

JOURNAL



Heiner and Torsten Jansen
Jansen Verkaufsförderung
An Established Duo



Dirk Schmidt
10 Years Of Malgrado
Fashionable Promo-
tional Textiles

Product Guide
Sweet Life
Office, Computer, USB

Strimaxx
Bags, Umbrellas And More

Trends & Brands
The Longest Day
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The Pleasant
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PREMIERE

PSI 2014
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EDITORIAL

PHARMACEUTICAL INDUSTRY WANTS TO BAN PROMOTIONAL PRODUCTS

They are all on board, from Abbott to Bayer and Boehringer, Merck and Novartis to Pfizer and UCB in Brussels. And what they are planning to do will be an utter catastrophe for the promotional product industry. The European Federation of Pharmaceutical Industries and Associations (EFPIA), or rather, its members, want to ban promotional products as advertising vehicles for all members in the future. This could cost the European promotional product industry good twenty per cent of its sales. Some companies would even have to go out of business if they are too dependent on customers in this sector.

It is at once astounding and terrifying that none of the European associations got wind of this early on. The resolution is supposed to go off without a hitch at the coming members' meeting of the EFPIA (24 to 25 June) as part of a transparency code. The members of the association have already been advised to adjust their ordering activity to a total ban on give-aways with product advertising to take effect on 30 June 2014.

What is going on here is simply incredible. The pharmaceutical industry in all European countries has already been pilloried by the media time and again – albeit not due to using give-aways such as ballpoint pens, notepaper or key chain pendants with advertising. And now they want to ban this highly effective advertising instrument, of all things. Can you get much sillier? It makes you suspect that this transparency code is intended to draw attention away from things which are not transparent but which they still do not want to ban.

Do these associations really cherish the hope that they can use this to divert attention from the luxurious “promotional tools” which do not even exist according to the transparency code? The slogan would be “We’re virtuous, look, we don’t use any give-aways”. Maybe you can tell this kind of cock-and-bull story to journalists in Turkmenistan, but not here in Europe. And how ill-advised is this basically? They are sacrificing a form of advertising that everyone knows to be effective, that is highly praised by impact researchers and even fully accepted by tax auditors – without any coherent reason. And all of Europe is going along with them.

The PSI, at any rate, is going to move heaven and earth to get them to change their minds. Talks must be held, statements written. The associations are likewise mobilizing on a large scale. Have you been affected? Help in person wherever you can – for the promotional product itself is at issue, and thus our very existence.

Keeping this in mind



Manfred Schlösser
Editor-in-Chief PSI Journal
schloesser@edit-line.de



Manfred Schlösser

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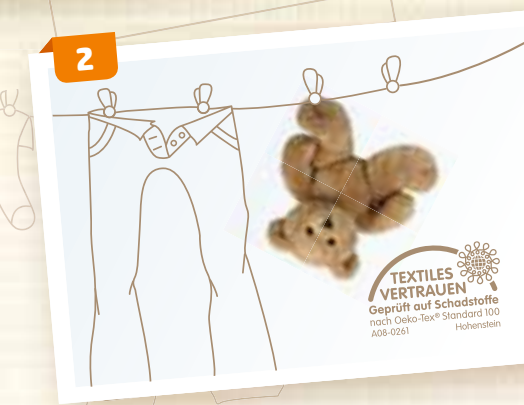
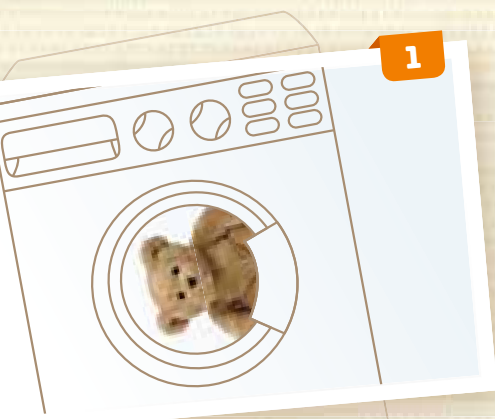
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SWEET LIFE

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The theme of this section not only revolves around the popular sweet give-aways. We understand the "sweet life" here in its broader sense. It covers all the products that make life a little more pleasant and also boast an excellent advertising effect. Furthermore, office, computer and USB are another focus of the current title theme – see page 34.



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PSI 2014: GRAND ENTRANCE

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Ever since the PSI Trade Show started, it has become increasingly and ambitious. Change and development have always been necessary for a leading trade show to constantly adapt to the needs of the industry. The 52nd PSI will present a milestone in the history of the PSI. With a fresh image and presented as a lifestyle event, the aim is to address the new, young visitor target groups. The concept is being effectively communicated with the 2014 marketing campaign.

A GREAT SUCCESS FOR "AHA"

30



In conjunction with the industry professionals Abakus and Hallbauer, Leipziger Messe invited all comers to the biggest promotional product event in Central Germany at the beginning of March. "AHA – Leipzig International Promotional Product Days" were thus presented, for no less than the third time, to an interested expert public.

STRIMAXX: THE WORLD OF TEXTILES

50



Strimaxx & Friends offers the promotional product trade a broad spectrum of lovely new textile promotional products. It combines many years of industry competence with an effective sales strength and also relies on impressive accents on the part of quality.

HEINER AND TORSTEN JANSEN: AN ESTABLISHED DUO

54



A wartime childhood and almost three decades at the same American company: Moulded, toughened and driven by the desire for independence, Heiner Jansen founded Jansen Verkaufsförderung GmbH & Co. KG in 1988. Today on board as co-managing director since 1999 is his son Torsten Jansen. The father-son relationship is characterized by respect, friendship and optimism in business life, too.

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TAKE YOUR TIME FOR THE PLEASANT THINGS IN LIFE

We lose time, we gain time, we waste time or we save time. Time is a fundamental part of our life. But people's understanding of time varies from culture to culture. In monochronic cultures, time is practically thought of as something material, like a good that can become scarce. Great emphasis is placed on punctuality in these cultures, and actions are undertaken simultaneously or one after the other. In polychronic cultures, people live in the moment and they consider time as an element of nature, which isn't capable of being influenced. Punctuality does not exist in the same sense as it exists in monochronic cultures, where delays in public transport, such as trains, cause chaos with tightly organized schedules. Delays can even end up becoming a political issue due to the public's aggravation with them. People with a polychronic understanding of time have time and don't rush after it. We are presenting the following products below, so that you can have time for the pleasant things in life.

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 **PSI** Reed Exhibitions

MARKETING CAMPAIGN FOR THE 52ND PSI

A REAL SHOW FOR PROMOTIONAL PRODUCTS

Ever since the PSI Trade Show started, it has become increasingly professional and ambitious – and every year a little different. Change and development have always been necessary for a leading trade show to constantly adapt to the needs of the industry. The 52nd PSI will take place from 8 to 10 January 2014 and will represent a milestone in the history of the PSI. With a fresh image and presented as a lifestyle event, the aim is to address the new, young visitor target groups. The concept is being effectively communicated with the 2014 marketing campaign.



3 QUESTIONS ASKED TO MICHAEL FRETER

Managing Director of the PSI

With the support of a professional advertising agency, the PSI Trade Show team has been working away on the concept for the 52nd PSI for months now and it is finally ready to be unveiled. This year the starting point for the concept was an initial analysis of the current situation. Once again, this year's PSI was the meeting place for the industry as well as a platform for innovations and information, impressing visitors with its quality, diversity and international appeal. In the new campaign, these advantages, which are unique in Europe, will be even more strongly highlighted and communicated. The various motifs and slogans aimed at exhibitors and visitors will create an entirely new image of the PSI in the eyes of all target groups. The image is of a product showcase where everything centres around the exhibits. Filled with diversity and creativity, it is the products themselves that make the PSI into the most important trade show for promotional products in Europe. It is a shopping paradise for the industry, a place where products are not only presented but can also be experienced.

THE LEADING STARS OF THE PSI: THE PRODUCTS

The PSI as we experience it today is the result of over five decades of development. To continue to offer the industry a platform for successful business in the future, the concept for the PSI is a little different every year, always asking ourselves: What can we do even better? It is an exciting process every time. Focusing on the products themselves and emphasising their impor-

What do you like best about the new PSI campaign?

That the agency has taken the core idea of our new trade fair strategy and made something so witty and creative out of it! We were not only convinced by the key visuals, but downright thrilled. Our goal is to position the PSI Trade Show as a young, fresh, exciting event that you simply have to attend if you want to be up to date. After all, nowhere else in Europe can you see so many interesting products and innovations in three days. This is still what makes the PSI Trade Show so unique, and this is what we want to emphasize. That is why we have developed a marketing campaign for the 52nd PSI which focuses on the products themselves.

What messages is the new PSI campaign supposed to send?

The PSI is a must-see event with an extraordinarily broad and deep range of products which meet the highest demands on design and quality. It is Europe's most important platform for promotional product innovations and industry networking. This core message is intended to reach all visitors, especially the target group of potential new visitors who have not yet experienced the PSI themselves. We want to give them a better understanding of the trade fair as a lifestyle event where they can find trendy, promotionally effective products for customers from all walks of life.

What is new about the 52nd PSI?

We want to let everyone experience the Trade Show's wide variety of ideas, which cover all product groups. The products are the real stars of the Trade Show! They are not only displayed at the stands, but are also presented at various innovation shows, each with a special focus, held in each of the halls. I don't want to give more away, but I will say this much: the 52nd PSI will have a surprisingly new and different appearance, and even more services and opportunities for networking.





3 QUESTIONS ASKED TO ALEXANDER DE VRIES

Managing Director of reinstil, agency for advertising and ideas

What was the agency's brief?

Our brief was to develop ideas for the 2014 PSI campaign that were completely different to the previous campaign. The target group needed to be addressed emotionally and the focus should be on the core element of the PSI show – the promotional products themselves. The rejuvenation of the PSI brand also needed to be incorporated.

Could you briefly explain the thought process that led to the new advertising concept?

We took a step back and looked at the PSI show from a distance, trying to create a bird's eye perspective. If you change your perspective to this extent, you see things that weren't so obvious before. In this case it was the realisation that the PSI is a major platform for fashion: from shapes to colours, materials and functions – every year the trade show reflects the very latest trends. In all product groups you will find products that are so attractive you just want to pick them up and take them with you. We wanted to highlight the resulting lifestyle character of the PSI. The design was strongly based on the way promotional products are presented in the PSI Journal. The Trends & Brands pages especially show how promotional products can be presented in a modern and lifestyle-oriented manner. We wanted to build on this idea.

The first key visual is pretty brave, creating a real eye-catcher: a pug presenting promotional products. What was the idea behind this?

Yes, the pug is intended to cause a stir and create an element of surprise – this little guy looking confidently into the world is guaranteed to provoke a wide range of emotions! A pug is not any old dog – pugs are stylish and very much in fashion, representing perfectly the world of promotional products with which the pug is kitted out. The choice of the pug's promotional product "accessories" is as colourful and diverse as the enormous range of products at the PSI. The slogan "Time to surprise" refers to the PSI Trade Show, the industry's largest shopping mall in Europe, full of keenly anticipated innovations.

tance as the very core of the trade show was the main idea behind this year's PSI. After all, it is the products that visitors from around the world come to see in Düsseldorf, filled with anticipation of the innovations, variations and ideas that await them there. First-rate stands, countless business talks and new contacts – here, too, everything revolves around the products. To serve business partners and impress customers, you need the right products. There are the classics, the extraordinary, the give-aways and the gifts, big and small, not to mention a whole host of promotional products which you've never seen before. You'll find them all at the PSI, presented in enormous diversity by over 900 exhibitors. Whether you want to create trends or use them for your business – being there is well worthwhile, whether you're an exhibitor or a visitor. That's the core message of the 2014 marketing campaign.

THE PSI SETS BENCHMARKS

"When thinking about the concept, we came back again and again to the realisation that promotional products are not only a communication medium, but are also highly coveted lifestyle products. Our industry orientates itself towards the trends which are being created by designers around the world. Our suppliers pick up on these trends with incredible creativity and turn them into marketable products. Alternatively,



they have their own designers that work for them exclusively. In this way the PSI itself sets the trends by bringing together the most sought-after products all under one roof,” explains Michael Freter. What could be better than turning the 52nd PSI into a huge stage for its leading stars, the promotional products themselves? This idea will be reflected in detail in the image and design of the trade show. Time to surprise!

LIFESTYLE MEETS PROMOTIONAL PRODUCTS

At the PSI everything thus revolves around the products and it is this idea which is being boldly presented in the advertising cam-

paign for the 52nd PSI. The striking and colourful key visuals are guaranteed to cause a stir in everyone who sees them. For the first time ever, promotional products are actually being presented directly on the trade show poster, depicted in a humorous and original manner which will get everyone looking twice. The pug dog – a symbol of the modern, extravagant lifestyle – wears the promotional products with pride, taking everything confidently in its stride. Like a picture puzzle, the viewer is drawn into the motif and discovers a wide variety of products within – a little taste of the wealth of innovations at the PSI. Being there is everything! <



SWEET LIFE

SENSUAL EXPERIENCES

The theme of this section not only revolves around the popular sweet give-aways. We understand the “sweet life” here in its broader sense. It covers all the products that make life a little more pleasant and also boast an excellent advertising effect.

Naturally the catchphrase “sweet life” leads the promotional product consultant to spontaneously think of small, promotionally effective products made of chocolate, sugar and other tasty flavourings. Rightly so, because in this market segment the specialists in the industry have an extensive and varied range to offer. “Sweet life” covers many more things, however. The Italian “Dolce Vita” expresses this perhaps more clearly. It describes all those ingredients that give true meaning to life. This naturally includes far more than just tasty, pleasing moments. It also includes all sensually tactile stimuli which either individually or in a particular combination produce positive thoughts, feelings, memories or associations. There are endless examples of promotional products that “work” in this way. Science too has been occupied with such products for some time, under the catchphrase “multisensoric marketing”. Unfortunately we can only present a small selection here. Short and sweet. <

<



FILLED WITH TASTE

The Promo Bag supplied by Magna Sweets consists of a block bottom bag which can be filled with the popular almond mix, pillow mints with chocolate centre or “Goldnüsse” – gold bonbons with chocolate filling. Advertising in the form of a package insert can be individually printed according to customer preferences in food-safe digital printing.

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EYE-CATCHING STAND-UP DISPLAY

There are many occasions for showing a little awareness. With the de luxe tea bag in a cleverly designed stand-up display, Green Light ProMotion Products offers a large selection of tea variations to suit many occasions. Available are 14 different tea varieties of the world’s most popular blends. The lavish nylon tea bags have a header for hooking onto the edge of the mug. Many promotional services are offered by the custom-designable stand-up display, which can not only be printed on, but also cut out into shapes.

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FOR THOSE WITH A SWEET TOOTH!

Anyone who likes eating chocolate will know of its many positive qualities. The secondary plant compounds have a thoroughly healthy effect. Chocolate puts you in a good mood as a matter of course, since it activates serotonin production. Now you can provide for a little snack in a completely customized and also very original way. Simply melt some chocolate in a pan, pour it into the recesses in the Reflects-Borlänge silicone keyboard with a spoon and let it harden. With that, your own office chocolate is ready! If anyone has to really watch their calories, they can also use the mould, which looks like a computer keyboard, to produce ice cubes.

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

SERVED ICE-COLD

A trendy item from the USA is now also all the rage in Europe: the Polar Pitcher, which can now be ordered from Braun Handels GmbH. This is a plastic jug with a capacity of 1.5 litres and a built-in cooling chamber. The special feature here is that the cooling takes place evenly over the whole height of the pitcher and, in contrast to the conventional addition of ice cubes, the flavour of the drinks is undiluted. The set consists of the pitcher with lid, the bottom seal for filling the chamber with ice cubes and the Glacier Pack (a cylindrical, rechargeable ice block that can be inserted).

16107 • Braun Handels GmbH • Tel +49 9188 599407
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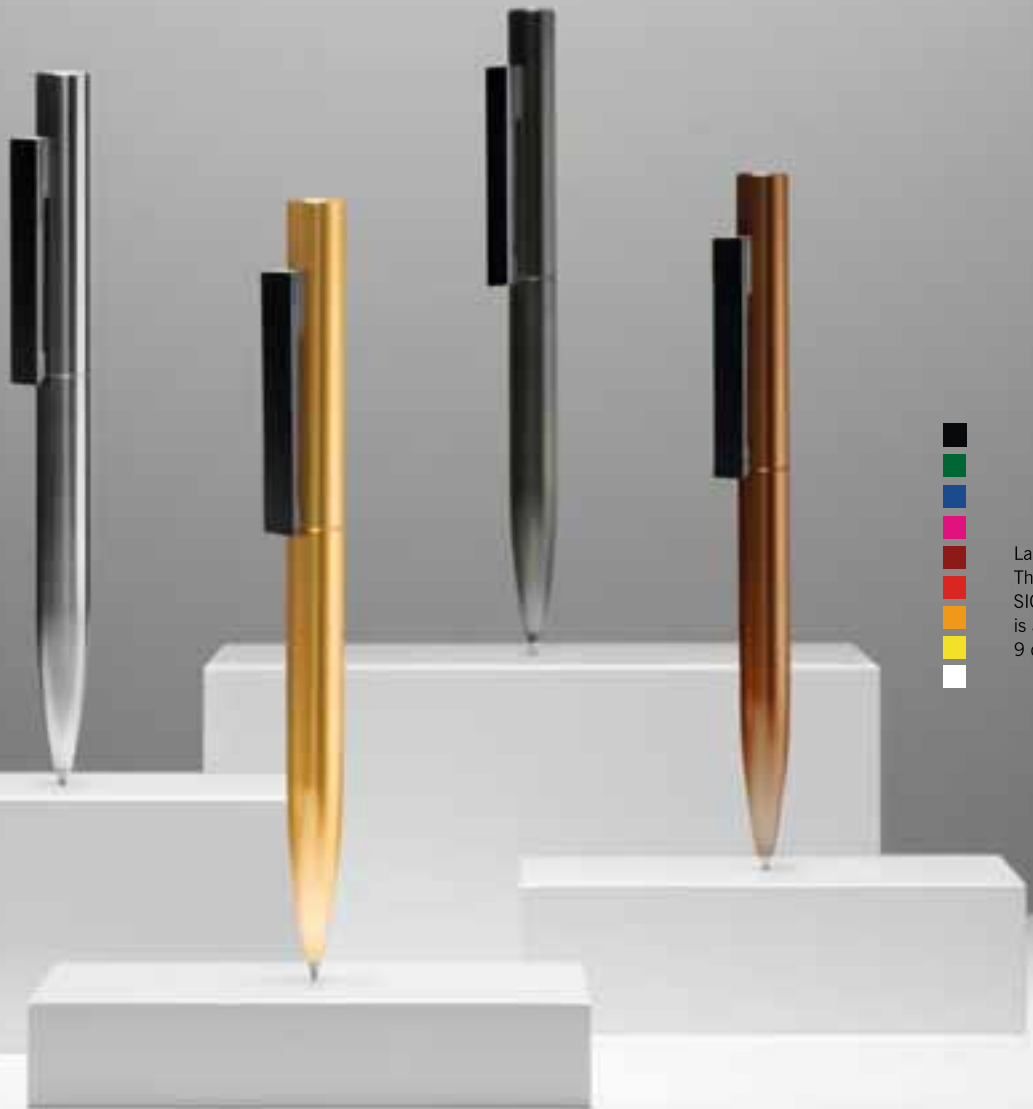


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Strengthened by the consolidated power of three gram dextrose tabs with vitamin C from Jung Bonbonfabrik, promotional messages can be communicated easily and economically to all target groups that welcome an extra energy kick. The dextrose tab comes in a blister pack attached to an advertising card. The full surface can be designed in 4c digital printing for orders of 2,000 or more.

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With the cake towels from Kundenpflege, guest towels can be turned into a present packaged in an original and humorous way. The various “delicacies” are wrapped, rolled or folded out of colourful guest towels. Even before you give it to them, you can look forward to the amazement on people’s faces when receiving this imaginative gift. The towels are made of 100 per cent cotton towelling and are each decorated with a magnetic fruit. In addition, Kundenpflege also has this original kind of guest towel in the form of a wine bottle.

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

A REFINED KITCHEN ACCESSORY

Professional chefs are not the only ones coming up with ever-cleverer methods for giving dishes the perfect finishing touch. To do this, besides the right recipes one also needs utensils and kitchen accessories that make cooking a pleasure. Among other items, the range of Profino GmbH includes the Cuisipro roasting juices sprinkler, which comes supplied with two exchangeable tops. Easy filling and dispensing of the liquid is achieved using the pipette effect, while the shower head top sprays the marinade evenly.

47807 • Profino GmbH & Co. KG • Tel +49 212 64564895
info@profino.net • www.profino.net



DELICIOUS SYMBIOSIS

Jewellery and chocolate – a tempting combination! In an elegant and elaborately printed jewellery box by MM Brown, connoisseurs will find eight hand-made and exquisite pralines arranged in the form of a luxurious necklace. Of course, it’s accompanied by the matching bracelet with five pralines in high-quality packaging. An elegant and yet creative symbiosis that’s not only a pleasure for the taste buds but also for the eyes.

48316 • Chocolissimo by MM Brown Deutschland GmbH • Tel +49 69 25427127
rafael.kladzinski@chocolissimo.de • www.chocolissimo.de



PURE LUST FOR LIFE

Italy represents lifestyle and lust for life. It's exactly this hint of "Dolce Vita" that the Fattoria San Vincenzo is dedicated to: with fine, hand-made Italian specialities, supplied by Fröhlich GmbH. The product sets are carefully put together and exclusively packed, such as the set called Via Culinaria. It's filled, side by side, with hand-made Tagliatelle all' Uovo con Spinaci, Passata di Pomodoro al Basilico, Bondimento Nero – a dark, rich balsamic vinegar – and fruity olive oil. Stirring is done in proper style with the cooking spoon made of beech wood. The 2010 Cantina Tollo Colle Cavalieri Montepulcano is the ideal indulgence to round off the experience.

45661 • Fröhlich GmbH • Tel +49 700 123123 30
mail@webfroehlich.de • www.webfroehlich.de



GRATER-IN-THE-BOX

An extremely practical cheese grater has been included in the range at Nestler-matho GmbH. Namely, the body made out of non-rusting, easy-care stainless steel is accommodated in a box made out of robust oak: crumbs on the table are thus put a stop to. The box has dimensions of 13 x 9.4 x 7.2 centimetres, its weight is 330 grams. A surface measuring 50 x 30 millimetres is available on the lid for a promotional message.

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

Sweet News



Sweets and more

MAGNA sweets GmbH

Gewerbering 5 / 6
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Fon +49 (0) 81 46-99 66 0
info@magna-sweets.de
www.magna-sweets.de



FOR FOODIES

Eaten out of the colourful Giaveno set of ice-cream tubs with the product code 8776, which can be found in the Easy Gifts range, ice cream tastes twice as good. The set consists of four differently coloured plastic tubs with matching plastic spoons, creating the perfect addition to the ice-cream scoop with the product code 2721. Easy Gifts applies the desired advertising to the individual packaging using a label. The product is supplied packaged as a set in a transparent PVC box.

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

SWEET MOMENTS FOR TWO

Chocolate fondues are as popular as ever – for two people, though, the effort sometimes seems too great. This is where the gift set from Macma comes in, as inside can be found a ceramic chocolate fondue for two people, including a tea light and two fondue forks. A promotional message is printed straight onto the fondue bowl by the supplier. So, there is nothing standing in the way of sweet enjoyment for two.

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



MESSAGES ON CHOCOLATE CANDY

The popular M&Ms chocolate candies offered by Kalfany can now also be produced with their own image or logo. Nine characters with a maximum of two lines on each of the candies convey openness, innovative and creative thinking, as well as a fine sense of detail. These M&Ms are the first promotional products in their category that allow colour, slogan, image and logo to be combined directly on the sweets. The candies come supplied in either a crystal clear, custom printable promotional bag or in the refillable white or black-matt metal tin, individually sleeved with red tear-off strip. What's more, customers can choose up to three colours from 16 different candy colour options. Available for orders starting at 5,000 promotional bags or 2,500 metal tins.

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 vertrieb@kalfany-suesse-werbung.de • www.kalfany-suesse-werbung.de



A LITTLE PIECE OF NATURE

The elegant ceramic pot by Multiflower is a classic decorative plant pot for the perfect care of a little piece of nature in the office or at home. It contains a soil tablet, seeds, as well as a plastic growing pot for lemongrass. A promotional image can be printed on the 8.5 centimetre tall pot using pad printing. The standard design on the wrap-around sleeve provides ample space for advertising. The sleeve can be custom-designed for orders starting at 250 units.

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



NATURAL AROMA

The organic fruit gums by eco promo offer an ecologically conscious alternative to conventional gummi bears. Big and small customers alike are sure to be delighted by the distinctively fruity, purely natural strawberry and raspberry aroma of the fruit gums. The ingredients of the gluten and lactose-free treats are derived from certified organic farming. A custom-designed label gives the little bags in the range a personal touch.

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

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CREATIVE TREAT TO SWEETEN ONE'S DAY

The colourful floral bouquet by A & M Kreativfabrik brings summer indoors and always makes a great present for friends and partners. To ensure that the recipient can enjoy a long-lasting gift, the bouquet has been preserved and turned into a sweet treat. The floral blend from the creative kitchen can be used to refine frothed milk, desserts, cakes and much more. The standard mix consists of sugar, cornflowers, sunflowers, lavender, vanilla, and fruit aroma. Starting at 100 tins, the product can be supplied with its own label; from 250 tins a customised floral creation can be produced.

15636 • A & M Kreativfabrik GmbH • Tel +43 664 88658187
m.liebe@kreativ-fabrik.at • www.kreativ-fabrik.at

A GRATING MIRACLE

Nuts – hard to crack, difficult to grate. Some cheese varieties and chocolate also show what they've got when it comes to crumbling them finely. Now, however, there is Ancecy from Peugeot. This new high-quality manual mill manages, with its powerful teeth, to grind hard and semi-hard cheese, and also cooking chocolate, walnuts, hazelnuts and almonds. Its modern design in white makes it an eye-catcher in every kitchen. Three different grinding inserts belong to Ancecy: for rough or fine grindings and for the production of chocolate curls.

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



A FINE CUT

The triangle cake knife is especially practical, combining two functions in one implement: cutting the cake and serving the pieces. And it does this in a very sleek and stylish way. Very smart: one side of the blade is serrated and the other side has a smooth edge. This means that both firm bases and the most sensitive of toppings and creams can be sliced easily and cleanly. Very handy: the triangle cake knife is available with two different variants of handle. Very promotional: lettering or a company logo can be added to the blade on request.

48697 • triangle GmbH • Tel +49 212 2211532
m.forestier@triangle-tools.de • www.triangle-tools.de



NATURAL CARE

The range from Francos extends from exclusive shower emulsions through caring body lotions, moisturising crèmes, sun lotions, lip balm with UV protection to exquisite, hand-made soaps. Special attention is also paid to the collection of high-quality, natural cosmetic products. For example, the hand crème Natura protects the hands in a natural manner using ingredients originating from certified organic cultivation. Besides soya oil, which contains vitamin E and lecithin with important isoflavones, Natura also contains vitamin-E rich and thus skin-caring sunflower oil, as well as Shea butter, which cares for, smoothes and protects the skin.

47463 • Francos GmbH • Tel +49 2521 8255112
info@francos-gmbh.de • www.francos-gmbh.de



CAKES FOR SPECIAL FEASTS

Whenver there's something to celebrate, this exclusive cake in a tin by emotion factory makes a real treat for the palate and the eyes. Together with the "Mini-Wondercandle" it's guaranteed to bring a smile to the recipient's face. The inlay or the all-round, four-colour promotional sleeve can be designed with personalised messages according to customer preferences.

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

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FRESH BREATH GUARANTEED

The “Travel” mint bonbons by Giving Europe freshen the breath – anywhere, any time. The little metal tins, containing the sugar-free freshness boosters, are available in white, blue or silver and are easy to open and re-seal. Advertising can be applied using pad printing or through laser engraving in premium quality according to customer wishes.

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

NOSTALGIC SEA-SHELLS

Kids of today love them just as much as the youngsters of earlier days drooled over them: fruity candy sea-shells. The classic from the 70s is recommended by i.p.a. Sweets in the fresh flavours apple, pineapple, strawberry, raspberry, cherry, orange or lemon. The candies in the colourful cockle shells are individually packaged in 100 millimetre promotional sachets. Using the flexoprint method, the sachets in white or transparent can be provided with jolly promotional messages in up to five colours.

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



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LEARNING TO BAKE

Baking is fun and fashionable – whether it be a classic gâteau, a fine sponge cake or really modern treats, like cupcakes and macarons. The great baking book from Dorling (in Germany only) shows how to make such delicacies successfully, providing precise and detailed recipe instructions for beginners and anyone wanting to expand their baking repertoire. As a high-quality gift or promotional giveaway, the book can be individually compiled according to the customer’s requirements. With the customer’s logo on the cover, this publication can be turned into a gift with a “lasting effect”.

48489 • Dorling Kindersley Verlag GmbH • Tel +49 89 442326221
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GEIGER AG**TOP-NOTCH CLIMATE**

Starting in 2013, all customers ordering calendars and notebooks from Geiger now have the opportunity to do even more to further environmental protection. Geiger AG in Mainz-Kastel, Germany is offering the option of neutralizing the effect of calendar and notebook production on the climate. Industrial customers pay a slightly higher price to support climate protection projects in Germany as well as other parts of the world. Here Geiger is working together with the certification partner natureOffice, which not only accurately calculates the CO2 footprint, but also sees to it that the money is put to best use. “Sustainability is an important topic for us,” says Managing Director Jürgen Geiger. “The opportunity to declare that a product is climate neutral and use this for advertising is a good supplement to our Green+Blue product range with Blue Angel mark. And of course, we believe that environmental protection is going to be an ever more important topic for any companies that advertise, and thus a decisive selling point.” www.geiger.ag <

**TERMINIC GMBH****NEW STAMPING MACHINE IN OPERATION**

The highly modern facilities of the calendar manufacturer terminic from Bremen, Germany ensure that a volume of several million calendars can be produced every year. In order to meet the still increasing demand for high-quality wall calendars, terminic has added a new high-performance stamping machine to its machinery facilities.



The stamping machine boasts impressive performance data: corrugated cardboard can be processed at a thickness of up to 3.0 millimetres and cardboard up to 1.5 millimetres, while the maximum punching pressure is 300 tons. Up to 8,500 sheets can be processed per hour. “We opted for a stamping machine from the specialized manufacturer Iberica, because it is clearly built in a more robust manner than comparable high-performance machines. It is among the most massive such

machines on the market,” explains the managing director of terminic Wolfgang Rolla du Rosey. “The technology and quality of the machine ensure the highest degree of precision while pressing and grooving and guarantee a high flow rate with simultaneously high durability.” The stamping machine was delivered directly from Barcelona by heavy load transport. Due to its total weight of 23 tons, the stamping machine could only be unloaded using a mobile crane and transported with special equipment into the production hall. Before being put into operation it was painted with the company colours of terminic. www.terminic.eu – www.competence-in-calendars.com <

**KAISERSTUHL CHOCOLATERIE
NEW HEAD OF MARKETING
AND SALES**

Since February 2013 Petra Dzialoschewski has been supporting the start-up company Kaiserstuhl Chocolaterie GmbH & Co KG in Endingen, Germany as head of marketing and sales. Through her many years of service in the industry, Petra Dzialoschewski is an insider on the



Petra Dzialoschewski

manufacturing side of the sweet promotional product sector. The activities of Kaiserstuhl Chocolaterie focus on the promotional product trade which is to be developed and expanded. Headed by Managing Partner Robert

Vogels (“Vogel’s Süsse Werbeideen”), Kaiserstuhl Chocolaterie was established in 2012 and has specialized in the manufacture and distribution of fine promotional chocolates. The company works under its own management. Long rolling and conching times in-house ensure the highest quality. The recipes of three types of chocolate – whole milk with 35 per cent cocoa, fine whole milk with 41 per cent cocoa and dark chocolate with 60 per cent cocoa – have been developed together with one of the most renowned Swiss chocolatiers and will soon be complemented with a fine dark chocolate with 70 per cent cocoa. Special chocolate designs in the form of corporate logos in small quantities are not the only specialty of the new chocolate manufacturer in promotional chocolate heaven.

www.kaiserstuhl-chocolaterie.de <

VIERING GMBH APPLIES INSOLVENCY PROCEEDINGS

The full-service provider Viering GmbH, based in Senden-Bösensell, Germany requested the opening of insolvency proceedings mid-April. According to the company, negative special factors in the full-service business were the reason for this step. If possible, however, Viering GmbH shall continue to operate with a strategic investor. The liquidator of the company is currently working on a recovery plan. Viering GmbH was founded in 1976 by Peter Viering. Since 1980, the company has been located in Senden-Bösensell. In 1996, Mark-Oliver Schrader took over the management of Viering GmbH.

www.viering.de

VICTORINOX REINFORCING THE TEAM

The Swiss knife manufacturer Victorinox has expanded its team. Since April, Remo Schelbert has been supporting the pre-press team at Victorinox. With Remo Schelbert, the Swiss company has strengthened its divisions responsible for text, image and graphics processing and has prepared itself for a further expansion of B2B. As a



Remo Schelbert

new customer service staff member, Andrea Speck is now supporting the sales team for Austria. In addition, she is responsible for customers from the German postal code region 3 as well as



Andrea Speck

customers from Switzerland (postcode areas 3, 6, 7, 8) and from the Iberian Peninsula.

www.victorinox.com

COMPANY ACQUISITION

ELASTO FORM ACQUIRES HNC

Elasto form KG acquired HNC AG in Weiden on 19 April 2013. Helmut Hör, the founder of HNC, offered the company for sale for personal reasons. After swift and fair negotiations between Helmut Hör and the Sperber family, an amicable agreement was quickly reached, according to information from elasto form. "My business is my life's work. But now life goes on," explained Helmut Hör.

Especially the Sperber family fully appreciates this decision. Gerhard Sperber, who together with his wife Hertha founded elasto form KG 33 years ago, knows what it means to leave one's life's work to others: in January 2013 Gerhard Sperber handed over the management to his sons Marcus and Frank. The future of HNC is very important to the new owners. Therefore, the Sperber family wants to return HNC AG to its former strength and continuously expand its product range and activities. "Even though the takeover went quickly, neither customers nor employees must be alarmed because HNC will continue to exist, and all orders will be processed punctually and reliably," explained Günther Sperber, Gerhard's brother and also a member of the Executive Board. Two family enterprises will thus be united and will continue to work closely and synergistically together for the benefit of both companies.

TEAM-D TO PARTICIPATE

"FAIR PLAY CAMPAIGN"

The legal regulations for product safety from the European Union are making the world of toys safer and safer. However, not only is the fun that we have with toys important, but also how they are manufactured. As a member of the German Toys Association, the company team-d GmbH is taking part in the "fair play campaign" (Aktion fair spielt). Together with partner organisations from Asia and Europe, the firm has advocated improvements in the working conditions in Asian toy factories by calling on toy manufacturers and retailers to take measures to ensure compliance with national laws and internationally agreed social standards. For the most part, this involves the participation in the so called ICTI CARE process. This is a certification programme for toy factories (above all in China) for fair rules in toy manufacturing, which was initiated by the International Council of Toy Industries. www.team-d.de



FOR THE US MARKET

SENATOR ACQUIRES STRONG SALES PARTNER

Promotional item specialist Senator GmbH & Co. KGaA has concluded an exclusive sales agreement with Beacon Promotions, headquartered in New Ulm, Minnesota, USA. Beacon Promotions will distribute Senator's range of writing implements in the USA. Beacon Promotions will carry over 100 plastic and metal writing instruments and colours from the German manufacturer's range in its new Senator Pen Catalogue



The company building in Groß-Bieberau.

2013. Beacon Promotions will carry out the full range of sales and marketing activities, with customer care, order processing and pen printing all carried out centrally at company headquarters in New Ulm. "The well-established Beacon Promotions range already includes popular brands of high-quality highlighters and markers. The Senator range will complement these perfectly. We foresee excellent synergies for the ranges of both companies," says Michael Nick, CEO of Senator GmbH & Co. KGaA. Gary Haley, President of Beacon Promotions, Inc., adds "The Senator brand is renowned in our sector worldwide for high-quality writing instruments and offers excellent opportunities for an enduring partnership." www.senatorglobal.com

TRADE ONLY

SUCCESSFUL SPRING ROAD SHOWS 2013

The Trade Only Spring Road Shows of the British company Trade Only Ltd. were a resounding success. 69 exhibiting companies took part in the Spring Road Shows that took place in four different cities. Around 500 visitors were welcomed in Glasgow, Manchester, Slough and Stansted. "We are very pleased to welcome many new exhibitors this year. The number of visitors has increased compared to last year, and exhibitors and visitors were delighted with highly valuable discussions," said Gail Kilcoyne, Exhibition Manager of Trade Only. The plans for 2014 are already underway, and there will again be many new features and surprises, as Nigel Bailey, Event Director of Trade Only, revealed. www.tradeonly.co.uk

**INTRACO/PHILIPS PARTNERSHIP COOPERATION NOW IN D-A-CH MARKET**

International demand for products from top brands is growing rapidly in the promotional product and premium market. As a market leader in the area of home appliances and consumer electronics, Philips has recognized this trend and has made it one of its focuses. In order to do justice to the increasing demands in the loyalty and incentive market, Philips began a partnership with Intraco Trading BV in The Netherlands in 2011. Due to its success, the decision has now been made to extend this partnership to Germany, Austria and Switzerland (D-A-CH market). The company Intraco Deutschland GmbH was set up in order to be able to serve this market. Jens

**PHILIPS**

Bidlingmaier, Senior Director of Sales D-A-CH, Philips Consumer Lifestyle explains, "Our decision to invest in our business relationship with Intraco and to go into partnership with them for the German market is based on the successful two-year cooperation that we have had with them for the promotional product and premium market in the Benelux. Intraco is a well-respected partner with a large portfolio of complementary brands which fit perfectly with Philips." Oscar van der Spruit, Director Intraco Trading BV states, "We are very pleased to be expanding our relationship with Philips in the German market and think that our experience in this market enables us to increase the added value for our customers in a number of different and creative ways." Jacques Nieuwkamp, Tel. +49 5921 81978-12, info@intraco.nl

MARKETING PLUS

NEW TRADE FAIR IN AUSTRIA



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www.marketing-plus.at

As part of the further development of the successful promotional product trade fair marke[ding], the Wels trade fair will be organizing the first marketing trade fair marke[ding] plus at the Wels exhibition centre on 17 and 18 September 2013. In addition to promotional products, the fair will offer products and services in the areas of marketing, communication as well as event, location and live communication. The new exhibition will feature a comprehensive approach and build upon the already successful core of marke[ding]. marke[ding] plus is designed to be a pure trade fair for the Austrian market. It not only targets the industry with marketing decision-makers and agencies, but also small and medium-sized enterprises which, to some extent, have clear information and procurement requirements. Besides the exhibition area, attention is also directed to a top-class professional programme that sharpens the quality and awareness of marketing among the decision-makers of the marketing landscape with key notes and workshops. In addition to the classic trade fair with an expected 180 exhibitors, there will also be a marke[ding] plus award and a marke[ding] plus night. With the marke[ding] plus, the organizers aim to create the largest B2B event in marketing in Austria. www.marketing-plus.at

GIVING EUROPE

NEW BRANCH IN ITALY

As of 1 May 2013, Giving Europe is no longer supplying the Italian market as previously through the agent Giving Europe Italia srl; instead, it is taking on the distribution of the promotional products itself. After five years of cooperation, the contract was terminated. Oscar Cabanelas, Manager for Southern Europe at Giving Europe, sees this as a change with direct advantages for the Italian distributors.

EXTENSIVE AND INTERNATIONAL RANGE

The “new” Giving Europe Italia srl will concentrate exclusively on the Impression range and will also be implementing the “we take care” strategy. Michele Tantimonaco, who has accepted Giving’s offer and will now be responsible for Italy as the new Sales Manager, explains: “Giving Europe is a dynamic group that does not focus on short-time business relationships but rather endeavours to maintain good, ongoing partnerships with its partners. Giving Europe has a very extensive and international range, with products in a large selection of colours; it has a catalogue with a certain ‘atmosphere’ about it and is additionally highly involved in the current market trends. It was precisely these facts that appealed to me personally and convinced me.” Another significant advantage, says Tantimonaco, is that the newly created situation enables Giving Europe to have a new pricing strategy, thereby making the company more attractive in Italy, above all as a supply partner.



A NEW BRANCH IN BARCELONA

Furthermore, Giving Europe is currently investing in the growing southern European markets. A new branch is to be opened in Barcelona before the summer. Oscar Cabanelas explains: “This branch will be responsible for the customers in Spain, Portugal and Italy. Two sales employees with Italian as their native language have already been hired. The fact that the back office for Italy is located in Barcelona is not a problem. It is in the centre of southern Europe and we have employed only highly qualified native speakers.”

www.givingeurope.com/it

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COVETED CHEF JACKETS

KARLOWSKY OUTFITS THE “YOUNG GUNS”

Each year, the international career and success magazine “Rolling Pin” honours a new chef who joins the exclusive league of “young guns”. As a strong partner, Karlowisky Fashion provided the right outfit for the participants who need to prove not only that they have the technical skills and talent, but also strong nerves in their new Rock Chef jacket. Developed in collaboration with the TV chef Stefan Marquard, the cult jacket fits in perfectly with the show because the “young guns” are top chefs who, with a passion and joy of cooking, are prepared to break rules, to subordinate everything to achieve the best flavour and are not afraid of venturing into new realms. The Rock Chef collection from Karlowisky fits into this concept wonderfully because it reflects “nonchalance, non-conformity, courage and a slight penchant for whimsicality,” as Managing Director Thomas Karlowisky describes with a twinkle in his eye. In an exciting final, Marvin Böhme recently won the title of Young Gun 2013. www.karlowisky.de



TV chef Stefan Marquard, the new “young guns” Marvin Böhme and Thomas Karlowisky (from left to right).

LINOTEX GMBH

REINER HERBST NEW MANAGING DIRECTOR



Reiner Herbst

Reiner Herbst is the new Managing Director of Linotex GmbH. He has been in charge of the strategic management of the company. His core tasks are to develop trading operations further as well as to steadily expand new customer satisfaction features and quality assurance measures. Reiner Herbst worked as a sales manager and authorized officer in a medium-sized company for many years. A new online shop has been available to the trading customers of the company since the middle of March. The shop offers detailed product specifications and information about finishing options. All of the product images are ready to be downloaded in colour. The prices have been adjusted to match individual trader conditions and all stock levels are updated on a daily basis. All of Linotex’s latest products can also be found in the new catalogue “Creative Products 2013”. <

MTS SPORTARTIKEL VERTRIEBS GMBH TEAM EXPANSION

MTS Sportartikel was beginning its second quarter with twice as much office space and two new staff members. Andrea Brück has joined the team as assistant to the managing directors. The new position is intended to provide the company’s two managing directors Sebastian Frey and Jean-Marc von Keller more support. Jörg Nascimento is manager



Andrea Brück and Jörg Nascimento.

for the European business operations. His primary responsibility is to provide customer service to existing customers and foreign distributing partners, and to pursue the acquisition of new customers. www.mts-sport.de <

STAEDTLER PROMOTIONAL PRODUCTS A CHANGE IN THE BACK OFFICE

Eva Stöcker has been working in the export division at Staedtler Promotional Products. She completed her vocational training as an industrial business management assistant and then worked in the area of product management. In her new position, she is working in the back office for Southern Europe and parts of Central Europe. She is thereby replacing Nathalie Hirschmann, who will be responsible for the specialized trade sector in the future as the Area Sales Manager for Central America. www.staedtler.de <



Eva Stöcker



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LEIPZIG INTERNATIONAL PROMOTIONAL PRODUCT DAYS 2013

A GREAT SUCCESS FOR “AHA”

In conjunction with the industry professionals Abakus and Hallbauer, Leipziger Messe invited all comers to the biggest promotional product event in Central Germany at the beginning of March. “AHA – Leipzig International Promotional Product Days” were thus presented, for no less than the third time, to an interested expert public.

In the modern ambience of Congress Center Leipzig – right next door to the simultaneously occurring Cadeaux show – approximately 50 exhibitors showed the latest trends and innovations from the world of three-dimensional promotion. Among them were also a number of appealing new providers that cannot otherwise be encountered at the industry’s in-house fairs. For the organisers, the promotional product specialists from Hallbauer

er Exklusivwerbung GmbH and Abakus Riesa GmbH, as well as the exhibiting manufacturers and suppliers, the third edition of AHA also went very encouragingly. Jürgen Hallbauer, managing director of Hallbauer Exklusivwerbung GmbH, in the face of around 400 visitors from 270 companies, spoke of a “great success” once again.

A COLOURFUL SPECTRUM
“Besides brand names such as Faber Castell and Lamy, further extraordinary sup-

pliers brightened up AHA’s profile: among them, Karlowsky Fashion with trendy collections for leisure and career, Horizonte with water-resistant bags made out of stone-meal, KMS Medienservice with innovative peripheral devices for smartphones, or the regionally active candy provider Crisbiss. Also represented for the first time was IT2U with its premium label Bonus2U, which realises larger premium orders for Hallbauer,” says Jürgen Hallbauer, explaining



Leipzig International Promotional Product Days 2013, AHA for short, in full swing.



The evening before the trade show was set off with harmonious live music.



Jürgen Hallbauer and Ludwig Schulze (from left) welcoming guests.



Sophie Teichmann is new at Hallbauer. She will concentrate specifically on distribution.

a cross-section of the colourful spectrum of exhibitors.

PROMOTIONALLY EFFECTIVE HIGHLIGHTS

Numerous marketing experts, purchasers and promotional specialists from business, manual trade and public life made use of the opportunity of the parallel trade shows to visit AHA and its promotionally effective highlights. Hallbauer was also a promotional presence there with its range of golf products, one of Germany's most extensive. Abakus presented a live demonstration of its new digital printing machine

for product customisations. New young Hallbauer employee Sophie Teichmann earned her spurs at the trade show, and will go on to focus specifically on distribution. Marie Theres Köhler, Jürgen Hallbauer's granddaughter, who from September 2013, at the end of her business/international management studies, is set to shape the future of Hallbauer exclusive promotion together with buyer Stefan Hertranft, likewise looked in at this AHA.

PROMISING CONTACTS

Besides many promising contacts, Jürgen Hallbauer was particularly delighted with

conversations with representatives from Worlds Skills 2013, the world championships of 45 different professions, for whose event in July in Leipzig the entire merchandising and promotion is expected to be commissioned. Abakus managing director Ludwig Schulze is also involved in the negotiations with his company.

www.hallbauer.de – www.abakus-riese.de – www.werbeartikeltag.de





The campaign was supported by branded Minis.



Professional promoter teams addressed the target group.



THE SLIDER CAMPAIGN 2013 – SECOND ROUND

SCHNEIDER ON THE ROAD AGAIN

After a hugely successful product launch campaign last year, Schneider Schreibgeräte GmbH was going on tour again with its page surfers. With the creative cross-media Slider Campaign 2013, last year's success was to be continued throughout Germany.

As a result of the campaign in 2012, the Slider Memo, Slider Edge and Slider Rave are now among the most popular Schneider articles and enjoy increased attention in the trade and among consumers. Through this campaign and the accompanying Facebook campaign with a witty competition, Schneider won many new friends and fans and increased traffic to its website and Facebook page. The Roadshow 2013 was designed to strengthen the recognition value and communication of the product features.

“WRITING IS GOLD”

“Writing is gold” was the motto of the campaign in 2013 and is based on the belief that writing is something very precious, which will not lose importance even in times of computers, smartphones and tablets. In keeping with the motto “Every thought is worth writing down”, Schneider targeted 45 universities and polytechnics in Germa-

ny as well as seven universities and polytechnics in Austria and in Switzerland from mid-April to mid-May. The protagonist of the campaign will be the Slider Edge, which can be comprehensively tested. True to the motto, gold can be won in a competition. The campaign was supported by branded Minis and large-size posters in heavily frequented areas in the cities. Funny and attractive competitions on the Internet and Facebook will take the campaign into the social media area.

ATTRACTIVE COMPETITION

There were displays and decorative materials for the presentation in stores. At test stations customers had the opportunity to convince themselves of the exceptionally easy, gliding writing style assured by Viscoglide technology, which all slider products have in common. Competition cards were available at the test stations so that people who could not attend the roadshow

got a chance to win the jackpot. Writing pads elevated customers to the online competition. A QR code led directly to a mobile version of the competition.

www.schneiderpen.de



Attractive prizes were up for grabs.



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Ihr Ansprechpartner:

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



OFFICE, COMPUTER, USB

DIGITAL PROMOTIONAL AIDS

The office is now increasingly shaped by digital work resources. Promotional products have long been firmly established here. Whether as a technical resource or simply as a decorative accessory: in the office they directly reach the addressee (at least) eight hours a day.

The three catchwords of the topic cover the whole down to the detail: the environment of the featured products is the office. Computer products and USB articles are probably the most commonly used work resources in this area and have become an integral part of the business world. It was not so long ago, however, when we had to manage without the digital aids of the computer world. We think it is worth reviewing the origin and development of the computer, which is also referred to as a “calculator” in Germany and France. This also brings us to the origin of this system which can process data using a programmable calculation specification. In 1837 the Englishman Charles Babbage designed a mechanical calculating machine which was the forerunner of the computer. Inextricably linked to this is his close colleague Ada Lovelace who, among other things, described the programming of the machine in theory and is therefore considered to be the first computer programmer (the programming language Ada was named after her). Pioneers of the modern computer are Konrad Zuse, John Presper Eckert and John William Mauchly, who in the course of the 1940s built the first machines of this type. <



THE CHOICE IS ENDLESS

This season's trend is certainly everything to do with iPad and iPhone, and Eurostyle is offering a big selection of sleeves and cases in all materials in this field. In the series Techno Two, for example, for tablet PCs, there is a case with a variable holder that can be precision-adjusted to the respective size. Anyone looking for an A4 iPad writing case in leather-look material is likewise in the right place. The Modena series offers precisely this product with a removable iPad cover, pockets, pen loop and a notepad. If the iPad is going to be propped up on its cover, the iPad cover from the Cesano series is available. However, Eurostyle also offers functional iPhone covers and iPad writing cases in leather in its series Office, Ravenna, Club Special and Germany.

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



STRAIGHT TO THE POINT

Nautic Touchpad Pen with its 2-in-1 function from Senator combines a writing utensil for note-taking with an element for operating tablets and smartphones. It scores points with both its elegant look and its practical value. Greasy surfaces on the display are history thanks to Nautic Touchpad Pen. Moreover, in winter it can be used effortlessly with gloves on. Finishing is carried out using metal printing or laser printing. In addition, etching on the shaft and clip are optionally possible.

41838 • Senator GmbH & Co. KGaA • Tel +49 6162 801157
anke.niebel@senatorglobal.com • www.senatorglobal.com





EFFECTIVE FRESH-AIR MAKER

When things get heated at the office, the fan called Typhoon, available from Inspirion, will be a breath of fresh air. The intensity can be regulated with the speed of rotation at the on-and-off switch. Power is supplied via the USB cable included in the delivery, which has an impressive length of 103 centimetres. The little fresh-air maker available in blue or green can also run on batteries. Thanks to the fold-out stand on the back, the fan can be optimally positioned on your desk. Advertising can be applied using pad printing on the front.

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

PHOTO-REALISTICALLY PRINTED CUBE

The original Rubik's Desk Tidy, available from e!xact Internationale Werbemittel, measures 7x7x7 centimetres and can have photo-quality printing applied to all sides like the famous Rubik's Cube. The three rows of cubes can be twisted horizontally. Besides the guaranteed fun of playing with it, its practical quality as a desk tidy remains completely intact. Further information on this smart product is available on request.

44457 • e!xact Internationale werbemittel GmbH • Tel +49 6126 951175
service@e-xact.de • www.e-xact.de



INDIVIDUAL COMPANY PRESENTATION

The more individual a product is, the more positive and striking it is for the company image. An ideal medium for memorable advertising is offered by the USB 2.0 and USB 3.0 model memory sticks with capacities from 1 GB to 16 GB from LM Accessoires. These storage media come in a wide variety of colours and shapes and are a must-have to rival almost any other promotional products. Anyone who wants to make an even more desirable advertising vehicle out of them need order only 200 or more to have their soft rubber USB memory stick from Reflects produced in an individual shape. There is also a large number of convincing standard models to choose from.

42487 • LM Accessoires GmbH • Tel +49 2234 9900-0
info@lm-accessoires.com • www.lm-accessoires.com





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- » KRATZFESTER UV-FARBDRUCK MIT FÜHLBARER HAPTİK
- » SCHNELLE LIEFERZEIT (8-10 TAGE NACH DRUCKFREIGABE)
- » FÜR ALLE SMARTPHONES ERHÄLTlich





NOTEBOOK FOR BUSINESS CLASS

The handy notebook from Macma with its practical and easy-to-store A6 format has lined pages as well as a classy cover made of soft genuine leather. Since the little book is simply inserted into the cover, it can be easily replaced as needed. In addition, a practical magnetic closure and a red marker ribbon have been incorporated. Advertising material can be applied on the outside of the cover.

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

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. With a minimum order of 100 pieces or 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



MORE POWER AND FUN

The Vonino Primus 94HD, the ideal companion for entertainment on trips, is only available in Germany and only from Bonus2U. It comes with an unusually fast 1.6 GHz DualCore processor which runs on the Android 4.1.1 Jelly Bean operating system. The colours on the 9.4-inch IPS display are extremely bold and accurate. They are shown exactly as they are in real life and change very little when seen from different angles. Thanks to a HDMI port, it can even be hooked up to the television so you can watch self-recorded videos later in large format.

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





CUSTOMIZED STORAGE MEDIA

From the Polish storage media specialist Citron, 19 different models are available from stock with capacities from 1 to 16 GB. There is something to suit all tastes and budgets. They are made of all kinds of different materials, including leather, wood and metal. Branded pen drives from PQI and Transcend are also available. Brand new from stock, Citron has the Key Shape USB at the ready: a smart USB stick designed like a key in three different colours. Customization is carried out within 24 hours using laser printing technology. Further information online at www.citron.pl.

48658 • Citron btl • Tel +48 22 8394945

citron@citron.pl • www.citron.pl



FIT FOR THE SUMMER

USB Activity 3D is a customizable, modern pedometer and calorie counter from Kasper und Richter's range. This high-quality device can do much more than simply count steps, however. Personal values such as the training time, number of kilometres covered and calories burned can be very easily transferred to your computer and evaluated. Suited, above all, to health and prevention campaigns, this product additionally has a seven-day memory, a time display, the ability to disregard unintentional movements, a target function that stores your target number of daily steps and a slimline casing.

40043 • Kasper und Richter GmbH & Co. KG • Tel +49 9131 50655-0

info@kasper-richter.de • www.kasper-richter.de



NEED TO SPEED

Schärfer Werben is welcoming seven new arrivals at once to its extensive range of storage media. With the USB flash drives Penpal, Terminator, Evolution, Evolution-S MK II, Evolution Lite, Evolution Lite S and Spaceloop XL 3.0, the German company is presenting a septet of new products with a super-fast USB 3.0 interface. Each model is available from 8 to 32 GB and can be customized for order quantities of 100 units upwards. Pricing information and data sheets can be requested from info@schaerfer-werben.de.

47514 • Schärfer Werben GmbH • Tel +49 7664 5057217

info@schaerfer-werben.de • www.schaerfer-werben.de

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Email: info@lediberg.de

www.b2b.lanybook.com





GREENER GRASS FOR THE OFFICE

The Memo-Garden from emotion should provide for miraculous attention levels. The seeds of a special, fast-growing grass can be found already planted in the tin can with its practical ring-pull lid. After regular, careful watering and with a bit of patience, a little meadow will begin to grow after just a few days and can be cut with scissors every few days. In this way, the recipient becomes a greenkeeper who will constantly have this promotional medium in good view. Conveniently, notes can be given a good spot on the grass thanks to the supplied crocodile clips. On orders of 250 units upwards, Memo Garden is supplied with a strip around it that can be customized with four-colour printing.

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

HIGHLY EFFECTIVE LANYBOOK

Using notebooks and calendars is all the trend now, and offers excellent opportunities to present a corporate identity. Lanybook from the Lediberg product range is setting new standards when it comes to design. For orders of 300 or more, the Lanyband can be dyed in any desired Pantone colour and provided with an individual silicone print. The high-quality silicone print depicts customer logos or claims in a three dimensional look on the band, thus making it a great advertising and image vehicle. This multiplies many times over the possibilities for turning a notebook into an effective piece of advertising. Every Lanybook comes with FSC certified paper and thus stands for conservation of the natural environment.

44186 • Lediberg • Tel +49 7181 989600
 psi@team-d.de • www.team-d.de



A HANDY CLEANING AID

B rilliant, the new keyboard cleaner from elasto form, will sweep away the tiny crumbs and dust particles that used to lodge themselves in the computer keyboard. The handy USB cleaner, made from plastic, can be attached to any free port on the keyboard or computer. It comes with two attachments – a brush and a rubber – and is supplied in a black gift box. Enhanced with five-colour pad printing.

41369 • elasto form KG • Tel +49 9661 890 0
 mail@elasto-form.de • www.elasto-form.de





WRITE AND TOUCH

Viva-Plus from Poland proudly presents its latest ballpoint pen from the Viva Pens collection, available in several colours. Its name: Esso. It is a plastic ballpoint pen that comes in the two versions Esso Black and Esso Silver. Above all, this writing utensil is practical. We are not just talking about a typical ballpoint here: thanks to its touch-point made of silicone, it is also a touch device for various displays. Esso uses the smallest possible stylus, which reliably removes fingerprints left on the display.

46622 • Viva-Plus • Tel +48 32 3868086

biuro@vivaplus.pl • www.vivapens.eu



PRACTICAL USB TRAVEL SET

Nestler-matho has added a 6-piece USB travel set to its range. The set consists of an RJ-45 lead, USB AM-Mini, 5P/M and USB A/M-A/F cables, as well as a microphone and headset for internet-based voice communications. The set also comes with 1.1 4-socket hub and a mini optical mouse. Advertising can be applied to both hub and mouse. Each kit is packaged individually in a zipper case.

41816 • Nestler-matho GmbH & Co. KG • Tel +49 7221 2154-0

info@nestler-matho.de • www.nestler-matho.de

UMA[®]
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der Werbung*


NEW uma cartridge roller system

The **uma cartridge roller system** is an innovative basis for novel rollerball writing instruments in premium quality. Thanks to its specifically developed wear-resistant ball tip, the **uma cartridge roller system** excels in an unrivalled longevity. The **uma cartridge roller system** operates on the same principle as the fountain pen and can be refilled with standard ink cartridges. Thus, the TC ball tip (0.7 mm) can be reused again and again and will not be disposed of. This makes these writing instruments not only extremely economical, but also very environmentally friendly.

LADY S PR
0-9143 S PR

LADY PR
0-9143 PR



Also available as a ballpen or rollerball.

www.uma-pen.com

uma Schreibgeräte
Ullmann GmbH
Fritz-Ullmann-Weg 3
D-77716 Fischerbach

Order your sample now directly at
www.uma-pen.com/lady!



VIRTUAL LASER CONTROL

Trotec from Austria has developed the first iOS app to control its flatbed laser, available for free from the AppStore. It is compatible with the iPhone, iPod touch and iPad on iOS 6.0 and up. To use it, you need Wi-Fi, the Trotec JobControl X Laser software and a compatible Trotec laser system. Using the new iOS app, the connected lasers can be remotely monitored. It displays whether the laser plotter is running or waiting for new jobs. Furthermore, the laser can be operated with it. In addition, running jobs can be paused and the Trotec Atmos exhaust system switched on and off. Thanks to the app, the laser user thus has a constant overview of the entire and remaining running time of the engraving or cutting.

47804 • Trotec Produktions- und Vertriebs GmbH • Tel +43 7242 239-0
trotec@trotec.net • www.troteclaser.com

A SUCCESSFUL THREE-IN-ONE!

Heri-Rigoni has developed the Stamp & Smart pen to make texting, tapping and swiping on your smartphone or tablet even easier. The result is a multipurpose writing implement (it can also be used as a pen) with the optimal combination of design and function. It is available in the fully-lacquered classic metal version, which comes in a whole range of colours, or the special two-colour “ladies’ look” edition. It also has a built-in stamp, which can be custom-made with up to four lines of text. The built-in micro foam stamp guarantees years of printing with no print pad required. Like all the other print products from this south German company, the Stamp & Smart Pen also comes with an online voucher and QR code that customers can use to request the customised stamp from the service team at www.stempelservice.com, or order the existing range of texts and designs. Apart from product info and images, Heri-Rigoni also provides its resellers with a flash animation for websites and e-shops.

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



CUSTOMISED SCREEN PROTECTOR

FlipixX for smartphones and tablets is a screen protector with a smart design, from the Hubert Raase advertising agency. It is available in a range of existing designs and can also be custom-printed with the client’s logo. According to the manufacturer the FlipixX film offers excellent protection against scratches, and also enhances the look of the mobile device, making it an effective, visible advertising medium. The FlipixX is very easy to apply, and can simply be affixed to the surface of the device without adhesive.

3557 • Hubert Raase GmbH Werbemittel-Agentur • Tel +43 7243 76360
info@raase.de • www.raase.de



BETTER POSTURE FOR THE TABLET

A tablet PC is without doubt one of the useful, practical things of office life. And when the tablet does not simply lie down flat in front of us, but takes on a good posture, the presentation is perfect. Team-d has an attractive A5 size leather case on offer to fold and set up such devices. This practical accessory comes with a metal badge included for finishing, packed individually in a black gift box.

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



A BOARD FOR ANY SITUATION

E & H Design is constantly reinventing itself and its products, in particular its acrylic range, which now includes a range of new products made from this durable, practical material. The plastics processing company now has a new show-stopper: a board that's ideal for manuscripts and also for devices such as laptops and notebooks. Information is displayed clearly and reliably, ticking the boxes for a professional, polished presentation.

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



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In today's business climate, your clients expect you to proactively address the topics of safety and compliance. How do you show that you take your responsibility and that your products can be trusted as a valuable gift?

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





DESIGNER OFFICE ACCESSORIES

Rubens Design from Poland supplies a range of individual office products that cater for more than just ordinary, everyday tastes. The Polish company prioritises originality and quality in the design of its products, and offers a wide range of solutions such as the matt silver Patriot Memory storage media, which are all made by hand. The sticks are also available in exotic wood, or in the glamorous, elegant Swarovski crystal version. More information available on request.

46790 • Rubens Design • Tel +48 58 6603221

bjuro@rubensdesign.pl • www.rubensdesign.pl

NOTE IT INSTEAD OF FORGETTING IT

Once plans are written down, scheduling stress does not stand a chance. Note it instead of forgetting it is the motto, thanks to the notebook in a handy A6 format called Spektrum, available from Giving Europe. The little set also includes the ballpoint pen Rimini with blue ink. Available in red, blue and grey, the little book has 130 lined pages in a spiral binding and advertising can be printed on with pad printing.

45737 • Giving Europe BV • Tel +31 344 640500

contact@givingeurope.nl • www.givingeurope.nl



PERFECT HANDWRITING

Stratos is the name of the pushbutton ballpoint pen made in Germany by Ritter Pen. The special feature of this writing utensil is the thickness of the high-gloss barrel's material, which comes in transparent and opaque colours. In combination with a solid metal tip, this makes for a weight that conveys value and stability. Space for individual advertising is found on the barrel and on the elegant pushbutton clip, which also comes in a platinum look as an option. In addition, the barrel can be finished with four-colour digital film, thus enabling images to be printed in photo quality. Stratos comes with an Ultra quality refill which always ensures perfect handwriting for a long time.

44508 • Ritter-Pen GmbH • Tel +49 6161 808150

info@ritter-pen.de • www.ritter-pen.de



PERFECT PERFORMANCE

The artificial leather portfolio New Age from Topico is ideal for use in the office and at trade fairs or conferences. This practical zipped organizer has various slip-in pockets for business cards and documents. In addition, the case has slots for a writing utensil and a pad of paper in DIN A4 format. Thanks to a removable protective case with a fold-out stand, which accommodates iPads and tablet PCs measuring 24 x 17.7 centimetres, New Age can be used effectively for presentation purposes.

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



A CLEAN WORKSPACE

The keyboard brush from Frank Bürsten, listed under the product number 990, comes in a classic design and lives up to what it promises. The brush removes all of the dust from keyboards with its soft and special bristles. The brush can also reach the smallest grooves and corners thanks to the special layout of the bristles. What is more, the keyboard brush also makes for a great advertising medium because an imprint of a personalised advertising logo can be placed on it by Frank Bürsten. The practical promotional gift is made in Germany and no office should be without one.

41853 • Frank Bürsten GmbH • Tel +49 7673 88865-0
info@frank-brushes.de • www.frank-brushes.de

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www.troika.org/stromkonserve

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www.psi-messe.com

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RELIEF FOR BRAIN WORKERS

The cleverly conceived wallet from Jutamo not only keeps finances safe, but also has its own memory. Often a simple piece of note paper is not enough for the tons of data that must be kept for later processing. Important data and information can get lost in the daily clutter of notes. This is now a thing of the past, because the integrated clip for a USB stick on this wallet enables customer data to be saved quickly, easily and securely. Wallet and stick make an ideal gift for employees who may often have to “take along” lots of data when doing field work, but of course can also be used simply as a promotional gift.

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

ATTRACTIVE DATA STORAGE

The latest arrival in the extensive range from UK-based USB stick specialists USB-FlashDrive is an attractive wooden model. Similar to the popular Twister, with metal clip and eyelet for keyring attachment, the new arrival – available in light, medium or dark wood – is set to be another long-running success. The metal clip on the classically-shaped storage stick, which offers a capacity of 64 MB up to 32 GB, can be custom-printed or engraved with a minimum order quantity of 50. The company offers a lifetime guarantee on all its models.

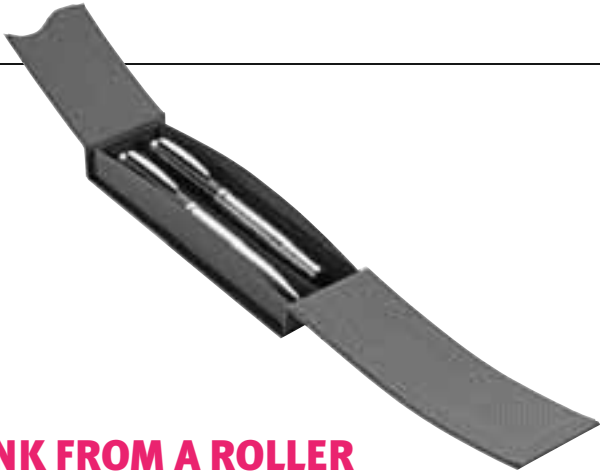
46516 • USB-FlashDrive.com • Tel +44 1753 491470
chris@usb-flashdrive.com • www.usb-flashdrive.co.uk



A NATURAL ORGANISATIONAL TALENT

With the product Brixxs from e+m Holzprodukte, you no longer have to deal with piles of papers on your desk: the new attractive organisers are ideal for being used in the office or at home. Brixx can hold all utensils in place – from rulers to personal photographs – with drilled holes or slits in the organiser. The organiser comes packaged in an environmentally-friendly slipcase and is made out of brown ashwood. It also comes in two different models: The model Brixx dots has drilled holes and Brixx cuts has split cuts. They come in the colours orange, white and ice blue, and become quite the eye-catcher in any room.

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



INK FROM A ROLLER

The cartridge roller system from uma Schreibgeräte is the basis of its new premium quality rollerball writing utensils. The system scores points with its specially developed, long-wearing ball point, which the manufacturer assures us has an above-average service life. The uma cartridge roller system works on the principle of a fountain pen and can be refilled with standard ink cartridges. The nib with its TC ball point is also used over and over again rather than being disposed of, which speaks for the product's economical and environmentally friendly character. The model comes as a ballpoint or rollerball.

41848 • uma Schreibgeräte Ullmann GmbH • Tel +49 7832 707-0
info@uma-pen.com • www.uma-pen.com



A GROWING FASCINATION

This modern little zinc container from Multiflower is designed to hold greetings that keep on growing! Each kit contains a soil tablet and seeds. The band around the circumference offers plenty of room for advertising messages, and with a minimum order of 250 pieces or more, the band can also be custom-designed.

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

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info@pcollection.de • www.pcollection.de
Fon: ++49 52 22/94 20 0 • Fax: ++49 52 22/94 20 22



URBAN MEMORY STORAGE

Koziol has made a name for itself in the promotional product industry as a supplier of smart design products for aesthetes. The USB station called Memory City really stands out in the world of electronic devices with its refreshing design features. With Memory City, memory cards and USB sticks get just the right landing site so they can wait here for their next mission. The fun motif, which not only makes men's hearts beat faster, rounds off the data storage medium.

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

ELECTRONIC BLADE

Victorinox work is the Swiss pocket knife from Victorinox to accompany the digital society at work and play. The highlight of this pocket knife is that it is equipped with an "electronic blade" in the form of a USB stick. Along with the practical features of blade, scissors, nail file with screwdriver, tweezers and ballpoint pen, this little jack-of-all-trades can also store music files, images, presentations or digital mail with a total volume of eight or sixteen gigabytes. The key ring pendant comes in eight different colours and can be printed in from one to six colours, as well as finished with etching on the blade.

44281 • Victorinox AG • Tel +41 41 8181211
261@victorinox.ch • www.victorinox.ch



AN ATTRACTIVE EXECUTIVE CHAIR

The classic executive chair from Lehoff is a great candidate for becoming the favourite spot in the office. The comfortable chair is made out of genuine leather, has an infinitely variable height adjustment feature due to its TÜV-certified Toplift mechanism, and features a rocking mechanism, which can be individually adjusted according to body weight. The backrest and seat are stitched with real leather upholstery. The back and the side of the chair are made of artificial leather in the same colour. The elegant armrests, which are made of plastic, are in black. Other features include a stable plastic base in black and load-dependent, double safety wheels with brakes. Anyone who places an order with Lehoff, can expect to receive the company's complete service package, which includes everything from giving professional advice and assisting with purchasing issues to delivery to end customers.

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

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Artikel 1337



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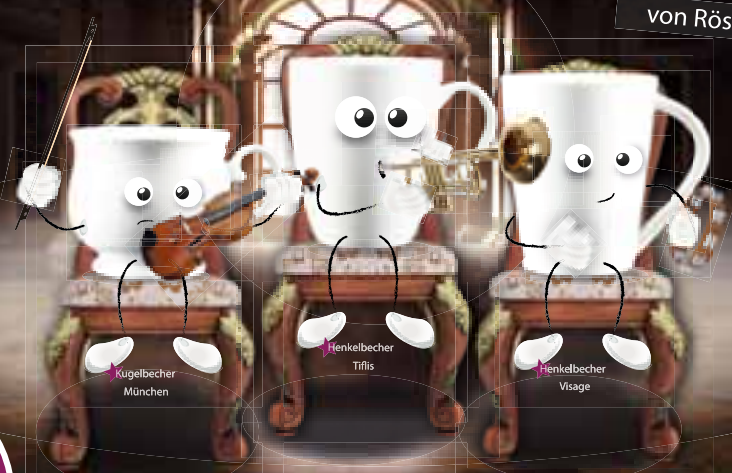
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Strimaxx pays close attention to top quality even for the cheapest of promotional products.



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The Strimaxx headquarters is in Renchen, Baden-Württemberg, Germany.

STRIMAXX: UMBRELLAS, BAGS, BACKPACKS, CAPS AND MORE

THE WORLD OF TEXTILE PROMOTIONAL PRODUCTS

Strimaxx & Friends offers the promotional product trade a broad spectrum of lovely new textile promotional products. It combines many years of industry competence with an effective sales strength and also relies on impressive accents on the part of quality.

Strimaxx & Friends GmbH is a partner of the promotional product trade which last year became the youngest member of the RMJ Group, an affiliation of SMEs based in Renchen, Baden-Württemberg, Germany. The group got its start as a supplier to regional manufacturers of ready-to-wear clothing in the 1950s. Strimaxx & Friends itself specializes in developing, producing, selling and printing umbrellas, cotton

bags, nonwoven bags, sport and leisure bags, business and notebook bags, backpacks, caps and custom sewn products.

LARGE STORE OF DISTRIBUTION EXPERIENCE

Distribution at Strimaxx is managed from the distribution office in Hamburg. This office is located in a lovely old building from the turn of the last century in Hamburg's lively Bergedorf borough. Here we

meet the "old hands" of the promotional product industry: Uwe Nagel and his colleague Angelika Jahnke are responsible in the office for customer care and sales consultancy. Both have many years of experience in the business, most recently at Getex in Geesthacht, which ran into trouble in early 2012 and had to close. The Hamburg office is headed by Dr Axel J. Stenger, who comes from sales and marketing de-

partments at international companies and in recent years has concentrated on managing corporate restructuring.

IDEALLY EQUIPPED

Strimaxx' logistics and production are concentrated at headquarters in Renchen. A total of 25 employees take care of production, shipping and printing. There the company also maintains its own sewing department for samples, custom products, rush jobs and small series production. Printing is done by the in-house screen printing department, including prepress and logo processing. Hence the company can also take on and handle orders that do not fit into any of the usual categories.

SPEED AND FLEXIBILITY

Strimaxx has a very extensive stock of umbrellas on offer, from collapsible umbrellas to conventional and shoulder umbrellas up to XXL sizes. Stock orders with printing can as a rule be delivered in a matter of a few days, tailored exactly to the customer's wishes. The scope of delivery and service ranges from full containers to custom-made items in courier service. This also refers, of course, to the product segments related to cotton bags, PP nonwoven bags, backpacks, notebook and conference bags, sport and travel bags, caps in various models – all in a wide variety of colours, available promptly from the warehouse in Germany and also with printing.

QUALITY AND EXPERTISE

Axel Stenger emphasizes in our talk the aspect of quality. "Our roots are in the production of textile products, and we do so in a region of Germany which is well-known for its inventors, which has a long tradition of high-quality workmanship. We also apply this to the textile promotional products which, for reasons of cost, are made to our technical specifications by contract suppliers abroad. We see ourselves as producers, which is in fact what we are. We have the expertise right here on our own premises," says Stenger, adding, "Even though we can no longer make give-aways here in Germany for reasons of cost, we can still make sure that the quality is up to snuff."



SERVICE AND QUALITY

Stenger is convinced that Strimaxx can offer its customers the best possible package. "We combine a lean, powerful distribution organization which has an excellent knowledge of the industry and its products with all the advantages of a well-established organization. We make use of our expertise in screen printing and textile production, as well as the possible returns to scale of the logistic possibilities. For our customers, this means very good service and an exacting level of quality, even – or especially – for 'simple' items, but at the same time a fair and attractive price level."

LONG-LASTING PROMOTIONAL EFFECT

Strimaxx makes every effort to improve details, even on items that have been around for a while and are well-known, Stenger stresses. "Our basic idea is always that our customers want their good names associated with the advertising gift they get from us. We must ensure that the intended promotional effect is positive and long lasting." Stenger provides two examples, "Even a cheap umbrella from Strimaxx is equipped with a polyester pongee covering, the ends of the spokes are made of fibreglass and the manual opener furnished with finger protection."

INNOVATIONS

Furthermore, Strimaxx is going to be presenting many more new and interesting products to promotional product distributors in the coming months. He provides another example in the form of the cheapest and simplest of all promotional products: "Just take the carrying bag made of PP nonwoven, for instance. Here the price is often presented as the only USP. But we pay attention to top quality even on very cheap, simple promotional gifts: neat workman-



ship, odourless, environmentally friendly original material without any other substances mixed in, welded handles for good support and nice straight dimensions, and prints with the appropriate covering power."

PSI MEMBERSHIP

As a member of the PSI, the international network of the promotional product industry, Strimaxx keeps the promise of the German Association of the Promotional Product Industry and its member associations with regard to conduct and performance. "But," says Stenger, "Strimaxx always puts the most important person front and centre: the customer."

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Reed Exhibitions



Applying high-quality advertising is one of the special skills of Malgrado: Beach towels with reactive printing and fleece blankets printed with Jacquardt borders.

10 YEARS OF MALGRADO FASHION & PROMOTION GMBH

FASHIONABLE AND FINISHED IN HIGH QUALITY

Malgrado fashion & promotion GmbH, formerly Manitobatex Deutschland GmbH, emerged on the market in 2003, with a clear concept: Based on many years of experience in textile screen printing, the focus should be on quality personalized promotional textiles that reflect the latest trends.

Malgrado's beginnings date back to the 1990s. As a reliable trading partner for the retail sector, initially European labels were supplied with finished textiles. The textiles were produced at a location in Arad, Romania, in one of the leading manufacturing facilities for finished textiles. When Manitobatex Deutschland was established in Bergisch-Gladbach just outside Cologne ten years ago in 2003, printed cotton fabrics, blended fabrics and

functional fabrics had already belonged to the product portfolio. One focus was on sports apparel: "As a result of the boom in numerous marathons and the transition from cotton goods to functional fibres, our products were in demand among the many organizers and sponsors from the running scene," recalls Dirk Schmidt, Managing Director of Malgrado fashion & promotion GmbH. Major customers throughout Europe such as Asics, Brooks, Reebok and

Saucony were supplied. "At this time a collaboration came about with a promotional product distributor who supplied textiles for Coca-Cola for marketing the FIFA World Cup in Germany," says Schmidt. The entry into the promotional product industry was accomplished. In 2006 Malgrado joined the PSI. It turned out to be a particularly successful year – with a record 700,000 finished items produced at the location in Romania.



Managing Director Dirk Schmidt and Sales Manager Sonja R uth have over 20 years of experience in the textile business. This makes them ideal partners in the promotional product trade, especially for special textile productions.

ALL SERVICES FROM A SINGLE SOURCE

“As a full-service provider, we were able to offer all services from a single source,” says Schmidt. All service sectors are covered: Consulting, artwork, production, printing and decoration, packaging and picking, quality control and delivery. The promotional product sector also benefited from the close connection to the retail trade: Customers are always up to date with regard to trend colours, new fabrics, cuts and innovative printing techniques. In addition to T-shirts, polos and sweats, Malgrado extended its portfolio to include special textile productions with caps, lanyards, bags, towels and socks in order to meet increased demand.

REORIENTATION AFTER THE CRISIS

In 2009, the situation changed: The majority of the parent companies of running shoe manufacturers developed a new strategy and pounced on the lucrative promotional product sector. The result: “Our customers no longer had control of this business and were henceforth supplied directly by the headquarters of the brands, with the result that our turnover slumped dramatically,” says Schmidt. An internal crisis meeting was held: “In 2009, a Malgrado reloaded began. We had developed excellent and reliable contacts with manufacturers in various countries with regard to special textile productions, so there was already a solid basis,” recalls the manager. Manitobatex Deutschland GmbH became Malgrado fashion & promotion GmbH. A direct access to industrial customers, however, was not an option because the portfolio was too specific. Focusing on the promotional product business subsequently led to more intensive contact with PSI: “Here we found a possibility to generate growth again, whereby the Product Finder and the PSI Sourcing Team were a great help to draw attention to our company and our products,” recalls Schmidt as the PSI played a key role in achieving new momentum for the company. As a contact partner for special textile productions, Malgrado quickly established contacts to PSI distrib-

utors. In early 2010, a wide variety of products were produced, including compressed towels for the Ice Hockey World Championships in Germany, various sock productions, waving hands and caps for fan parks for the 2010 FIFA World Cup as well as towels for travel agencies for the 2011 summer season.

PRODUCT SAFETY HAS PRIORITY

In 2011, the demand for certified quality productions suddenly grew, and Malgrado experienced that year as a triumph of product safety. Dirk Schmidt: “More and more promotional product distributors were able to clinch business deals with their industry customers by using our certificates and concrete product tests.” For example Malgrado had the social standards of the production of its Chinese supplier partner for caps, scarves, T-shirts, polo shirts and aprons tested by an independent company: “Top marks were awarded and today we still work closely with this supplier,”

says Schmidt. However, it was not sufficient to merely present standardized certificates such as Oeko-Tex. Therefore, at the customer’s request, Malgrado works together with independent institutes that monitor each individual order according to AQL 2.5 or perform accurate emission tests on site in the production facilities. Taking over sales in Germany for a prestigious Turkish towel manufacturer brought Malgrado’s customers additional advantages: They can now obtain information even more directly about the use of towels and their wide variety of finishing options. Dirk Schmidt explains: “Thanks to our high purchasing volumes, our prices are certainly more attractive than if the customer ordered directly from the manufacturer. And if something does go wrong, we, as a reliable German contract partner, can search for common solutions.”

www.malgrado.de





HEINER AND TORSTEN JANSEN

AN ESTABLISHED DUO

A wartime childhood and almost three decades at the same American company: Moulded, toughened and driven by the desire for independence, Heiner Jansen founded Jansen Verkaufsförderung GmbH & Co. KG in 1988. Today on board as co-managing director since 1999 is his son Torsten Jansen. The father-son relationship is characterized by respect, friendship and optimism in business life, too.

Heiner Jansen loves dealing with people. A reputable and charming appearance, courteous, professional and friendly, just the way he perceives his fellow man. In a relaxed, informal atmosphere, we meet the smart businessman on the generously sized company premises in

Mülheim an der Ruhr, in Germany. At his side is Torsten Jansen, equally communicative as his father, blessed with a relaxed, humorous mood. In an open showroom, we take a seat at the negotiating table made of glass, and are surrounded by a colourful world of almost 5,000 lovingly deco-

rated promotional products. We let the elder of the two go first and ask Heiner Jansen about his career. It quickly turns out that we have met a man who has experienced a lot and, despite many adverse circumstances, was apparently usually at the right place at the right time. "Of course it

was not easy at first, I was born shortly before the outbreak of the Second World War," the businessman who was born in Mülheim in 1938 begins. He does not spend long talking about his school life. More important is what has influenced him throughout his life and made him who he is today: the sales business. "After the War I developed many skills in evening schools before embarking on a commercial career," he says. At the age of 21, he dedicated himself to a professional life: "Then I spent 27 years at a renowned American company, including 25 years in executive positions," recalls Jansen. In Cologne he learned the business from scratch. Selling is his thing. He was responsible for selling brand products in the cosmetics sector. He quickly advanced to become a communicative trainer and coached sales representatives. "I spent 10 wonderful years in Cologne, interacting with really great people," he recalls. In 1962 he got to know his wife Christel, and in 1967 and 1970 their children Silke and Torsten were born in Bensberg. Soon afterwards, the young family moved to Mülheim. His assertiveness and diplomatic skills helped him develop an excellent standing among the cosmetics specialists: "If you can stay at the same American company for nearly three decades, then that is almost a world record," Jansen claims in reference to the American hire-and-fire mentality. Then the self-made man was driven to take on new duties. In May 1988, he left the company to start working, just one month later, as a self-employed promotional product distributor: "This had always been my heart's desire," he explains.

BACK TO THE BEGINNING

Starting with a part-time employee in a two-room office, the communicative gentleman completely reinvented himself: "I did not poach a single customer from the cosmetics sector. It was important to me to have a clear head and to embark on a new task from scratch," recalls the man who brought a lot of experience with promotional products and merchandising. In business life, the entrepreneur wanted to quickly aim high and he

developed a clear concept: "If you want to succeed, you need employees, customers, sales and a margin." 1990 saw the company move to a new location in its native town, a 400 square metre office with other employees and a larger showroom. Five years later, after acquiring a company for applying advertising, he was also able to finish products by using printing and embossing machines. "Since then, we have printed and embossed articles from our strong product segment of book calendars, diaries and landscape calendars, also made of leather and plastic," says Jansen on the next step.

VOLUNTEERING AND SPORT AS AN ELIXIR OF LIFE

Heiner Jansen has always been building up networks, such as through his involvement as chairman of the central committee of the local carnival. As an honorary president, manager and sponsor he supports the former second division table tennis club. He also keeps himself fit by playing sport; apart from playing table tennis, he is an accomplished tennis player and became German champion with his senior team in 1995. Today, Jansen spends his spare time playing mostly golf – with a handicap of 17. Beyond sport and business, he is always focused on his family. However, he does not find a lot of time for his private life. After all, he looks back on almost 50 years of volunteer work, not to mention his time-consuming job: "That has helped me, of course, to build up networks for my company, as many sportsmen are also business owners," says Jansen.

CREATIVE, DYNAMIC, RELIABLE

By the mid 90s, Heiner Jansen was no longer the lone wolf in the company. New employees assisted him; together they embarked on a course of expansion. Torsten Jansen played a decisive role. Heiner's son proved a stroke of luck for the company as he brought new ideas into the daily business: "As far as the work here is concerned, I am the creative pole," he says confidently. This is also reflected in his attribute. "I can deal with people very well and I enjoy dealing with customers," he adds. No contradiction from his father. On the contrary. The father knows precisely what he ap-

preciates about his son. The two complement each other perfectly and obviously pass the ball to one another with gestures and glances, without saying a word. Each expression is evidence of their mutual confidence and telepathic understanding. Torsten Jansen looks back on a straightforward career, starting with high school graduation followed by an economics degree in Duisburg and Essen. "In 1998, I then obtained a diploma as an event manager," says Jansen junior. Even during his studies he always helped out in his father's company. It had long been clear to him what and where he wanted to be, and thus the appointment as Co-Managing Director in 1999 was a logical consequence. However, apart from being a businessman, the father of two daughters is also a family man. His family also includes his wife Claudia – and Eddy: "He is our security specialist and is often in the company, but he also likes to rest," says Torsten Jansen about his beloved Labrador dog. Like his father, the son also needs to play sport as a form of relaxation: "I have been playing golf with passion and fervour for a good ten years now," says the golfer who can proudly claim a top handicap of 10.1. He also places great emphasis on maintaining friendships: "We meet the families of my three best friends, who I've known since my youth, and eat out in good restaurants and every year we go hiking and golfing together," says Torsten Jansen who, by his own account, has been a passionate and talented tennis player since his childhood.

COLLECTIVE STRENGTH

Together Jansen and Jansen contribute each day to the success of the company. The duo currently have nine employees. What once began with calendar products and everything that goes with them, has steadily grown into a full product line: "It was always extremely important to us to work together with a very close-knit, choice group of importers and suppliers, whom we can totally rely on," says Torsten Jansen as he refers to the enormous value of a reliable partner. In daily business, maintaining contact and customer care is always paramount,



TORSTEN JANSEN IN PERSON

What was your first thought this morning?

Wonderful. The sun is shining.

When is your day a good one?

When I have had good and successful discussions with our customers.

What gets you in a good mood?

Business: a good deal. Private: a birdie on the golf course.

And what drives you crazy?

Business: unforced errors during order processing.
Private: an unnecessary missed putt.

When do you lose track of time?

During a nice evening in a good restaurant.

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

I would travel south.

What do you like spending your money on?

On the finer things in life.

Do you let yourself get seduced by advertisements?

Most certainly by good advertisements.

When is a promotional product a good promotional product?

When the product achieves a sustained positive response.

What is the best promotional product you have ever received?

There have been many examples over the years.

What do you find irritating in relation to promotional products?

That in our daily business the price is often more important than the quality.

and when Heiner and Torsten Jansen also invite guests each year to an in-house trade fair, a great number of customers usually accept the invitation and meet each other on the company premises. Nobody returns home without having been fully informed about the wide product portfolio offered by Jansen Verkaufsförderung as part of the exhibition day.

ONLINE SHOP GETS OFF TO A GOOD START

During daily operations, the focus is not on providing full service – and for good reason: “We can do it and we do do it, but we do not promote it,” says Torsten Jansen, justifying this philosophy with the large commercial risk caused by high storage costs and a poor cost-margin ratio. Nevertheless, the approximately 500 different standard products that are always in stock can be individualized by the in-house print shop and embossing shop and are ready for delivery to the customer within three to four days. In addition to consultation-intensive sales through direct contact with customers, Jansen Verkaufsförderung GmbH & Co. KG has had its own professional and self-maintained online store since November 2012 which, according to Torsten Jansen, is a must. “As a promotional product distributor of a certain size, offering a full range with a large demand, online processing will help us a lot,” predicts Torsten Jansen: “As a result of the online store, we have established great new contacts. Surprisingly we have received a lot of orders from eastern Germany, but I have no idea why.” The phone is barking – Jansen grins at the barking ringtone. An important customer. Shortly thereafter our meeting enters the final straight. Heiner Jansen continues our conversation without losing the thread. It turns out he is not only a communicative, competent interview partner, but also a brilliant listener.

DOUBLE ANNIVERSARY

This summer Heiner Jansen will be celebrating his 75th birthday. We do not remotely notice this: With deft and dynamic movements, the man who founded his company 25 years ago suddenly stands up, quickly buttons his jacket and goes to greet a major customer who has just arrived on a spontaneous flying visit. A lively dialogue between the two men reveals what matches the customer's requirements. Fifteen minutes later, the customer leaves the showroom; obviously he is fully satisfied and has been very well looked after by experienced professionals. The order is cut and dried. That is why business can be fun. Our conversation continues with a seamless, elegant transition. Daily business and the press: time flies for both. We have learned a lot about two men, on the one hand perfect consultants in doing business with promotional products, but also passionate sportsmen who enjoy their friendships and have a profound sense of the significance of family. With a firm handshake, we say goodbye to two people with whom one always feels welcome.

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INNOVATIVE PROMOTIONAL PRODUCTS



IMPRESSIVE SHOPPING COMPANION

Shopping companions from Reisenhel are now easily doing away with wicker baskets, burlap bags and the like. This is because the textile sides of this flexible, casual shopping basket with plenty of storage space can be folded up into the bottom tray and kept lying flat in the cupboard. Its whipstitched handles are guaranteed to make it easy to carry so that the bag is also a reliable companion for the next shopping marathon. A striking, narrow stripe provides a refreshing bit of contrasting colour. The shopping basket comes in six colours.

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KOALA IS THE BEAR OF THE YEAR

It is about twenty centimetres in size and, along with its colleagues Husky, Mammoth, Kangaroo and Parrot, is the youngest member of the Plüshline Series from MBW. The cuddly Koala, chosen as “Bear of the Year”, can be decorated with a scarf, a triangular kerchief or doming. According to MBW, the Minifeet brand stands for “cuddling with quality”. All in-stock products are chosen with loving care, thoroughly inspected by its own quality management and tested by independent institutes. The orange-coloured label is attached to every plush toy animal and is a sign of a safe, high-quality advertising vehicle.

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BESTSELLERS AT A GLANCE

The most popular and most successful products from James & Nicholson and Myrtle Beach by Daiber are on offer in the new two-in-one catalogue of bestsellers selected at a glance. T-shirts and classic polo shirts can be found here, as can cool hoodies, comfortable sweatshirts, warm fleece and functional jackets.

The Round-T-Medium, the Ladies' Basic-T and the Junior Basic-T are favourites for the whole family. The Comfort T-Shirts made of robust single jersey with twin seams on shoulder, neckline and armhole come in 35 colours and are ideal for transfer prints and embroidery. Further evergreens are the Classic polo shirts in thirty colours from purple to light yellow, and from Irish green to signal red. Their very fine piqué quality and casual cut make these polo shirts a favourite among customers and distributors. The frontrunners from Myrtle Beach supplement the Bestseller line with caps, scarves and accessories. All items can be customized with printing or embroidery.

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KEEPING A FIRM GRIP ON THE KNACK

Heinrich Betz Werkzeugfabrik is one of the most renowned manufacturers of premium screwdrivers. For more than fifty years, this family enterprise has been making high-quality, ergonomic, GS-approved assembly tools for screws and nuts. The company specializes in manufacturing private-label screwdrivers, even in small quantities. At its own facilities, that is, 100 per cent made in Germany, it produces premium screwdrivers in sophisticated 2-K technology with customized design, where customers can choose the colour, logo or dimensions with a logo or name moulded in. This technique ensures a long-lasting impression for the user – in contrast to printing, which wears off in time.

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THE SOFT BOX JUST IN CASE

Aiaua is selling soft tissues in a practical dispenser box which is specially designed for customers from the promotional products segment. The tissues are great little helpers to have around in the kitchen or office. The box can have a full colour imprint placed on it and can be designed according to a customer's special wishes for print runs of 250 units or more. Inside the box are 70 white, two-ply tissues which have a very soft and absorbent quality. Hence, you can take care of any "small accident" that happens on a conference table, or clean up a water streak left on a desk from a flower vase. The TBox is produced and packaged in

Portugal, so no customs fees are due for EU customers.

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ADVERTISE WITH WORLD-CLASS STARS

Squash Records & Tapes GmbH has a CD and DVD trio of the highest quality on offer under the name of “Mit Weltstars werben” („Advertise with World Class Stars“). This unique musical documentation is an impressive testimonial to the work of three world-class stars who wrote their names indelibly in the annals of music history and thus became legends. The productions bear the following titles: Elvis Presley: The King Of Rock ‘n’ Roll Frank Sinatra: The Voice – I Did It My Way Dean Martin: Mr. Entertainer Bonus, Bonus Track “The Rat Pack” What is new and interesting about them is that each of these artist portraits consists of three parts which complement one another and together enable you to experience the musicians’ music and their lives. Each portrait includes an audio CD with select hits, a DVD with legendary concerts and live appearances, and the impression is given depth by moving biographies narrated in the form of audio books on CD. A thrilling, entertaining power package honouring artists who had to fight hard for their success, yet relentlessly went their own way. The biographies were researched and authored by journalist and writer Irwin Konrad, and spoken by Lutz Riedel and Hemlut Kraus, who is the German voice of Richard Gere and Marlon Brando. The prizewinning audio book duo Peter Lueg and Andy Matern handled the sound engineering. These original, professionally crafted DVD productions are advertising media which can be linked to a wide variety of themes, and which appeal to a broad target group. They will be used over and over again, for these artists will remain unforgettable for decades to come. Of course, the covers as well as the discs can be customized.

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STRIKING LOOKS WITH PLENTY OF VOLUME

Along with a modern selection of bags made of the cult material tarpaulin, Trendbagz GmbH now also has a shoulder bag made of nylon on offer. The Messengerz bag is always available ex warehouse and offers high practical value with plenty of volume. It is especially fitting as a promotional or trade fair bag, since it has a great deal of space for advertising. This striking advertising space can be finished using screen printing or embroidery. The manufacturer also offers customization with digital printing upon request. More information can be found on the company’s website.

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CGASA

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of Southern Africa

CGASA is a trade association representing the promotional gifts industry within SADEC (Southern African Development Community).

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**PROMOALLIANCE
BEWARE OF
FAKE E-MAILS IN
CIRCULATION**



As has now become known in the industry, a Chinese company under the name of PromoAlliance is writing e-mails to companies in the promotional product industry. In the e-mails, the Chinese company offers companies the possibility to advertise on the company's own website, in return for a membership fee of US \$ 88. The Chinese company is not affiliated with PromoAlliance, which was founded in 2012 by PSI, ASI and Sourcing City. PromoAlliance strongly recommends not to pay the alleged membership fee. Neither a logo nor an address were found on the website of the Chinese company. The Chinese company has also been active on Twitter under the name of PromoAlliance. <

**SCREEN PRINTING TRAINING
USEFUL KNOWLEDGE
FOR SOURCING TEAM**

The PSI sourcing team showed their full commitment during the screenprint training at the PSI headquarters in Düsseldorf. Norbert Frönd from Textildruck Europa trained the PSI sourcing department last week and provided information about the technology, applications and possibilities of screen printing. The comprehensive insight into screen printing technology will enable the PSI sourcing team to also provide technical information to PSI members. Thus the team can now advise members even more effectively when it comes to personalization and supplier search. In addition, all participants of the workshop had a lot of fun, according to PSI. <

**52ND PSI TRADE SHOW 2014
START PLANNING
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MARKETING NOW**

The PSI Trade Show has been proving to be an indispensable indicator of the promotional product industry for more than half a century. In the course of the years, this meeting place for professional specialists in the promotional product trade has grown to be the leading international event in the industry. It has become a tradition for the most important trading companies in the industry to visit the PSI Trade



Show at the beginning of the year to find new products, trends and expertise for their businesses, to cultivate existing contacts and get to know new suppliers.

The PSI is happy to provide support for exhibitors through its many different marketing opportunities for advertising their stands before, during and after the exhibition. They can do so, for instance, with

- various advertising spaces in the halls and entrance areas
- promotional teams, who distribute sample products or information to visitors
- online banners/logos or individual sponsoring packages upon request

NEW:

- new product bag
- personal online invitation

Interested exhibitor can obtain more detailed information at: sales@psi-messe.com or tel. +49 211 90191-600. <



**PSI WEBSHOP
ROADSHOW IN THE
NETHERLANDS**

After a successful tour of Germany, the PSI Webshop Roadshow is now making a stop in the Netherlands for the first time. Without obligation, interested PSI members can obtain information on the low-priced PSI online service and familiarize themselves with the quality and functioning of the marketing and sales module in the course of the personal conversation. The PSI Webshop is the newest tool of the PSI Online Services. It is based on the product database of the PSI Data Aggregation System (DAS) and is a part of the integrated PSI Product Sourcing Suite. The PSI Webshop can, however, also be procured on its own as a single product. You can make a binding registration for the roadshow at www.psi-network.de/roadshow_anmeldung.

ROADSHOW IN THE NETHERLANDS

- 12 June 2013
Mercure Utrecht Nieuwegein
Buizerdlaan 10
NL-3435 SB Nieuwegein
- 13 June 2013
Van der Valk Hotel Ridderkerk
Krommeweg 1
NL-2988 CB Ridderkerk <

CYCLING TOUR OF HOPE PSI CYCLES FOR A GOOD CAUSE

It was that time of year again when the 6th Cycling Tour of Hope was launched in April. As part of Fibo, the international trade fair for fitness, wellness and health, about 18 employees of Reed Exhibitions climbed on their bikes and rode for a good cause, including ten employees of PSI. Especially PSI boss Michael Freter, sales manager Gülten Cihantimur and marketing manager Daniel Meffert gave their all and pushed hard on the pedals. Each year the Cycling Tour of Hope companies combine health with a good cause. This year, the participants raised a total of € 8,000. The



money is going to a local parent initiative and an advocacy group for children with cancer in Germany.
www.cycling-tour-der-hoffnung.de



NEW FEATURES OF THE PSI PRODUCT FINDER SIMPLY IRREPLACEABLE

In the PSI product database Product Finder, new features have been added to make searching for products even easier and more effective: all suppliers who have updated products in the Product Finder are displayed daily on the home page. Thus users get an even better overview. In the teaser box on the left side of the home page is a new icon for the 360 degree view. If you click on this icon, all products which are in the 360 degree view are displayed. Products can be viewed from all sides and details can be better distinguished. A very user-friendly tool is the new button on the home page, with which the user can view the manufacturer's certificates. Especially members who are in search of special promotional products, such as fair-trade products, benefit from this tool. The Product Finder provides a comprehensive overview of the products of PSI manufacturing companies and is irreplaceable as an aid in search of the perfect promotional product. At a glance users can see the languages in which the respective product

description exists, which products are new and how they were evaluated. Check out the Product Finder and try it out. It's worth it.
www.psiproductfinder.de

-Advert-

DAMMIT ALL ANYWAY ...

The author does not intend to lecture, although that is how it may sometimes come across. There is simply too much nonsense going on. Now we are working at full speed on our trade fair concept for 2014 and the new campaign we are all supposed to be looking forward to, for there are a number of positive changes. This is also how it is seen by the exhibitors we have so far talked to. Many will be returning, which is a good thing. Good for the

industry and its biggest platform. Enthusiasm is back. New products are in the pipeline, we are talking to one another more than ever. The right way to go!

So right now we don't need news about bankruptcies, acquisitions and this report: the pharmaceutical industry no longer wishes to make use of promotional products. This is sending a very dangerous message, and one which caused losses of more than US\$ 800,000 in sales a few years ago in

America, as anyone doing business in the US market back then is sure to recall. Many branch offices had to close down.

What is now going on here first has to be analyzed. It is not yet really clear what the true intention is. Is it perhaps just a matter of a few manufacturers who want to redistribute their budgets? At present, this is all speculative. The fact is, though, that we must do something. All of us! The editorial office will stay tuned to the topic, and we are also taking action in the EPPA and the GWW! We will keep you informed with regular reports.



» Enthusiasm is back.
New products are in the
pipeline, we are talking to
one another more than
ever. The right way to go! «

Best regards,

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

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

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* plus one-off set-up fee of EUR 199,- VAT not included.

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- Sie organisieren das Team der Verkaufsunterstützung/Abwicklung und entwickeln Ideen zu Einsatzmöglichkeiten unserer Produkte.

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- Ihre aussagekräftigen Bewerbungsunterlagen senden Sie bitte **schriftlich oder per E-Mail an: reiner.herbst@linotex.com**

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PSI Supplier Finder 1/2013

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Zur Verstärkung unseres Teams suchen wir eine/einen

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ENJOY LEISURE TIME

The German's favourite pastime seems to be watching TV. At least this is the finding of the recent study "Leisure Monitor". But even when it comes to domestic household activities, the Germans are at the forefront compared with the rest of Europe. In order to show what other options are also available outdoors, we will be presenting lots of products from the categories games and hobbies in the next issue. Furthermore, we will be presenting the new trends of the autumn season.

Please give some thought now to the title themes of the August-September double issue "Christmas Wonderland" and "Generation 2.0" and send your product presentations (image and text) no later than 26 June 2013 to: Edit Line GmbH, Redaktion PSI Journal, Dekan-Laist-Straße 17, 55129 Mainz, e-mail: hoechemer@edit-line.de.



CITRON: EUROPEAN STOCK OF USB STICKS

The Polish company Citron is based in Warsaw and specializes in the production of USB sticks and decorative lanyards. The manufacturer's strengths lie in its high-quality production and flexible, short delivery time. The Polish company has been offering USB sticks on the European market since the year 2005 and continually expands its range.



MURR GMBH: EXPERIENCE WITH TRADITION

Agentur & Druckerei Murr can look back on almost 100 years of experience. What initially began in 1929 with a printing works, has evolved over time into a full-service agency that offers its customers a wide range of services. For the past 13 years, trading in promotional products has been part of the daily routine of the German-based family enterprise.



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 Reed Exhibitions

THE EPPA CODE OF CONDUCT FOR CORPORATE RESPONSIBILITY

The promotional products industry now has its own European code of conduct for corporate social responsibility, the so-called EPPA code of conduct. By displaying the quality mark that goes with the code, you are able to demonstrate to your customers that you comply with the strictest requirements concerning the manufacture of your products, and that they can safely do business with a supplier that takes its responsibility. A nice assurance for your customer - and good for you.

The value of a gift: Our customers want beautiful, valuable promotional products - products that reinforce their relationships with their customers. Naturally, they require the most of us, the suppliers of these products. Not just in terms of quality and safety, but also in terms of responsible manufacturing. In a world where sustainability is becoming more important, our customers expect it of us too.

Over the past few years, the European Promotional Products Association (EPPA) has been working



hard to develop a European standard for sustainability. It shows the importance of corporate responsibility to our industry. By displaying the EPPA quality mark, you demonstrate that you support our quality requirements in your business operations, and that you market products which do not harm the environment or humanity.

The promotional products industry takes sustainability seriously. Join and share this sign - for the industry, but above all for yourself!

ADOPT AND SUPPORT

As a PSI member, you can adopt and support the EPPA code of conduct for only €125 (regular fee €175). You will receive a personalized certificate and you will be entitled to use the EPPA quality mark in your communication. You can easily register at www.eppa-org.eu. Here, you can also read exactly what the EPPA quality mark stands for.



EPPA CODE OF CONDUCT

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- no exploitation/discrimination/intimidation
- responsible working hours



Michael Freter, PSI-Network

"I am incredibly pleased to be working with EPPA. We both want to professionalize the industry. This code of conduct and the quality mark represent an important step in achieving this objective. I recommend all our members to implement the code today!"

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