container is pretty, fits in even the smallest bag or pocket, and is also convincing from an ecological point of view: just as all other aluminium items in the product range of this specialist for ecological promotional products, it is made of 95 per cent recycled aluminium.

47503 • eco-promo GmbH • Tel +49 9369 9835910

sales@eco-promo.eu • www.eco-promo.de





CHOCOLATE MUSHROOM SEASON

Autumn is the ideal time for collecting mushrooms. For all those, however, who prefer not to go into the woods or who don't like mushrooms, Chokolissimo has something to help: the eight exquisite chocolate mushrooms with a crispy hat and liquid caramel filling ensure particular culinary enjoyment precisely in stormy autumn times. The unique flavour experience comes to the customer at a net weight of 150 grams.

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

rafael.kladzinski@chocolissimo.de • www.chocolissimo.de

AUTUMN TIME IS WINE TIME

Wine is a select gift-giving classic that always enjoys lasting popularity. To go with the wine bottle, wood turners Kuhnert from Rothenkirchen manufacture promotional products out of certificated timbers. A special real wood veneer, treated in a patented method, is turned into shadow lamps, bottle labels or bottle hangers, bookmarks and greetings cards. The veneer is so thin that even light can shine through it. The natural raw material, wood, is also used to produce tea light wreaths and houses as well as figures, such as winegrowers for example. All products can either be provided with custom engravings or designed to customer requirements. More info and advice from Drechslerei Kuhnert.

48061 • Drechslerei Kuhnert GmbH, Erzgebirgische Holzkunst • Tel +49 37462 636410

verkauf@kuhnert-gmbh.de • www.kuhnert-gmbh.de



RADCLIFF CUDDLE PRO

Had a cuddle today? If not, it's time to order Radcliff, the new fleece blanket from Easy Gifts. Not only can it be used as a cuddly blanket, but also as a soft cushion, which it turns into once folded up. And with the large, cheerful colour choice, the right blanket is sure to be found. The customer's promotional message is embroidered onto the cushion. The warming autumn and winter product comes supplied individually packaged in poly bags.

47300 • Easy Gifts GmbH • Tel +49 911 81781111

info@easygifts.de • www.easygifts.de



Magdalena Owczarska and Artur Owczarski
at the CiTRON PSI stand in Düsseldorf in 2013.



Artur Owczarski, owner of CiTRON,
accepts the Polish "Masovian
Company of the Year" award.

CITRON

EUROPEAN USB WAREHOUSE

Warsaw-based CiTRON specializes in making USB sticks and lanyards decorated with jewellery. The strengths of this manufacturer are strong production quality and delivery times that are flexible and short.

Are you looking for USB sticks for your customers? Do you need 1,000 printed USB sticks to be delivered in only a few days? Nothing easier than that! – this is a promise CiTRON makes so that the promotional products business will know what to expect. It is precisely to meet these expectations, supplying the European market with USB flash drives since 2005, the

CiTRON company has developed European USB Warehouse. Tens of thousands of USB available in several colors and shapes, in capacities ranging from 1 GB to 16 GB are always available in the stock.

SHORT DELIVERY TIMES

USB Flash Drive is for years the most popular, next to mugs, pens and advertising leash, advertising media in the promotion-

al gifts industry. "When we started in 2005 import of USB, a lot of people did not even know what they are used for. In those days, the most popular were flash drives with a capacity of 128 MB at substantial costs of more than 10 Euro. And there were available on the market about 30 models in several colors. Customers waited at least three weeks to complete an order, and the number of factories was still not sufficient for the growing demand. Today a standard is capacity of 4 GB, and USB can be ordered, labeled and delivered to the customer within 24 to 72 hours. It all depends on whether the order is realized in Poland or we have to deliver to other countries," says Artur Owczarski owner of CiTRON.

PRODUCT RANGE

CONSTANTLY EXPANDING

CiTRON's offer in recent years has expanded several times. In the regular offer are more than 400 USB models, in every possible color. With the development of USB memory market also expanded the com-

pany's offer. As one of the first in Europe, Citron introduced to the offer a custom USB. This unique product is a way to create unique pieces, perfectly matching to the objectives of advertising campaigns. Thanks to technology, which at first allowed to create only 2D covers, and today also allows the production of 3D, can be ordered USB logo of any product or logo of customer-shaped. Over the years, CITRON performed countless number of sticks that were used in major advertising campaigns. But not everyone knows that orders for 50 units are standard, allowing even small companies, at preserving a lower capital expenditure, for creating their own unique designs. The company CiTRON offers not only the standard models, plastic and metal but also wooden USB, Eco USB, so popular today credit card-shaped USB with full color inscriptions, mini-USB, and directed to the more demanding customers elegant metal models, sticks decorated with Swarovski crystals and even USB made of fine wood, noble metals (silver) decorated with amber.

EXCELLENT SERVICES

The company's efforts to be always one step ahead of market expectations have resulted in numerous awards and honors. Already in 2006, the company was awarded Advertising Eye for the gift of the year what was putting sticks on the Polish market. The jury appreciated the idea for promotional gift, which, as expected, has become a hit in recent years. Over the next few years, the company has received more than 10 awards and prizes in competitions Gifts of the Year at the fairs Rema Days Poland and Rema Days Europe and twice took a high place in the competition the Crown of Advertising and in 2013 place in the first six of top advertising gifts importers in Poland. "We found ourselves among the best, according to the Polish advertising agencies, importers operating on the Polish market. Our competitors were widely known international companies operating in the market of promotional gifts, specialized in providing comprehensive range of gifts from the proverbial pen to premium prod-



CITRON's standard offer comprises around 400 different USB sticks.



The CiTRON team. (Photo: Maja Zajkowska)



ucts," says Magdalena Owczarska.

TRUST IN THE PSI NETWORK

CiTRON company is constantly reaching new markets expanding its activities to other European countries. "We're currently working with clients in Latvia, Lithuania, Estonia, Denmark, Switzerland, Germany, Czech Republic, Romania, Slovenia, Russia and many, many others. We were present at the fairs, Rema Days Europe and PSI. As a member of PSI we are gaining the opportunity to reach out to members of the organization by developing our re-

lationship with customers from all Europe. We are already inviting to visit our stand at the fair PSI 2014," added Magdalena Owczarska.

CITRON

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With einzigartigeArtikel.de, Agentur & Druckerei Murr offers its customers the possibility to create products individually according to their own ideas.

AGENTUR & DRUCKEREI MURR

FIRMLY IN FAMILY HANDS

Agentur & Druckerei Murr has not only had years of experience, it also has something else to offer its customers, for father, mother and son do creative work with their team and the focus of their family-run company is on sustainability and innovation.

It began in 1929 when Adolf Murr founded what was then the printing works and Murr publishing house in Karlsruhe in south-west Germany. Today's managing director Ralf Völlinger took over the print shop in 1987, and in his hands the company developed from a pure printing service provider into a full-service agency. After the agency had first of all increased the size of its premises, Völlinger

also expanded the company's portfolio. In order to be able to give customers an all-round service, promotional products were also offered in addition to print products and the range of services was enlarged. Today the company generates the majority of its turnover with graphics & design, print products and individualised promotional products. In the past few years, Agentur & Druckerei Murr has enhanced its

portfolio in webpage and online marketing by means of structural changes and additional employees.

EINZIGARTIGEARTIKEL.DE

In 2012 Ralf Völlinger's son Benjamin joined the business as second managing partner, having worked in his father's company while he was still studying marketing. He also played a significant part in the development of the brand einzigartigeArtikel.de,



Ralf Völlinger (r.) has been managing **Agentur & Druckerei Murr** since 1987. Last year, his son **Benjamin (l.)** became second managing partner.



behind which are customizable products specially tailored to the customer. On the corresponding website, the customer can search for his favourite product and send his customization request to Agentur & Druckerei Murr in the form of a company logo, an image or name. With modern technologies such as CO₂ lasers and UV print, the Karlsruhe company implements the customer's wishes. But apart from consultation and implementation, Agentur & Druckerei Murr also offers to develop the customer's concepts and ideas together with him in order to design a unique product which corresponds exactly to the customer's requirements.

EXPERIENCE MEETS CREATIVITY

What makes the agency unique? Both Benjamin and Ralf Völlinger know an answer to this: It is cooperation between young and old. Here creativity meets experience, a combination from which customers benefit and from which new visions and ideas continually arise. As the Easter campaign at the beginning of the year proved. With the slogan "We engrave your eggs", Agentur & Druckerei Murr drew attention to itself with a special advertising campaign. With the in-house CO₂ laser, the agency engraved Easter eggs with the company's logo, name and any text desired. The Easter eggs were real eye-catchers and pro-

motional articles which could even be eaten and enjoyed. For the future many other such campaigns are planned, always motivated by the thought of offering the customer something special. <

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JÜRGEN RÜPPNER

IN THE SERVICE OF PROMOTIONAL PRODUCTS

This edition's portrait describes in Jürgen Rüppner a businessman who with his company Werbemittel Rüppner has been constantly giving the promotional product scene in the new federal states of Germany fresh impulses ever since the fall of the Wall. Together with his partner Steffen Thorhold he set up his company in 1992. Not long afterwards with the first in-house exhibition a series of customer events was launched which to this day have been very popular with exhibitors as well as guests. It is also these in-house exhibitions which serve Jürgen Rüppner and his expert team as an ideal forum for bringing customers, employees and suppliers together in successful interaction. This is where accents are set for joint projects which focus on promotional products.

We meet Jürgen Rüppner in the lobby of the Leonardo Hotel in the art-oriented city of Weimar, the home and sphere of action of numerous important writers, musicians, artists and architects. To this day the genius loci of this historic place in the heart of Thuringia has fascinated huge numbers of visitors with its great past and the richness of its present cultural life. But

Weimar is also a powerful magnet to many industries as a modern economic location. The cultural and creative industries above all have a very strong presence here. For Jürgen Rüppner and his companion Steffen Thorhold this mixture of culture and business was one of the reasons for holding the latest in-house exhibition of Werbemittel Rüppner GmbH & Co. KG in Wei-

mar once again; especially as with their profession they also "basically operate a creative industry to some extent", as Jürgen Rüppner notes. For creativity is a significant feature of the promotional product industry, whose success is based on constantly new creations and innovative ideas. And this is precisely what the company Rüppner is able to demonstrate here

with its presentation. In the premises of the hotel, which are optimally equipped for a very wide variety of events, Rüppner, Thorhold and their team find almost ideal conditions for this.

PRACTICED CUSTOMER PROXIMITY

The traditional in-house exhibitions, which take place practically every year, are constantly recurring testimonies to practised customer proximity. The majority of the customer base comes from the federal states of Saxony, Saxony-Anhalt and Thuringia and is recruited from companies from a very wide variety of sectors, including representatives of the pharmaceutical industry, the automotive sector, financial services, the construction sector and the supply industry, as well as public utilities and various SMEs – all in all a “healthy mix of industries”, as Jürgen Rüppner emphasises, which also allows his company to stand on a sound footing. But over the course of the years Werbemittel Rüppner has also built itself up a substantial customer base in the North of the Republic, including firms from Berlin and its district, Mecklenburg-Western Pomerania, Hamburg and Schleswig-Holstein. Here the company also goes out to its business partners and likewise has already staged a few in-house exhibitions in the region (such as in Rostock, for example). In addition, as long ago as 1999 Rüppner set up a branch in Neumünster north of Hamburg and run by Manfred Habeck. Jürgen Rüppner has already been associated with him for a long time and has him to thank to a certain extent for having acquired a taste for promotional products.

RELIABILITY AND FLEXIBILITY

Habeck and Rüppner came into contact through a large consignor of promotional products who was still based in Neumünster at the beginning of the 1990s and for whom Manfred Habeck was working in a position of responsibility at that time. This encouraged him to come to the decision to operate independently in the matter of promotional products, whereupon Jürgen Rüppner got together with his friend Steffen Thorhold and set up the company Werbe-

mittel Rüppner as one of the first promotional product companies in the new federal states in 1992. Its headquarters was (and is) Braunsbedra on the Geiseltalsee in the Saal district in Saxony-Anhalt, about 25 kilometres from Halle and 35 kilometres from Leipzig. Right at the start it was recognised that networking would be necessary and they joined the BWG, the federal association of promotional product consultants, as a member. From the beginning the emphasis was placed on “personal and expert customer care, honest dealings”, as Jürgen Rüppner formulates it. With this concept, business went well and the company grew continually, not least thanks to the maxim which always places the customer at the centre of all the firm’s activities.

NUMEROUS HIGHLIGHTS

In-house exhibitions have always been a central component of the company concept of the promotional product experts from Braunsbedra. It is then also these events which Jürgen Rüppner, Steffen Thorhold and their experienced team use as an ideal tool to cultivate and intensify customer contacts. For these events are also prepared with correspondingly great care, so that the in-house exhibitions consistently also bear the individual hallmarks of Rüppner’s company style: Exhibitors as well as guests are intended to feel at home in a congenial atmosphere and find out as much as possible about the latest promotional products. That this style goes down well is something the team from Rüppner Werbemittel experience again and again. Jürgen Rüppner likes to recall the many highlights of the past two decades, among them the 10th anniversary, when they spent a weekend on Mallorca with customers and suppliers, or the beach party exhibition in Warnemünde on the occasion of the 15th. The 20th anniversary last year was celebrated in the atmospheric Rotkäppchen champagne cellars in Freyburg.

PERSONAL SERVICE

But even apart from the in-house exhibitions they stay in constant contact with customers at Rüppner. “Even though the

new media have presented us with a variety of opportunities and made business life simpler, we still continue to set great store by personal service. In my experience, personal contact with business partners is even the most important thing of all,” is Jürgen Rüppner’s conviction, and he goes on to say: “This is also what the majority of our customers want. First of all they stipulate themes and advertising objectives. Then together we work out ideas and solutions for the best way to implement corresponding advertising campaigns and what products to use. During this phase of the work we also involve our supplier partners as product experts.” This gives rise to a continuous, mostly fruitful exchange between customer, dealer and supplier – the fluid, as it were, which helps to propel the customer’s marketing measures steadily forward. “In this way we have already been able to achieve fine successes together with our customers,” says Jürgen Rüppner.

SATISFIED CUSTOMERS

Individual consulting and service are the be-all and end-all of Werbemittel Rüppner’s business philosophy. At the same time Jürgen Rüppner has an experienced team he can rely on, also including his wife Petra and Thorhold’s spouse Ines as well as Nicole Rühlmann and Manfred Habeck: “Most of our employees have already been with us for years and this makes them constant and reliable contacts for our customers. In the team we always bear in mind that we are service providers, but at the same time we also regard ourselves as the customers’ partners so that we can achieve the optimum result together with them and our supplier partners. It’s only when our customers are satisfied that we have done a good job. For satisfaction for our customers in turn means satisfied customers for them. It is only when this is the case that the goal of our cooperation is achieved,” Jürgen Rüppner emphasises. That he and his team have very often succeeded in this is proved by the many loyal customers who benefit from the services of the promotional product experts from Saxony-Anhalt and who are happy for their part to recommend

JÜRGEN RÜPPNER IN PERSON



What was your first thought this morning?

When is the summer finally going to arrive?

What made your day a good day?

When we enthused our customers as a team!

What puts you in a really good mood?

When creative and exciting customer projects, which have arisen in our heads, can also be implemented by us.

And what makes you furious?

Dishonesty and hypocrisy.

What are you most prepared to excuse?

Small mistakes.

How can you forget the time?

Watching an exciting football match.

Four weeks mandatory holiday leave – where would you go?

With my family and friends to Florida.

What do you like to spend money on?

Nice presents for my family and friends.

Do you let yourself be seduced by advertising?

Of course! If it is appealingly made and has a certain charm.

What makes a promotional product a good promotional product?

When our customer's customers are enthused by it!

The best one that you've ever received?

A football edition ruler.

What gets on your nerves in connection with a promotional product?

When a creative, high-quality article is given away at dumping prices!

Rüppner. "This is another way our customer circle has already often been extended," Jürgen Rüppner continues.

CREATIVITY, QUALITY, KEEPING DEADLINES

In line with their way of thinking of themselves as service providers, services at Rüppner include all areas related to the application of promotional products. "Whether it is in giveaways, exhibition invitation incentives, premiums or special orders in various areas, for us every job is a new challenge," explains Jürgen Rüppner, who, apart from the creativity already mentioned, also focuses with his team on quality and keeping deadlines. Now at the latest in-house exhibition in Weimar another trend-setting form of service has been presented, based on the cooperation with the company Diyou. It offers support in the development and design of modern digital company communication. It includes the services of consulting, hybrid communication, interactive motion design, 3D visualisation, web and mobile development and creative commerce. With the services from Diyou, Rüppner and his team want to enrich the service spectrum in all aspects of promotional products with up-to-date marketing impulses.

REINFORCING THE PROMOTIONAL PRODUCT

However, the central point remains the three-dimensional advertising medium, to which Jürgen Rüppner also enthusiastically commits himself: "Despite all the efforts up to now at association level, the promotional product industry still does not carry enough weight with politicians and public awareness in comparison with other forms of advertising such as TV or print media. Therefore I see it as an extremely important task to continue to defend our interests as an industry and to raise public awareness of the variety and effectiveness of promotional products even further. At our in-house exhibitions we are already managing to successfully bring across the advantages of representational advertising at the grass roots, anyway, and so to deliver strong arguments for its indispensability. The task of achieving this as an industry will occupy us for a few years yet."

"SPORT AND LIFE"

The managing directors and friends Jürgen Rüppner and Steffen Thorhold got to know each other one day when playing football together. This sporting passion and their experiences of it gave rise to another successful enterprise alongside the promotional product trade: Under the name of "sport and life" they offer sport and life coaching, led by professional mental trainers working according to the latest discoveries of thought and behavioural research. A field which naturally also benefits Jürgen Rüppner in his activities in the promotional product trade. While Steffen Thorhold mainly looks after "sport and life", Jürgen Rüppner's focus is on the task of achieving maximal advertising impact with pleasing and useful products in the service of his customers. It will be interesting to see the effect he has in this wide field in times to come.





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Was macht moderne Messeplanung aus? Welche Trends setzen sich im Standbau durch? Wie können Aussteller ihren Erfolg noch besser kontrollieren? Diese und weitere Fragen beantworten Ihnen unsere Experten im Rahmen von Seminaren in ganz Deutschland.

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INNOVATIVE PROMOTIONAL PRODUCTS



MULTIMEDIA ALWAYS IN SIGHT

Having multimedia contents on your mobile phone is the latest fad and it deserves special attention. A smartphone needs a stable stand, regardless of whether you are using it to watch the latest film or to make a video call on Skype. In exclusive collaboration with the Swedish designer Thomas Gardner, Bookmanpromotion is now presenting the smartphone stand called Tilt. This intelligent stand for modern mobile phones makes looking at a screen stress-free because you don't have to hold the telephone in your hand. A company's logo is always kept in sight with this stand, thanks to the eye-catching personalising options on offer. What is more, it can also be used as a key ring.

48778 • Bookman AB • Tel +46 8 41068050

info@bookmanpromotion.com • www.bookmanpromotion.com

TEMPERATURES UNDER COMPLETE CONTROL

Gourmet chefs cooking on a grill or with a frying pan now have the exact cooking time for their meat completely under control with the four thermometers from Rösle, which come in four different colours. The thermometers each come with two features for this purpose: one for perfectly grilling steaks and one for cooking certain kinds of meat, like poultry, beef, lamb or pork. An easy-to-read display also helps you keep track of the time when cooking in a hectic environment. All of the models can be used in a frying pan, oven, or on the grill; they can also be cleaned in the dishwasher. Personalising the thermometers can be done by means of laser engraving, etching, stickers, banderole labels, or with a custom-made folding box.

48426 • Rösle GmbH & Co. KG • Tel +49 8342 9120

info@roesle.de • www.roesle.de



A VARIETY OF COLOURS

The trendy ballpoint pens with a twist mechanism called Icon SI and Icon M SI from the company uma each have a transparent or a shiny covered case as well as a shiny silver tip depending upon the model. These new products from uma have a truly special advertising potential, thanks to their surfaces, which can be printed on or finished in a variety of different ways. There is a large selection of colours available. Customers can select from more than 20 different colours and each model can be adapted to individual CI requests. The Icon models feature a European jumbo-sized ink refill with a white plastic tube, a large silver writing tip, and a tungsten carbide ball. The special ink, which conforms to the ISO standard, has a writing output of approximately 2,500 metres.

41848 • uma Schreibgeräte Ullmann GmbH • Tel +49 7832 7070

info@uma-pen.com • www.uma-pen.com





SEE-THROUGH PROTECTION FROM THE SUN

Global Innovations not only wins people over with its patent developments but also with its special certifications which go beyond normal statutory requirements. At the beginning of the year, the Global Innovations sunshade was awarded its very own Reach Certificate. The sunshade for a side window reliably protects small passengers in cars from strong sunrays and gives them a pleasant shaded area to sit in. At the same time, it can be seen optimally from the outside and it has a large advertising space available. The product is perfect for any car and can be attached to the window pane very easily with the suction cups that come included. The porous nylon net, which can be seen through, can be personalised with a custom-made transfer imprint.

46626 • Global Innovations Germany GmbH & Co. KG • Tel +49 6502 930860

info@globalinnovations.de • www.globalinnovations.de

VERY INNOVATIVE RECYCLING

The demand for environmentally-friendly and recyclable products is steadily growing and Bofa is meeting this demand with a particularly innovative idea. Flagbackbag by Bofa is the name of the special product which reuses old flags, banners and tension banners again instead of throwing them away once they are no longer needed. The company shows consumers and the promotional products market in particular that this doesn't have to be the case: Bofa makes practical bags made out of old flags, banners and tension banners. The recycled and recyclable bags come in a variety of sizes and are perfect for using as an unusual gift or as packaging for catalogues, brochures, etc., as well as for reselling. Every Flagbackbag by Bofa is, of course, a real one-of-a-kind product.

47698 • Bofa-Doublet GmbH • Tel +49 228 6834169

paula.vieth@bofa.de • www.bofa.de



A SPOTLIGHT ON BOOKS

The new stand-up display from E&H Design offers customers the perfect way to present open or closed books. It doesn't matter if it is an illustrated book, an antiquarian book, a book about a company's history, or another product which is supposed to be presented in a striking manner; the transparent display always remains discreet in the background and fulfils its purpose as a quiet little helper. It really is the optimal way to present a book. The manufacturer makes it out of acrylic, which is three millimetres thick, and offers customers the finishing option of placing a personalised digital imprint on it. This turns the display into an advertising messenger that really makes a statement.

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

info@eh-design.de • www.eh-design.de





OKTOBERFEST ON YOUR ARM

Reisensthal shows its colours with the six-piece Special Bavaria Edition, which pays tribute to the famous Oktoberfest festival in Munich. Their playful designs, creative embroidery and high-quality applications turn the various bags into special companions and unique accessories. What is special about the Bavaria Edition is the charming way that tradition and trends are combined with each other: a colourful annual fair combined with typical Bavarian symbols and edelweiss embroidery. The practical travelling bags called "all-rounder L and M" have a fixed place in the special edition set and are impressive with their spacious storage space and interior compartments. The Reisensthal classic carry bag is perfect for trips to beer gardens or while on a lovely picnic. This bag also has a Bavarian style. The shopping companion is also ideal for taking it along with you to Oktoberfest or while shopping.

47182 • Reisensthal Accessoires • Tel +49 8105 77292240
promotion@reisensthal.com • www.reisensthal.com

NATURAL TALENT WITH PROMOTIONAL POWER

It's obvious at first glance that the Coco-cube by emotion factory, a novel innovation made of real coconut fibres, is in tune with nature. The cube made of coconut fibres and natural rubber with a side length of four centimetres is breathable, lightweight and very elastic. It contains seeds which sprout vigorously from the cube after generous watering. Just place the cube in a container filled with water, turn occasionally and, after a few days, the first plants will sprout. A customisable sleeve turns it into an attractive and natural giveaway, ideal for addressing target groups in an environmentally friendly way. The sleeve offers 16x4 centimetres of advertising space which can be printed in 4c digital printing.

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



SPORTY IN THE SUMMER

The functional clothing models from James & Nicholson makes doing sports twice the fun, regardless of whether you are jogging, riding your bike, or playing on the football pitch. Daiber is presenting the perfect product for any type of sports and for any taste in its new 56-page sports catalogue. The current Running Collection has the perfect outfits for training sessions during any kind of weather: short and long running trousers, running shirts and tank tops, and multi-functional jackets. And especially for women, there are brightly coloured running skirts (JN 449) and the Ladies' Bra Top (JN448). Cyclists wearing the ladies' or men's Bike-T Half Zip (JN 451 / 452) will really make a bike race special. The sporty bike shirt is made out of CoolDry fibres, which draws body moisture away from the body. Team players can also find everything they need for their uniform at James & Nicholson. The breathable and quick-drying V neck Team Shirt (JN467) with its polo shirt collar perfectly matches the Team Shorts model (JN 468), which has inserts with contrasting colours. It's the perfect apparel for all kinds of team sports, like football, handball, volleyball, rugby and hockey.

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



A REFRESHING WAY TO COOL OFF IN THE OFFICE

There won't be any days off from work on account of the summer heat, even if it's about to get really hot in offices in the near future again. Anyone who wants to cool off should be prepared by having the refreshing spray from the company i.p.a. cosmetics on hand. When you use it to refresh your face several times a day, the ingredients moisturise and take care of your skin, while you enjoy the pleasant scent. It improves and clarifies your complexion and tautens your skin. By the way, the seven millilitre spray stick can also be filled up with other useful ingredients instead. For example, it can contain a UVA 15 sunscreen, antibacterial hand-disinfectant spray, or an insect repellent. It also comes as a lens and screen cleaning spray, a lovely lavender spray for pillows, or a de-icing spray for the wintertime. This handy stick made out of transparent plastic fits inside trouser pockets. The four-colour label can be imprinted using either a digital or offset printing process. Of course, the spray sticks are "made in Germany" and guarantee the highest quality ingredients.

42567 • i.p.a. cosmetics GmbH • Tel +49 2521 83000

info@ipacosmetics.de • www.i-p-a.de

PLAN YOUR CALENDAR HIGHLIGHTS

The publisher Korsch Verlag is presenting a strong calendar programme for 2014 with many new trendy themes and innovative products. Special new editions in the areas of art, photography, humour, and top quality pocket calendars promise a strong calendar business with a lot of potential for growth. The publisher's portfolio in the photography-art area is rounded off with two new animal-related calendars that come in a panorama format: The Pferdeglick calendar for horse-lovers is devoted to horses and Samtpfoten to pets. The Alps calendar offers images of glorious summits, idyllic lakes and spectacular vibes, and the Land & Lust calendar makes for a great romantic companion for the year. The Wunder der Welt calendar, which has been a best seller in the Korsch program for many years, invites viewers to an exciting photographic journey around the world.

40786 • Korsch Verlag GmbH & Co. KG • Tel +49 8105 3763939

wiederverkaeufer@korsch-verlag.de • www.korsch-verlag.de



ROBUST PROTECTION DURING SPORTS

Trendbagz, the truck canvas specialist, is selling a new classic sports bag called Truckz Gym, which is made out of robust truck canvas. It not only gives the sports bag a great appearance, but it also reliably protects the things inside from dirt and water. The manufacturer emphasises that it is very practical for using it as a bag for sports shoes. What is more, Truckz Gym has an optimal and eye-catching advertising space on it, which can be finished by using silk screen printing. The new gym bag, along with most of the other promotional bags from Trendbagz, is in stock and immediately available for shipping.

48336 • Trendbagz GmbH • Tel +49 201 8993650

info@trendbagz.com • www.trendbagz.com



EXPRESS GUMMY BEARS

For people who have a sweet tooth and can't wait a long time for something sweet, the sweets specialists Jung is now selling express gummy bears which can be delivered to customers very quickly. An order is ready for shipping three days after production is authorized by the customer. Of course, the order includes a personalized 4c digital imprint placed on either transparent or white foil which lives up to the high printing quality standards that Jung is renowned for. The customer can expect about eight grams of brand-name gummy bears from Trolli in each packet of sweets. This delicious and popular treat, which has its own special advertising on it, can be ordered at short notice for a trade fair or for an event. You can get going with an order of 3,000 units. Customers can use the gummy bears, which have a minimum shelf-life of twelve months, as a tasty give-away with an advertising message on it.

41545 • Jung Bonbonfabrik GmbH & Co KG • Tel +49 7042 9070

zentrale@jung-europe.de • www.jung-europe.de

“LA DOLCE VITA” – WHEREVER YOU GO

You shouldn't separate what naturally belongs together. Sanders Imagetools follows this motto with its Latte Macchiato drink, which comes in a 250 millilitre aluminium slim-line can; it is a tempting mixture of pure coffee and milk for you to enjoy. The Latte Macchiato has a full-bodied and delicious flavour: strong coffee with a pleasant sweet taste. It's an irresistible beverage for break-time and while you're out and about. The Latte Macchiato slim-line can is designed according to each customer's specifications. The customer has many options to choose from: There is an inexpensive option where a smart label is used, as well as more elaborate design options, like the premium full-body label, which reaches the tapered part of the can and can be decorated with 4c photographic quality printing. Although the full-body label has only been available with shiny finishing up until now, the layout can now come with a trendy matt label surface. This option is available for all decoration variations for a minimum order of 264 units.

46551 • Sanders Imagetools GmbH & Co. KG • Tel +49 9401 607980

welcome@imagetools.com • www.imagetools.com



A REFILLABLE PROMOTIONAL CLASSIC

DreamPen from Poland offers a new, original solution, in the form of writing implements with customised clips. The clips of the Galaxy, Lotus, Gladiator, Infinity and Optimus models can be customised with logos or designs that boost the attention-grabbing factor considerably. The new pens can be used for an unlimited time thanks to the gel refills. Colour intensity is now even brighter, the ink does not smear or dry up, and is also waterproof – all properties that make the pen even easier and more pleasant to use. These excellent refills also come with a small wax cap, to stop the ink from drying up. By paying only four euros/100 pieces more, the customer will receive a blue gel refill that will keep going for 500 metres.

45720 • DreamPen • Tel +48 68 4772230

dreampen@dreampen.pl • www.clip4you.pl • www.dreampen.com



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SURREAL TOUCHES

It was in 1979 that the textile company Sipec was founded in Milan. Today they have 15,000 square metres of storage space available to them in the Italian metropolis and, thanks to sophisticated logistics, they are able to supply customers all over the world in the shortest possible time with what they request. In addition to this, Sipec displays about 1,000 new products, bestsellers and trendsetters in a showroom. At the end of 2012, the company succeeded in signing a licence agreement allowing them to produce and market the Salvador Dalí brand. Visitors to the 51st PSI Trade Show in January 2013 had already shown great interest in the new items inspired by the Spanish artist Dalí. In the meantime, Sipec has sent a comprehensive catalogue in seven languages out to the distributors and it is also possible to browse the current range to your heart's content on the website.

43807 • Sipec S.p.A. • Tel +39 02 48391153
barki@sipec.com • www.sipec.com

A COOL MICRO-CLIMATE ON YOUR SKIN

A new trendy polo shirt has been added to the Sportwool Collection from Clipper Corporate Wear. The sport wool material contains a high-tec temperature and moisture management system, which offers a high level of comfort. It guarantees a drier and cooler micro-climate between the skin and clothing, a quick drying time, and a very effective handling of humidity. What is more, it has built-in odour and UV protection. The new Sportwool polo shirts come in black and white for both the men's and women's models. These models are a part of the extensive NOS product line of Clipper Corporate Wear, which is shipped quickly and flexibly directly from the warehouse in Denmark.

46135 • Clipper A/S • Tel +45 9626 3200
ccw@clipper.dk • www.clippercorporatewear.dk



SCREW DRIVING TOOL WITH A FIRM GRIP

The tool specialist Wera now presents a compact screwdriver with amazing features. Through a simple press of the button in the handle of the Kraftform Kompakt 20 screwdriver, the integrated magazine with six bits opens like magic. Pressing the ring at the end of the handle transforms the short screwdriver into a long one. With a further press of the ring, the blade can be removed and it can be used as a power tool adapter. The Kraftform handle, comprising several components, lies securely in the hand and ensures that optimum force can be applied. The innovative Rapidaptor quick-release chuck technology guarantees that the individual bits are held securely, according to the manufacturer.

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

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PROMOTÜRK POWERED BY PSI: SPECIAL DISCOUNTS FOR EXHIBITORS

The 28th Promotürk event will be held from 19 to 22 September and it is the third time that PSI is lending its support. This international industry event will take place at the Istanbul Expo Center/CNR Expo. Promotürk has a long-standing tra-



dition and brings the promotional product marketplaces in Europe, Asia and the Middle East together in a city where two continents meet. Promotürk is organized by Promotürk, the Turkish promotional product association, and the event organization firm ITE Group Plc, which does

business around the world. Visitors can register for free at www.ite-promo.com (please follow the "Online Invitation Form" link). <

THERE ARE EXCLUSIVE SPECIAL DISCOUNTS FOR PSI MANUFACTU- RING MEMBERS WHO WOULD LIKE TO EXHIBIT THEIR PRODUCTS AT PROMOTÜRK:

- **without stand construction: starting from € 155 per sqm** (regular price: € 180) + € 220 registration fee (plus VAT)
- **including stand construction:** (walls, carpet, 1 spotlight per 3 sqm, 1 electrical socket, fascia lettering): **starting from € 175 per sqm** (regular price: € 200) + € 220 registration fee (plus VAT)

If you are interested, please contact
Nina Schiffhauer at
nina.schiffhauer@reedexpo.de
or on tel. +49 211 90191-212



THE PSI ONLINE TICKET: ORDER NOW!

The PSI Online Ticket Shop has been up and running since the beginning of June. Secure your ticket now for the PSI event in 2014 and save money. The eTicket costs € 57 instead of € 77 for early bookings. Next year the 52nd PSI event will have a whole new look. The international industry event will present itself as more innovative and youthful than ever with extraordinary premiers and many special highlights. Don't miss this opportunity to order your ticket today at www.psi-messe.com/tickets. <



ADVERTISING

There are many topics at present which merit discussion. No need to discuss the prohibition of advertising in the pharmaceutical industry. But we are not going to discuss it, we are going to fight it. The pharmaceutical industry wants to prohibit promotional products. Is that not a prohibition of advertising? Yes it is, for promotional products are advertising media. So they might as well prohibit advertising entirely. The motives of the companies who are really behind this have been prompted by the prohibition of promotional products in the American pharmaceutical industry. Now Europe intends to draw even! It will be difficult to prevent this. But we will spare no effort. The pressure which the associations and the PSI have built up is strong. It also needs to include legal steps!

In these times, we may ask how advertising is doing in general. In Germany alone, five million companies are advertising their products and services. The ZAW, the Central Association of the German Advertising Industry, has just published a new market study of the German advertising industry. Advertising revenues in 2012 were €18.42 billion, a drop of €600 million or 3.2 per cent from the previous year. The promotional product industry in Germany stands at €3.47 billion, roughly the same level as 2011. The winner is online advertising, which now accounts for more than a billion euros. The obvious losers are the print media. Stagnation is the best that is being forecast for 2013.

The good news is the presentation of promotional products in the ZAW study.

Data and facts on promotional products are presented in detail. And in the introduction to the study, the ZAW assesses the tax situation of promotional products, stating, "The ZAW still evaluates as critical the 35-euro limit on tax deductibility for promotional products – a value which is clearly too low and out of touch with everyday life."

So there is awareness, even though it is severely hampered again and again. So we are planning additional initiatives to further enhance awareness of the advertising vehicle with the widest coverage. You will see one of these in the new PSI Trade Show campaign, which stands for the innovative power of the industry and its trendsetting products, and has been running since June.

Best regards,



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

» We will spare no effort.
The pressure which the
associations and the PSI
have built up is strong. «





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* das gilt auch für deine Kumpels



GENERATION 2.0

In the coming double issue of the PSI Journal we will again be turning to innovations. The theme is entitled Generation 2.0, and we will be presenting you with up-to-date promotional products from the world of modern media. You can look forward to some very inspiring products. What is more, Christmas is just around the corner in the PSI Journal. Our second theme in the August-September issue revolves around Christmas-time. We will show you many lovely Christmas products and get you in the mood for the Christmas trade in spite of summery temperatures.

Please give some thought right away to the themes of the October issue, "everything for the winter" and "design and lifestyle" and send your product presentations (image and text) by 16 August, 2013 at the latest to: Edit Line GmbH, Redaktion PSI Journal, Dekan-Laist-Straße 17, 55129 Mainz, Germany, E-Mail: hoechemer@edit-line.de.



KRÖLL VERPACKUNG: SHAPELY EYE-CATCHERS

For three generations now, Kröll Verpackung GmbH has been devoting itself to car-rrier bags. Yet the products of this German company, whose home is Neuried near Munich, are much more than merely useful. These bags are actually individually shaped advertising vehicles that come to be real eye-catchers.



PSF FORUM: A WORLD OF TACTILE EXPERIENCE

The PSF Forum, the promotional product trade fair of the Swiss promotional product association Promoswiss, witnessed another successful run. In the August-September issue, the PSI Journal will report on the event in the historic Zeugheersaal of the Schweizerhof in Lucerne.



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Putting new wraps on Christmas!



Successful business in the festive season.

It doesn't matter which target group you want to surprise or inspire at Christmas with gift ideas: just make sure you do it creatively and with taste. For example with the new products featured in our 2013 Christmas catalogue out now. A very special highlight this year is the tower advent calendar with five advertising spaces, filled with 24 Ritter Sport Quadretties. There is still plenty of space in the middle

for a gadget with a festive message "add-on". Alternatively use one of the other innovative ways of sending your special message with our presentation box, gingerbread team or the advent calendar with dextrose sugar. Free catalogues, samples and more information from the JUNG team and at www.jung-europe.de