

JOURNAL



Marcus and Frank Sperber
elasto form
Together We Are Strong



Heinz Nettsträter
Publicpress
Customised Maps

51st PSI 2013
Simply Unmistakeable

Product Guide
Calendars, Paper,
Packaging, Watches,
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Flashy Ideas

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USING THE POTENTIALS



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EDITORIAL

DATA, FACTS AND FIGURES

Some ten years ago, the PSI and the German umbrella organization GWW set out to compile figures on the German and European markets. Figures that finally give us an indication of the size of the market and show us where market potential is still dormant. This year, the findings of a promotional product monitor were again presented at the PSI, which at least for Germany is something like the barometer of the industry. The “health” status of the promotional product industry can thus be documented for years. A monitor provides important insights into the economic dependency, about use in small, medium-size and large companies and about the presence of the promotional product consultants out there in the market. For small-and medium-sized enterprises, there is still a lot of potential (see page 10). Most of the purchasing decisions are made without consultation. With increasing growth, larger companies are using more promotional products and more than 60 per cent of them seek advice from distributors and agencies. But even in this area there is still much to do. After all, one in ten large companies has yet to use promotional products.



Manfred Schlösser

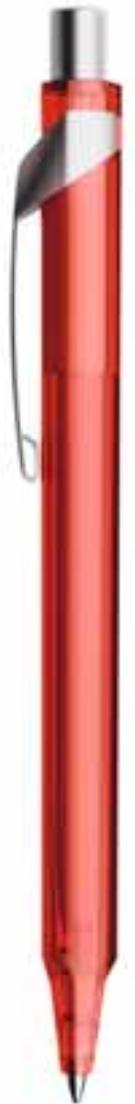
But what about the rest of Europe? Only with great difficulty was it possible to compile a few figures here. Either there is a lack of willingness to communicate them, or they do not exist. Even among the associations. I think it is a great pity and very adverse for the market. When you look at other areas of advertising communication, numbers there are an absolute must. Which company uses commercials without coverage analysis or effectiveness research? Every small regional paper releases media figures. The internet today shows how page visitors respond to advertising with figures rounded off to the decimal place. And we think everyone believe us because of our beautiful eyes when we talk about the effectiveness of promotional products? Wrong again.

I would therefore like to see more initiative taken by the EPPA in this regard. This would surely be more purposeful for the development of the industry and for tapping more sales potential than dealing with the European Code of Conduct. We need to provide the same transparency and the same proof of effectiveness as competing promotional instruments have long documented, and at long last tackle this on a broad front. If we do not, we will always find ourselves at the very back of the line. In terms of effectiveness, however, we belong at the very front of the line – but we have to prove it and then tell the advertisers in all of Europe.

In this spirit

A handwritten signature in blue ink, appearing to read 'M. Schlösser'.

Manfred Schlösser
Editor-in-Chief PSI Journal



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EVOKE SYMPATHY

42

In the promotional product industry, they are considered to be almost the classic triad: Calendars, paper and packaging are promotional products with special qualities. Always in view, patient and as a significant foretaste of the content, they make valuable contributions among the promotional products.



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The pool of data for the German promotional product sector has improved enormously in recent years thanks to informative advertising effectiveness studies and the annually updated GWW promotional product monitor. We have summarized the most interesting results of the 2013 promotional product monitor, which was presented at the PSI in January. The conclusion is: the promotional product as an effective advertising medium is increasingly gaining recognition, which is a good basis on which to exploit the potentials that undoubtedly exist.

51ST PSI TRADE SHOW: SIMPLY UNMISTAKABLE 14



In our trade fair section, we have summarized the highlights of the 51st PSI and the many new products for you. Enjoy the exciting events and a variety of trade fair campaigns. We also provide you insights into the after-show parties and you will find out more about the PSI partner country Turkey and the German-Turkish cooperation.

PUBLICPRESS: CUSTOMISED MAPS 82



“Leisure activity and nature are strong values in advertising,” says Heinz Nettsträter jun., Managing Director of Publicpress Publikationsgesellschaft mbH. The family business has been producing recreational maps for more than 35 years. For some time now, the publisher has also been offering customised recreational maps on the promotional product market.

TOGETHER WE ARE STRONG 86



Since Gerhard Sperber became self-employed as a distributor of plastic products about 30 years ago, the highly-efficient international promotional product supplier elasto form has developed out of the erstwhile small company. With Marcus and Frank Sperber, the second generation has been on board the versatile manufacturer and importer for over ten years. Each of the two sons is responsible for the family business in his field and in his own way. A family roundtable with Marcus, Frank, Gerhard and Günther Sperber about companies, competence and the market.

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RAINY SEASON

One of the wettest regions of the world belongs to the small town of Cherrapunji in India. In 1860, 26,461 litres of rain per square metre fell there within one year. In Germany, the average rainfall is 750 litres per square metre. The artistic work of Hoffmann von Fallersleben und Franz Marc has also been inspired by rainy days. And rain also inspires the promotional product industry to produce innovative and trendy products for those dreary days.



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**MORE THAN
A THOUSAND WORDS**

Colours play an enormous role in our everyday lives. They affect our emotions by transporting moods and feelings. Even idioms such as to be blue-eyed, green with envy or to see red show which traces colours leave behind in our lives. They are also used in advertising because their specific use can pay off. Studies have shown that colours increase the recognition value of a brand, colour-designed advertising is more frequently read than advertising in black and white and purchasing decisions are also strongly influenced by the choice of colour. The right choice and combination of colour in branding can afford brand presence without having to display the actual logo, as Coca Cola, for example, proves. Colours affect our senses and convey messages that are understood. We have picked out products in vibrant colours that say more than a thousand words.



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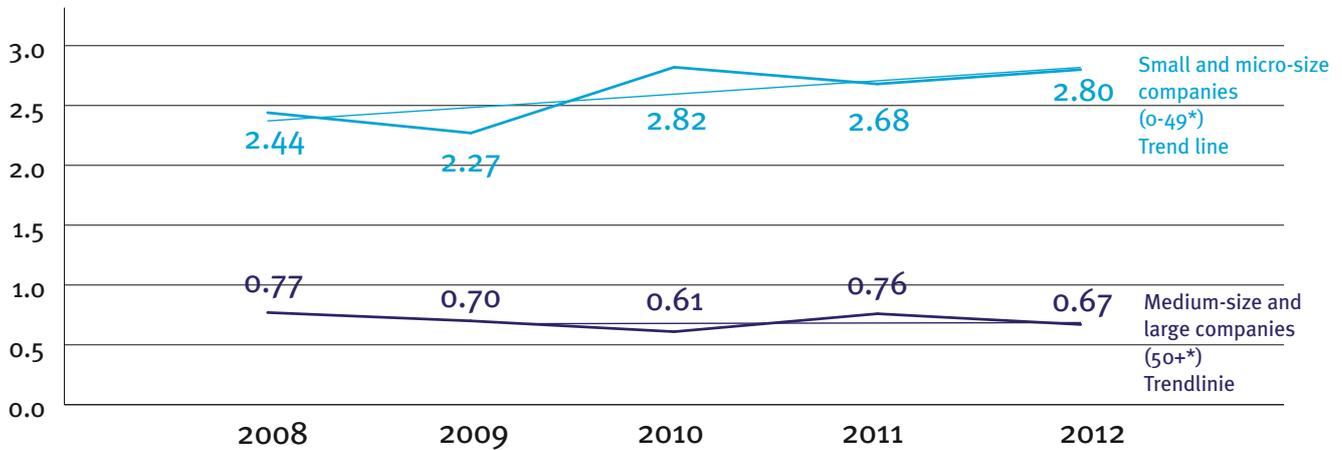


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DEVELOPMENT OF PROMOTIONAL PRODUCT SALES BY COMPANY SIZE



*Number of employees making social insurance contributions

(in € billion)

Every year, the GWW promotional product monitor provides valid data on the condition of the industry. With the help of this information, the industry can detect any available business segments and then equip themselves strategically in order to capture them.

USE OF PROMOTIONAL PRODUCTS IN GERMANY

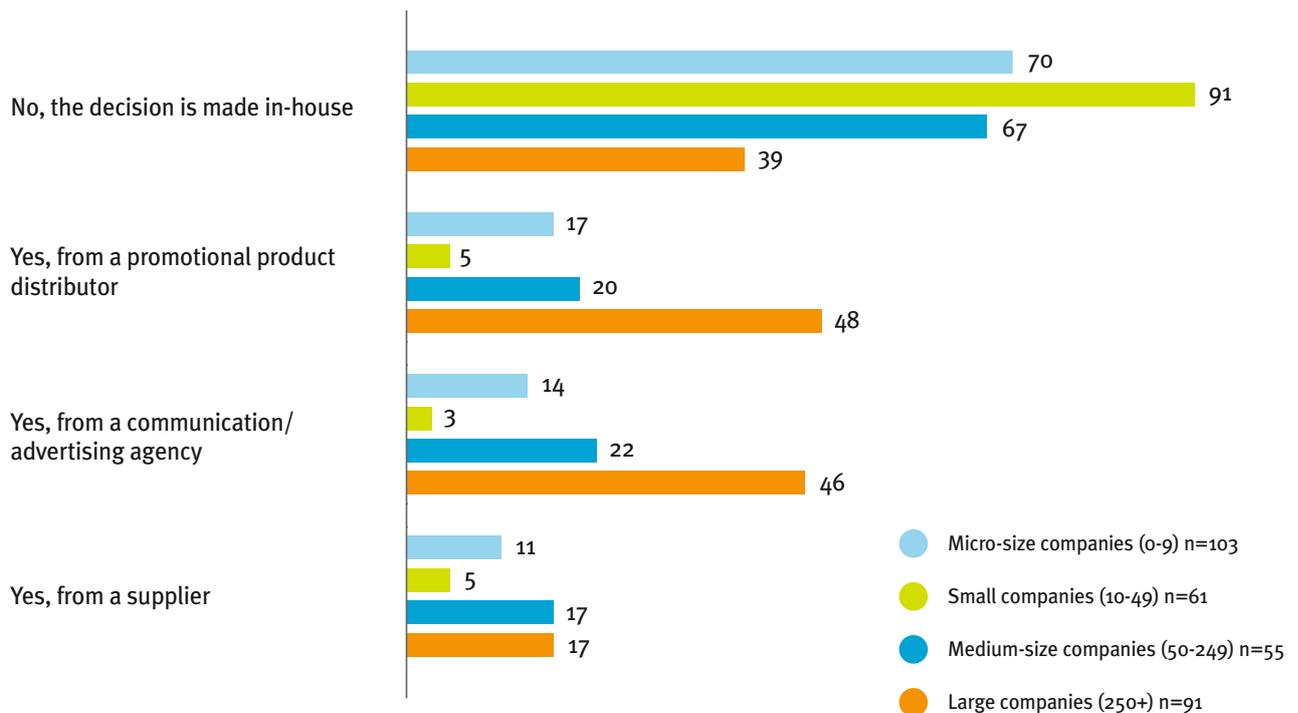
USING THE POTENTIALS

The pool of data for the German promotional product sector has improved enormously in recent years thanks to informative advertising effectiveness studies and the annually updated GWW promotional product monitor. Below we have summarized the most interesting results of the 2013 promotional product monitor, which was presented at the PSI in January. The conclusion is: the promotional product as an effective advertising medium is increasingly gaining recognition, which is a good basis on which to exploit the potentials that undoubtedly exist.

Targeted planning can only be carried out on the basis of a reliable set of data. This is also true in the German promotional product sector, about which we now know considerably more than we did a few years ago thanks to the market research initiatives instigated by GWW and PSI. This knowledge is worth a lot – literally: after all, market overviews bring to light what advertising companies think about promotional products, where they see the latter's strengths and weaknesses and whether they are already using promotional products or plan to do so in the future. With the help of this information, the industry can detect any available business segments and then equip themselves strategically in order to capture them. Many of the findings, which highlight the significance of the promotional product in the marketing mix and confirm its outstanding advertising effect, can also serve the industry as ammunition in providing the end customer with well-founded arguments.

PROMOTIONAL PRODUCT ADVICE FROM EXTERNAL PARTNERS BY COMPANY SIZE

Do you seek advice from external partners when using promotional products?



Figures in per cent

INDUSTRY SALES STABLE

The Cologne market research institute Ad-vernomics' promotional product monitor commissioned by GWW also annually provides a helpful overview of the use of promotional products. About 500 companies were surveyed for the study in November and December of 2012. "The German economy remained largely stable compared to the previous year and so the concerns and hopes of our industry are also roughly the same as they were," said GWW president Patrick Politze, as he presented the findings of the survey at the PSI. In accordance with the economic situation, the promotional product sector is recording a sales trend that is currently stagnating at high levels. At € 3.47 billion compared to € 3.46 billion the previous year, sales in the industry remained almost constant.

POTENTIALS SEEN IN SMALL BUSINESSES

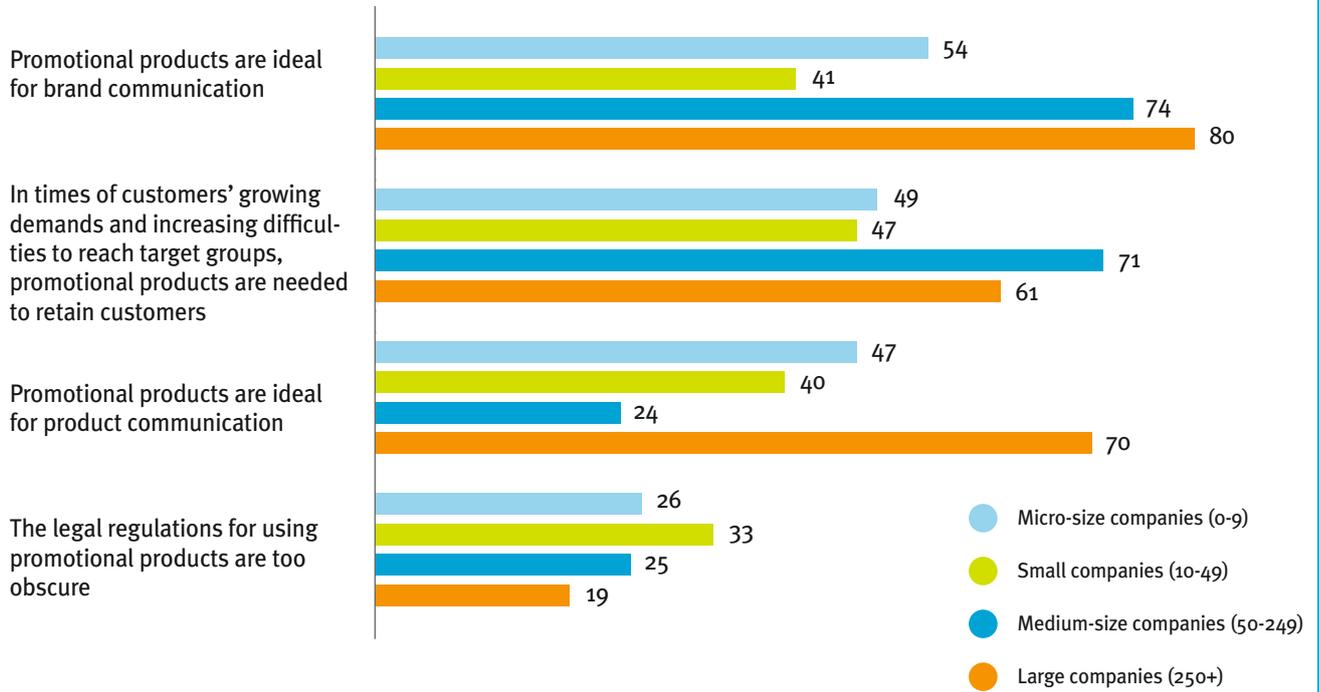
It is interesting to consider the above-mentioned total sales of promotional products in connection with the size of the advertising companies. Altogether in Germany there are 3.8 million companies, of which 89.7 per cent are micro-enterprises with fewer than ten employees subject to social insurance contributions. However, these micro-enterprises generate two thirds of the industry's total sales. By contrast, the 12,000 large corporations with over 250 employees (8 per cent of all companies) account for just 8 per cent of promotional products sales. Micro-enterprises and SMEs, seen as a whole, can therefore be considered to be the drivers of the growth of the industry, although they are heavily affected by economic trends. Nonetheless, it should not be forgotten that the larger the

enterprise, the more likely it is that promotional products will be used as a communication tool. In answer to the question as to how expenditure on promotional products would develop in the future, it was shown that especially micro-enterprises and SMEs expect higher expenditure on promotional products in the future.

THIRD-STRONGEST FORM OF ADVERTISING

In a comparison of the advertising revenues of different advertising media since 2004, it is noticeable that sales of promotional products have steadily grown, with the exception of 2009. In 2012, too, promotional products have impressively established their ranking as third-strongest form of advertising as measured by the advertising revenues. Daily newspapers continue to take first place; however, the print market is currently undergoing a market

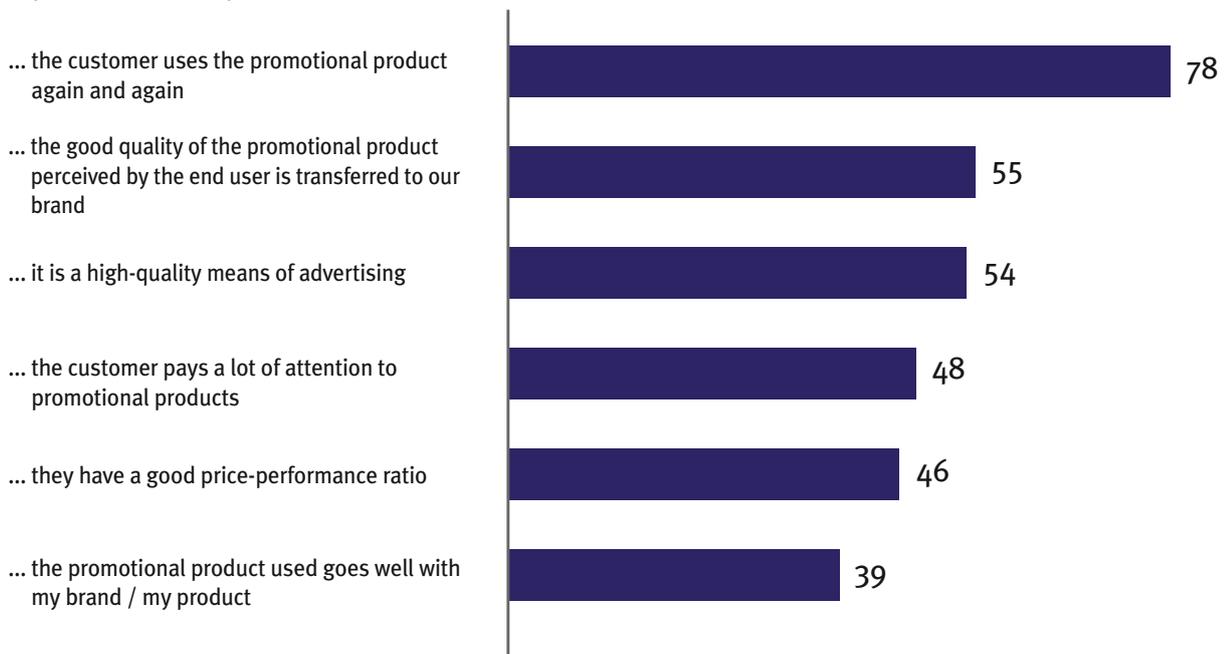
SELECTED STATEMENTS ON USING PROMOTIONAL PRODUCTS BY COMPANY SIZE



Figures in per cent

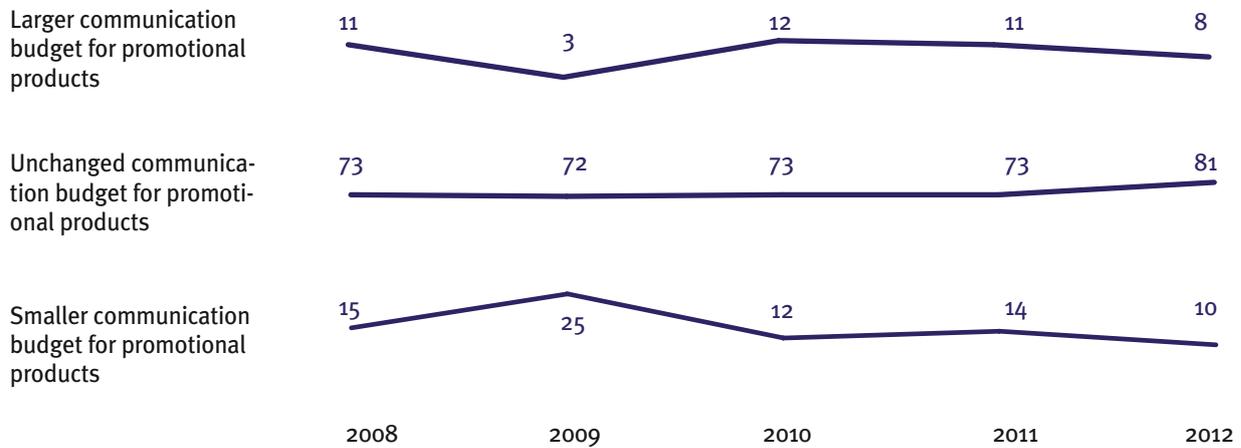
REASONS FOR USING PROMOTIONAL PRODUCTS

I use promotional products because ...



Figures in per cent

FUTURE DEVELOPMENT OF OVERALL SPENDING ON PROMOTIONAL PRODUCTS



Figures in per cent

adjustment phase and is still on the decline. Second place is held by television, followed by the promotional products market, which is recording a slow but steady increase. That even puts expenditure on promotional products above expenditure on radio or online advertising. In line with expectations, online media are still on a growth curve and even surpassed radio and outdoor advertising in the most recent period of investigation.

CUSTOMER RETENTION IS THE GOAL

The motivation and reasons named by companies for the use of promotional products can serve as important background information and be of benefit to distributors when advising customers. The points mentioned by those surveyed confirm that promotional products have already become well established in the marketing mix. 67 per cent of those who use promotional products are convinced of their communicative effect; 64 per cent have had positive experience with promotional products. The most significant motivating factor for the use of promotional products is customer retention; in addition, there is the expectation that promotional products will raise the company's profile. The recognition value, presence in the customer's everyday life and the image fac-

tor are further important assets assigned to promotional products. The multiple applications of promotional products – a fact that has already been documented in other studies – is the strongest argument in favour of companies using them. As further reasons, the following were named: the transferral of a positive perception to the brand of the advertising company through the receipt of promotional products, the high attention value and the high cost-effectiveness which are offered by promotional products.

USING STUDIES FOR CUSTOMER ACQUISITION

The survey of different attitudes towards the use of promotional products presented a similar picture to that of previous years. Small-scale companies continue to find the legal regulations too obscure. In this case, therefore, competent elucidation of the fiscal background can give advisers the chance to make such companies feel more confident in handling promotional products, meaning that they invest in them more. Larger companies rely more heavily on external advice, anyway, and are therefore better informed. Of those who seek advice, 82 per cent are satisfied with the advisory services available – in other words, the work of the promotional products adviser is ap-

preciated. It is interesting to note that in SMEs and micro-enterprises, which account for the bulk of the industry's revenues, the decision to use promotional products is largely made without seeking advice. This area holds potential, therefore, which distributors could exploit. 64 per cent of companies that do not use promotional products are not yet convinced of their value or effect. Advisory services could come into play here, too: after all, the findings of the studies can be of service to distributors in raising awareness of the communicative power of promotional products. Particularly in the case of the 37 per cent of those surveyed who are of the opinion that there is not sufficient proof of their effectiveness, the advertising effectiveness study can be used to present substantial data and counter the arguments. In this context, more intensive public relations work can also provide positive impulses for the entire industry. Overall, further sales growth in the industry is expected again for the coming year, as long as the macroeconomic situation does not take a negative turn. In this respect, the current GWW promotional product monitor also supplies the sector with sufficient indications that the year 2013 can be approached with optimism. <



51ST PSI 2013

SIMPLY UNMISTAKABLE

A large number of exhibitors once again took advantage of the PSI as a platform for customer care. Many exhibitors came up with ideas for ways to thank their customers or draw attention to their stand, from a stand party, to a campaign or prize competition. This also keeps the PSI alive, makes it animated and unmistakable, and lets all its stakeholders grow together. A colourful review of the 51st PSI 2013.



Timothy Andrews

ASI RECEPTION NEWS FROM THE USA

On the evening of the second PSI fair day, PSI Director Michael Freter greeted guests during the opening of the ASI reception in the VIP lounge in Hall 10. Afterwards, Timothy M. Andrews – President and CEO of Advertising Specialty Institute (ASI) – gave the crowd of around 40 people an overview of the American promotional product market after the re-election of President Barack Obama. He also reported about the results of a representative survey on the usage of promotional products in the USA and talked about the advantages of the cooperation between ASI and PSI. For example, PSI members are granted free entry to all ASI shows held in the USA. After he answered questions from the audience, the guests discussed developments in the industry while enjoying some appetizers and drinks. <

FRUIT OF THE LOOM ALWAYS A HIT

The well-known label Fruit of the Loom primarily specialises in T-shirts, cotton outerwear and undergarments. Those who visited the fair stand found not only attractive, trendy textiles, but also enjoyed a short basketball training session: The textiles specialist installed an eye-catching double basket counting machine, and whoever wanted to could practise the trendy American sport with the orange ball either alone or with one opponent. <



BPMA: VIP EVENING RECEPTION AND DINNER VERY BRITISH

On the occasion of the trade fair participation of the British Promotional Merchandise Association (bpma), there was a reception followed by dinner at the British Consulate General in Düsseldorf on the second day of the fair. Britain was represented this year with 36 exhibitors at the PSI, a record for British companies participating at the trade fair. The event was hosted by the British Consul General Malcolm Scott together with Neal Beagles, Chairman and Gordon Glenister, Director General of the bpma. Among the guests were representatives of the British PSI exhibitors, representatives of the European umbrella organization EPPA as well as other institutions. The equally pleasant and interesting evening gave guests the feeling of being on a British island in Düsseldorf: The tasteful and elegant ambience of the ambassador's residence, the festively decorated table with an excellent menu, the cultivated lively discussions and the unique atmosphere were the ingredients of a successful evening. The speakers, including the bpma representatives and EPPA Managing Director Hans Poulis, expressed their gratitude for the invitation and stressed the importance of innovation, quality and professionalism which should be first and foremost in a growing promotional product industry. The event was sponsored by UK Trade & Investment, the economic development institution of the British government which advises British companies on trade abroad and supports foreign companies wishing to invest in the UK. UK Trade & Investment is based in London; the organization is represented by its own offices or British consulates in some 200 countries. In Germany, UK Trade & Investment has its own branch based in Düsseldorf. <



Good mood during a pleasant evening (from left to right): Host Consul General Malcolm Scott, Dewi van der Laans and Claire Teurlings, EPPA.



Gordon Glenister (right) with British exhibitors.



GUSTAV DAIBER GMBH**“A SUCCESSFUL PSI”**

Managing director Kai Gminder was in buoyant mood at the PSI Trade Show, having waited no later than the second trade fair afternoon to draw a positive conclusion: “The trade fair is a success! Our more than 100 new products met with an enthusiastic reception, lots of sample orders were taken. We also have good feedback on the Business Selector, our special catalogue which, with fashionable shirts and matching knitwear, specially takes up an important theme from the main catalogue. More special-theme catalogues are to come in February. A specific focus is currently being placed on these special catalogues.” <



Kai Gminder

**LUMINARIA GMBH & CO. KG****CHARMING CHANDELIER**

Trends in illumination and lighting technology in the promotional product sector were shown by Luminaria at its PSI Trade Show stand in Hall 12. The latest old-time thing with a certain Something was, without a doubt, sumptuous chandeliers – and, for a fraction of a second, visitors dropping by at Luminaria could not believe their eyes: a human chandelier, entirely in white, was promoting the product range. However, as the picture suggests – the friendly young lady was not forced to stand still the whole time: she was in fact sitting on a stool hidden by the voluminous lower part of her costume. This was a gimmick that had the desired attention-grabbing effect. <

ISSUETISSUE**DESIGN YOUR OWN BOXES**

At its stand in Hall 12, the Dutch company Issuetissue presented its new refill tissue box, which is fully customisable: packages are thus no longer thrown away, but filled with new tissues. Its flat dimensions also suits the box for mailing promotions. Further, a concept was presented for enabling customers to make their own designs for customising the tissue boxes online, in an easy, uncomplicated way without the use of software. This option is valid for order quantities from 225 units. <



JÖRG HERZOG, ZOGI “PSI IS OUR IDEAL PLATFORM”

There was always something going on at the stand of USB specialist Zogi. Zogi boss Jörg Herzog was in attendance this year with twice as many stand personnel, a move that paid off: “We had more than 60 per cent more contact than we usually do. After all, our two newcomers in the field sales team, Axel Schmidt and Julian Pufe, did a lot to ensure this in advance. Moreover, with our USB book, ‘LOG’, which we developed in collaboration with our stand neighbour Acar Europe, we had an absolute highlight on offer. The expansion of the Zogi product range also met with huge approval. We will be exhibiting at PSI in 2014 as well, as here we have found our platform for conducting a lively dialogue with the trade about new projects and products,” is how Jörg Herzog and sales director Ralph Knapich sum up the trade fair. However, the constant activity at the Zogi stand was not only down to products and concept. It was also due to the great catering that landed on customers’ plates via a joint initiative with stand neighbour Acar Europe. And, of course, to the evening stand parties that set the mood with a perfect disco ambience. Zogi had a specifically designed mobile DJ stage set up for this purpose. Two distributor friends, themselves famous as local DJ greats, turned the tables free of charge from 5 p.m. and fired the starting shot for a great after-work event. An astonishing performance was put in by up-and-coming eight-year-old hip hop star Leandro, who put on a one-hour show on the Thursday and turned out to be a true pro. The little star was of course delighted about the great items he received from Zogi. <



MERKEL GMBH EMBROIDERED ICE SCRAPER

Those who have no daily dealings with textile finishing themselves were able to get thoroughly informed at the Merkel GmbH stand, where the stand personnel from the Baden-Württemberg embroidery specialists put on a live demonstration of the optical merits of this form of finishing. At the end, customers were able to take away the finished embroidered article: an ice scraper with glove (which found a good use soon after the trade fair). The exhibitor’s focal services include the embroidering of polo shirts, T-shirts, knitwear, caps, bags, work clothes: for example for catering, shirts, children’s clothing and much more. <

CHARLIE’S CORNER A COLOURFUL EVENT

During the presentation programme, the textiles expert Charlie Taublieb from the USA informed visitors about special techniques for processing shirts. He gave a live demonstration of all the things you can do with colour – amazing! Naturally, he had to answer a lot of questions after his presentations. <



Hip hop star Leandro and Jörg Herzog.





MOLESKINE DANCING WORDS IN HALLE13

Moleskine, the Italian manufacturer of classic notebooks and custom designed special editions, presented itself at the PSI just as colourfully and varied as its collection. The Milan-based company had no fewer than two stands in Düsseldorf: at the stand in Hall 11 there were many examples of how notebooks can be used as an effective means of communication. Creative, high quality and tailored to the recipient, Moleskine books are individual brand ambassadors offering high practical usage and an iconic image. Creativity as one of the core values of the brand was the focus of the second Moleskine stand in HALL 13, with which the company emphasized its affinity for art and innovation. Under the slogan “Your mind makes words dance on paper”, visitors were able to design their very own Moleskine book with the help of word stamping on all three days of the trade fair. “How many stories can be written from a box containing 400 words?” This question inspired daily crowds of trade fair visitors to be creative themselves. A campaign that apparently delighted everyone who played the game. Next door, there were also informative films being shown which gave visitors a closer insight into the Moleskine world. Moleskine also supported the idea of HALLE13 by sponsoring the Genius Awards: Moleskine produced a Special Edition exclusively for the inventors who had submitted a product. Michael Freter, Silke Frank, Gülten Cihantimur and Kerstin Gebel presented the books on behalf of the PSI to all 16 participating inventors. A wonderful idea and all in all a successful trade fair concept which is likely to strengthen the role of Moleskine in the promotional product sector. <



PROMODORO FASHION TEXTILES MEET CULT CAR

The VW Bulli model T1 rolled off the production line in the golden 1950s equipped with an air-cooled flat twin engine which had 25 horsepower and was located in the boot of the car. It was another 17 years before the model was phased out for a new VW model. One of these proud representatives of the post-war economic boom in Germany was on display in Hall 11 at the stand of the textile specialist Promodoro Fashion for everyone to marvel at. Anyone who had a chance to sit behind the wheel got a prime seat with an excellent view of Promodoro's attractive product range. <



GUSTAV SELTER GMBH KNITTING YOUR OWN PRODUCTS

As always, Selter invited visitors to have a snack, test out products, and of course, place orders at its stand in Hall 9. In addition to showcasing its new cover to protect cars from the ice and sun, and its product "Stand-Up", which prevents mobile phones and navigation systems from falling down when driving through curves, Anna-Lisa Selter, the company's marketing and sales director, was presenting lots of new products for the trendy hobby of knitting. One highlight in this segment is the knitting box, which can be designed together with the customer; it contains an instruction manual and the knitting utensils needed for realising any knitting ideas you might have. One fact that perhaps not many people know about the company is that Selter is not only a promotional product distributor, but it was originally a manufacturer of high-quality handcraft needles. This business segment has existed since the company was founded in 1829, and it is again observing growth in this sector today— about 180 years later— as a result of the knitting "boom" that is currently taking place. <

HERKA GMBH FLUFFY WINNINGS

Brands promote brands – and who could refuse a fluffy-soft bath robe or jersey underwear from Otto Kern? These were the prizes to be had in Hall 11 – simply by leaving one's business card at the trade fair stand of Herka Frottier from Austria. On show was the entire fluffy, absorbent, and durable range of jersey goods, fully manufactured in Austria and certified to Oeko-Tex Standard 100, EMAS and tw.GOTS, IVN BEST. <



EPPA AT THE LUNCH & LEARN FORUM CODE OF CONDUCT

During her presentation, “How responsible entrepreneurship can improve your business”, at the Lunch & Learn Forum, Claire Teurlings, from the European umbrella association EPPA, pleaded for responsible entrepreneurship with the aim of completing the production and trade of promotional products in line with a Europe-wide quality standard and implementing a joint code of conduct in the industry. This would involve, she said, certifying the complete product process with humane working conditions in the production shops and products that conserve natural resources. At the trade show, EPPA and PSI launched the joint communication platform, already approved in November, in order to keep both the industry and the end customer informed about the EPPA CSR certification programme. The aim of the programme is to promote a positive industry image and support promotional product companies in undertaking responsible entrepreneurship with an eye to social and ecological responsibility, as well as in compliance with corresponding EU laws and regulations. <



BAGS BY RIEDLE COLOURFUL EYE-CATCHERS

The huge wide bags, which caught people’s attention everywhere in the aisles of the trade fair, proved themselves to be eye-catchers which have real advertising appeal. It’s really no wonder that they caught so much attention because the colourful reflecting tote-bags, which came in an XXL size, were piled high at the stand of the bag specialist Riedle, and more than just a few people were thrilled to take this giveaway along with them. After all, it could be used to carry more than just paper clips, memo-pads or samples: It was great for carrying along large wall calendars and brochures, too. <



ECKENFELDER GMBH & CO. KG BODY ART

Body painting – live at the stand – is one of the longstanding visitor attractions of the calendar specialist Eckenfelder. The eyes of many visitors seemed to drop while the theatre painter Lothar Pötzl demonstrated his artistic skills on the nearly bare body of model Denise Schulz. Like in the previous years, the attention-grabbing event was a reason for many visitors to stop at the stand and it surely also just happened to boost demand for the image and appointment calendars. <





KLIO ETERNA **TRADITIONAL WINE TASTING**

Traditionally Klio celebrates the first day of the trade fair with a Baden wine tasting session and a matching buffet. This year, too, many customers and friends met in the late afternoon at the very busy stand to look at the new products and then relax in the pleasant atmosphere of the stylish stand and exchange information over a glass of wine. This year, for the first time, Klio presented the latest additions to their product range, the perfectly matching Pen-USB combinations. Host Hans M. Höhner, together with the entire Klio team, were at the PSI to advise customers and look after the visitors to the stand. <



SHTOX PRODUCTION UG **FOR THE RIGHT SPIN**

At the Shtox's stand in Hall 11, the focus was on its product highlight: a glass which can spin itself around on a table. The secret behind the out of the ordinary product could not be deciphered at first glance; a convex curvature on the bottom of the glass makes for a small contact area and for the surprising way that the see-through glass spins around by carefully using your fingertips. <



ATLAS DESIGN GMBH BUGATTI TIES IN AN IGLOO

It is often the enormous dimensions, striking colours and decorations used in the stand design which captivate visitors. However, the stand concept of Atlas Design, which presented promotional ties under the license of the exclusive Italian brand Bugatti, has proven that a simpler and purist design can also attract the desired attention. An igloo consisting of air chambers with impressive beaming lighting provided the perfect atmosphere for effectively exhibiting the exquisite textiles. <

PSI SHIPPING STATION – POWERED BY ALPEXX A LIGHTER WAY HOME

Anyone who wanted to end their visit to the trade fair and head home without having to carry along heavy catalogues with them, could simply turn in their samples and catalogues at the PSI Shipping Station, which was located in Hall 9. The heavy materials could be easily sent to their offices at special prices, which PSI's cooperation partner alpexx was offering at the fair. <



DOCTIME COOL NEW PRODUCTS

For a long time, Doctime was synonymous with watches and the German-based supplier of course still specialises in them. After all, watches are one of the areas of expertise of managing director Tewodros Demissie. However, at this year's PSI he proved that he is capable of much more. Doctime is now also offering coffee-to-go mugs made of contaminant-free plastic (coolcups), practical, extremely flat foldable shopping and picnic baskets made of textile material (coolbags), and weather-proof miniature umbrellas (coolbrellas). All new products are sold in many different colours and can be customized in diverse ways. For example, the coolbag has a fine, printable epoxit-sticker on the handle and can also be delivered with an integrated, printed shopping cart chip. We were particularly impressed by this clever idea. In addition, an original Ethiopian coffee ceremony was celebrated once again using the company's own coffee brand. The coolcup and fine highland coffee will definitely serve as great gifts! <

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A reason for the guests to smile: sweet canapés were offered to the guests at the reception held at Promoturk's stand.

PREMIER AT THE 51ST PSI TRADE SHOW

TURKEY: THE FIRST OFFICIAL PARTNER COUNTRY

Turkey is the first official partner country of the PSI Trade Show in Düsseldorf. This award is based on the intensive collaboration between PSI and the Turkish Association Promoturk, which has manifested itself with both institutions lending support to each other's endeavours.

Silke Frank, the director of the PSI Trade Show, had announced at the Turkish promotional product fair Promoturk in Istanbul last September that Turkey would be chosen as the first official partner country for the PSI Trade Show. The PSI management has already recognised the specific services and qualities of this promotional product show between the two continents, and they have lent support to the Promoturk event for the second time in a

row, which is reflected in the second part of the event's name with the words "powered by PSI". "The Promoturk fair powered by PSI" reflects the overall, up-and-coming Turkish promotional product market, which has continued to grow over the past few years.

"MOST IMPORTANT PARTNER"

After Germany and The Netherlands, Turkey is one of the top exhibiting countries at the PSI Trade Show. With over 60 ex-

hibitors a year, Turkey is not only the second largest international exhibitor group at the PSI, but it is also an important partner for the entire industry as it is a gateway to Asia. The promotional textile manufacturers form a key segment in the spectrum of Turkish companies exhibiting at the fair. Companies from Turkey score well in this area in terms of offering traditionally high-quality standards and fast delivery times. "We developed the idea of an



The Consul General of Turkey Fırat Sunel presents the head of PSI Michael Freter (right) an award honouring PSI's commitment to being a promoter of Promotürk, the trade fair for promotional products in Istanbul. On the left is the president of Promotürk Esad Ahmet Özdem.



Wise men dressed in clothing customary for Turkey brought the acoustic world of Turkey to the event.



Great importance is still given to traditional handicraft artwork in the Turkish region: A calligrapher writing a name.



Promotional textile manufacturers form a key segment of the spectrum of Turkish exhibitors. Companies from this country score well in this area with their traditionally high-quality standards and short delivery times.

official partner country for the trade fair in order to emphasize the international flavour of PSI and to support this through various campaigns," says Michael Freter, the head of PSI. "We gladly decided to select Turkey to be the first winner of this award for our most important partner."

CLOSE COLLABORATION

At the very beginning of the PSI Trade Show, the Promotürk Association, which is an association of Turkish producers and distrib-

utors of promotional products, invited the event's organizers to a reception at its stand in the International Associations Area in Hall 11 following their tour of the exhibition, which they made after the opening of the trade fair. During this reception, Fırat Sunel, the Consul General of Turkey, presented PSI's managing director Michael Freter a trophy for PSI's commitment to being a promoter of Promotürk, the trade fair for promotional products located in Is-

tanbul. This trophy emphasizes the collaboration of these two countries and this close collaboration will continue in the future, as the next promotional product fair in the Bosphorus Strait will again be called "Promotürk powered by PSI". It will be held from 19 to 22 September 2013. PSI will again be present at the event with its own stand. More information is available at: www.ite-turkey.com.



There were many new things to be discovered. Elasto form's marketing manager Marco Steger presented a table-top billiard set.

ELASTO FORM WITH AN EXEMPLARY TRADE FAIR PRESENTATION

IMPRESSIVE PRESENTATION IN WHITE & BLUE

Among the many impressive stand concepts at the 51st PSI Trade Show, the elasto form KG stand stood out in a positive way once again. The promotional product manufacturer from Sulzbach-Rosenberg in Bavaria made its mark again this year with a very successful presentation and outstanding customer networking.

This year's PSI Trade Show also lived up to its role as flagship of the international promotional product industry. Even though the trade fair was not able to record the numbers reached last year due to

the current economic downturn, especially in the southern European countries, the PSI once again asserted its role as a key institution in the industry. "In this difficult market environment, the PSI was able to

prove its role as innovation driver and the most important European meeting point for the industry", said PSI Managing Director Michael Freter at the end of the 51st PSI Trade Show.





The band "Keine Ahnung" created the ideal pub sound with rock rhythms.



Visitors could choose to take home a unique souvenir: A giveaway in postcard form created with their personal portrait.

EXCELLENT ATMOSPHERE

Exhibitors from 32 nations presented trends and new products from the promotional product field at the three-day trade fair. The exhibition activities of elasto form KG demonstrate the wealth of ideas, creativity and continuously forward-looking approach of the industry. As one of the leading European promotional product suppliers, the company impressed yet again with an extraordinary and remarkable presentation in the heart of Hall 11. With a great deal of planning and effort, they created an imaginative stand that focused on the Bavarian company's regional roots. Around 60 employees from elasto form were on site in Düsseldorf to introduce exhibition

visitors to the latest product innovations, all in the atmosphere of a Bavarian inn decorated in traditional blue and white. Visitors to the stand were given comprehensive information and advice whilst enjoying typical culinary treats.

GREAT LIVE MUSIC AND NETWORKING

The traditional trade fair party in the old town pub "Dä Spiegel" also proved to be a popular meeting point for effective networking and contributed to a successful event through and through for elasto form. Trade fair organisers, customers and staff came together in a relaxed atmosphere and celebrated in high spirits until the late hours. Together with "Altbier", the typical Düsseldorf beer, guests enjoyed characteris-

tic "made in Bavaria" music from the four-piece band "Keine Ahnung" that really rocked the pub.

"GOOD CONVERSATIONS, POSITIVE SIGNALS"

Managing Director Marcus Sperber sums up: "Thanks to the many visitors and the active interest in our stand, the PSI 2013 in Düsseldorf proved to be success for us again this year. The good conversations, positive signals and the many suggestions made the trade fair a special event once again." In light of these positive experiences, elasto form is already inviting guests to visit the company stand at the 52nd PSI Trade Show from 8 to 10 January 2014. www.elasto-form.de



TROTEC AT THE PSI TRADE SHOW SUCCESSFUL START TO 2013

We certainly did not expect that," admitted a pleasantly surprised Christian Spicker, Area Manager at Trotec for the D-A-CH region. The company was an exhibitor for the first time at the PSI Trade Show and registered enormous interest in their product range on show. Laser machines for cutting, engraving and marking. The portfolio was rounded off by innovative additions to the standard devices that can be individually created on request and fulfil complex requirements perfectly. This is special the promotional products industry in which enormous quantities have to be delivered in the shortest possible time. "The quality of the discussions our staff held with the international guests was very high and a basic knowledge already exists" added a happy Christian Spicker. True to the motto "Built in Austria – customer service worldwide", visitors from around the world were also looked after at the fair by the Trotec team. "Laser technology is already widely used in the industry. Our devices impress with easy handling and an ideal price-performance ratio and are therefore attractive for those customers who previously had to out-source laser jobs," said Alexander Jauker, product manager for the Promotional sector. "There was even a lively exchange of ideas with the other exhibitors. We are sure to be back at next year's trade fair." <



A good mood prevailed at the well-attended Trotec stand.



Handwork with a feeling for art: This is how decoration is applied to porcelain cups.

KÖNITZ PORZELLAN GMBH HIGH-QUALITY CUSTOM-MADE

Design-oriented, flexible and customized: these are the strengths of Könitz Porzellan GmbH. For more than a century now, the company has shown itself to be a proficient, quality-conscious producer in the porcelain sector. With a wide range of mugs and cups of all kinds, Könitz Porzellan also offers the promotional products sector the possibility of implementing individual requests for decoration and high-quality printing on custom-made products. "The more unusual our customers' ideas, the more we are challenged and strive to realize the desired cup," says Managing Director Turpin Rosenthal, grandson of the founder of Rosenthal AG. Distributed worldwide, the products of the long-established company Könitz Porzellan aroused wide interest at the recent PSI Trade Show, too. A further eye-catcher at the stand was the table at which you could watch live how the decoration was applied to the cup. <

PURE RELAXATION HAVE A BREAK

The brainLight area was just the right place for those who were overwhelmed after an extensive walk through the fair halls and the seemingly infinite masses of promotional products. Several "brainLight-relaxTower 3D Floats" were presented here, which allowed for deep relaxation amid high quality, design, functionality, and ergonomomy. Numerous stressed fair visitors indeed made use of the prize-winning product and its soothing powers: while lying quietly, the visitors were able to forget the hustle and bustle for several long moments and restore their inner balance. <



GLOBE HOPE**SUSTAINABLE ON PRINCIPLE**

The products of many a promotional product supplier are characterized by sustainability, not only in terms of leaving a lasting impression, but also, increasingly, in the sense that they are environmentally conscious and conserve resources. New to the group of exhibitors who face up to their responsibility in a world of climate change was the Finnish company Globe Hope, which designs and manufactures ecologically sound products made of recycled materials. Globe Hope makes old or leftover materials into new and unique items of clothing, bags and accessories. Three core values set the tone at Globe Hope: aesthetics, ecology and ethics. Both in designing and manufacturing the products, the principle of sustainability is central. The company offers an environmentally sound alternative – and an incentive to pay more attention to the topic of the environment. The fact that environmental awareness and fashion do not stand in contradiction to one another is proven by the company’s range, whose attractive products impressed the visitors to the fair. <

Fashionable bags from the latest Globe Hope collection.

**TEXTILE EXPERTISE****PROFESSIONAL FASHION**

One focus of the broad, three-dimensional promotional spectrum of the PSI Trade Fair comprises the high number of textile suppliers and finishers. With elaborately designed, well-thought-out stand constructions, they are generally striking eye-catchers in the scenery of the trade fair and increasingly communicate expertise in fashion. The fact that these promotional textiles are very much promotional fashion is displayed by the sometimes finely tuned clothing of the individual suppliers. And the exhibitors demonstrate just how impressive this promotional fashion is by means of small, but professional fashion shows that attractively move prêt-à-porter into the spotlight. <



Almost looks like a work of art: The sophisticated “roompaper” from usables.

USABLES**AMAZING GIVE-AWAYS**

Among the numerous innovative and creative exhibitors in HALLE13, the company usables from Düsseldorf was to be found with their “Amazing Give-aways”. A particularly smart and fine example is the latest usables creation: the “roompaper”, a sheet of paper that “offers more than meets the eye”. By means of a sophisticated cutting technique, what first appears to be a nondescript piece of paper is turned into a 3D object, e.g. a mesh bag or a drinks holder whose weight-bearing capacity and size can be adapted to the contents. As a sheet of paper, it is, of course, easily sent as a letter and can additionally be custom printed, turning it into a unique advertising vehicle. <



Promotional textiles to catch your eye: A fashion show from the Payper label.



One of the jury members for the Kleen-Tex competition was Michael Freter, pictured here with Erwina Styra.

KLEEN-TEX INDUSTRIES GMBH “RED CARPET FOR STARS”

The promotional mat specialists from the company Kleen-Tex came up with something very special. Under the motto “Red Carpet for Stars”, a wide, red carpet led into the stand interior that had purposefully been kept free of products. In this way, they wanted to honour the true “stars” of the company, namely the stand visitors as existing and potential new customers. Filled with curiosity, numerous visitors to the fair followed this unusual kind of presentation and took up the offer to be remembered by means of photos on the red Kleen-Tex carpet or to take part in a competition whereby you had to be photographed as creatively as possible at the “Kleen-Tex Wall of Fame”. The prize for the winner was a gala dinner, and for the worst entry there was a creative workshop. Erwina Styra, Manager Central Europe at Kleen-Tex: “The campaign was extremely well received. The intention behind it of conveying the creativity and use, the customer proximity and sustainability of our products and services was superbly accomplished – and we also had a lot of fun with our ‘stars’ in the process.” <

HERI-RIGONI UND SCHNEIDER SCHREIBGERÄTE “A GOLDEN CHOICE”

The tradition-rich companies from the Black Forest – Heri-Rigoni GmbH and Schneider Schreibgeräte GmbH – have been appearing together at the PSI Trade Show for a long time already. By doing so, both firms are offering a truly visual expression of their long-standing cooperation. There were plenty of new products to discover from both partners. Heri-Rigoni brought a wide array of unusual writing and stamping innovations, including an anti-microbial series of products that was specially designed for public spaces which tend to attract various infectious germs.

The company Schneider Schreibgeräte GmbH impressed the visitors with its versatile and modern top-quality everyday products that are made in Germany. And it has been doing so for three-quarters of a century, as the firm is celebrating its 75th anniversary this year. At the fair stand the visitors were able to convince themselves of the quality of Schneider pens at a test station, while the Pen Configurator demonstrated to guests what a customer logo on one of the Schneider pens looks like. In addition to receiving comprehensive advice at the stand, visitors also had the chance to win a bar of gold each fair day. <



THE “PSI TRADE SHOW BATTLE” THE FAMOUS COOKING DUEL

Karlowsky Fashion GmbH, a specialist for trendy work clothing, put on an extraordinary show in Hall 12 once again this year. The products from the 2013 main catalogue were proudly presented and impressed the visitors not only with their patterns, colourful diversity and quality, but also with their unmistakable designs and details. Along with the basic assortment for newcomers or premium clothing, the main focus of the presentation was again the trendy brand name “Rock Chef” promoted by star TV chef Stefan Marquard. The culinary “buccaneer” was live at the stand and together with a VIP jury he judged the skills of the hobby chefs during the “Karlowsky Fashion Cooking Duel”. Four participants were selected among the contestants, who then competed on site against an additional candidate from the fair visitors. Steady nerves, creativity and ambition were required, while the cooks tried to “cook the daylight” out of their opponents within 20 minutes. The winner can look forward to an exclusive weekend with star chef Stefan Marquard. <



An exciting cooking duel: Star chef Marquard is still giving instructions – and then it is crunch time!



TEALOUNGE POWERED BY PLANTANAS GROUP TEATIME AT PSI

Trade fair visitors were able to take a quick breather in the fabulously designed Tealounge. Plantanas Group GmbH invited visitors to relax amid deliciously fragrant teas and spices; each visitor, receiving competent advice, enjoyed a brief introduction to the world of tea and extraordinary spices. Almost all visitors seized the opportunity to take away the tasty tea specialities. <

NESTLER-MATHO AT THE PSI TRADE SHOW POSITIVE START

Not only the stand but also the new product range of the company Nestler-matho proved to be an attraction at the 51st PSI Trade Show. As a faithful exhibitor, the innovative German importers of designer and lifestyle products have been active at PSI since as early as 1965. Once again, they impressed people with their attractive and useful products. The advisory skills of the experienced team were, of course, inclusive. “Our collection – Technique meets Design – was praised for its outstanding design. The performance of our committed team was confirmed again by the numerous trade fair visitors and very good conversations. It was a delight to see how our team mastered the task of giving advice at the PSI with passion and enjoyment,” Managing Director Karin Pfrommer expresses. <



An eye-catcher: The Nestler-matho stand.

BONUS2U**ATTRACTIVE BRANDS**

At the 51st PSI Trade Show, with its brand Bonus2U, IT2U demonstrated various ideas for premium and incentive concepts related to high-quality branded items from the world of technology. Attractive non-cash premiums from more than 40 top brands that are simultaneously a source of motivation, customer retention and added value were there at the focus. In the lecture area, “brand’s corner”, the company communicated many ideas from the world of premiums and incentives each day. An additional eye-catcher proved to be the designer objects of the Urbanista label: imaginative products from the creative powerhouse of Swede Daniel Roos, which are offered exclusively through IT2U for the promotional products market. The products, which are equally impressive in style and functionality, are available in the sectors of mobile phone accessories and headphones and are an ideal supplement to the Bonus2U range. <



Testing branded products live: A fun experience at the Bonus2U stand.



Sven Clever and Dirk Schink, who waved to numerous visitors to the Sweetware stand with their “Car-Keeper”.

SWEETWARE GMBH & CO. KG**NEW PRODUCT HIGHLIGHTS**

The company Sweetware is widely acknowledged and valued for its promotional products to nibble on. At the PSI Trade Show the producer of customized promotional confectionery products also impressed with new product highlights. For instance with the “Car-Keeper”, a small plastic football goalkeeper which was specially designed by the subsidiary company of Sweetware to attach to the windshield wiper blades. In action, he beckons the visitors over to the Sweetware stand, thus attracting further visitors interested in the company’s product range consisting of fruit gums, candy, peppermint and munchies and chocolate. <

SMARTWARE PRINTABLES**CAN I GET YOU AN ENDURO?**

The trade fair presentation of former “Hanesbrands Europe” was very much in line with its new name of “Smartwares Printables”. With the successful brands of Hanes and Stedman and a broad portfolio of printable T-shirts, sweatshirts, polo shirts and additional leisurewear, Smartwares Printables continues to supply all its products and services to the familiar and long-established standards of quality. This time not only promotional clothing but also hot wheels were to be had at the stand. For the winner of a competition, a sleek enduro bike was waiting. Moreover, a caricaturist drew amusing portraits with swift strokes of the pen. <



Not only smart clothing but also hot wheels were to be had at Smartwares Printables.



PSI LOUNGE POWERED BY PERNOD RICARD MIX, ENJOY, RELAX

The company Pernod Ricard made its prestigious debut at the PSI Trade Show. At its stand, the group's German subsidiary provided information about the various options for putting well-known beverage brands to customised use as promotional products. And in the directly adjacent PSI Lounge, sponsored by Pernod Ricard, trade fair visitors made a very welcome stop to relish a freshly mixed cocktail from the spirits expert's repertoire. Pernod Ricard distributes and markets premium spirits and wines worldwide in more than 70 countries. The market leader in Germany with its headquarters in Cologne is responsible, among other things, for premium brands including Ramazzotti, Havana Club, Absolut Vodka, Malibu, Chivas Regal, Ballantine's, The Glenlivet, Lillet, and Perrier Jouët. With 180 employees, PRD was able to further expand its market leader position in business year 2011/12 and, along the way, is conscious of its entrepreneurial responsibility in the marketing of alcoholic drinks. Through various initiatives, PRD is dedicated to responsible alcohol consumption. The International Spirits Contest ISW distinguished Pernod Ricard Deutschland as "Spirits Importer of the Year 2012." <



The motto in the PSI Lounge powered by Pernod Ricard was simply switch off over cool cocktails.



Strong brands at the stand of New Wave Germany.

NEW WAVE GERMANY JOINING FORCES

Since October last year, the companies New Wave GmbH and Texet GmbH have joined forces as part of New Wave Germany. Customers in Germany and Austria can now obtain the outstanding brand-name products from the Swedish New Wave Group through one distribution partner, New Wave Germany. The previously individually operating subsidiaries of the New Wave Group appeared for the first time together at the PSI Trade Show with the slogan "New Wave Germany – your complete promowear supplier" and shared their collections in the 225 square metres exhibition area including diverse new brand-name products from Texas Bull, Printer, Clique, Grizzly, New Wave, James Harvest, D.A.D, Craft and Pro Job. The appealing new assortment attracted many interested visitors. As an additional incentive to visit the stand, every registered visitor received a special PSI discount for his or her next order. <

ITALIAN PAVILION AUF DER PSI SUPPORTING ITALY

Promotion Trade Exhibition (PTE) once again proposed itself as a catalyst of Italian companies at PSI, the worldwide recognised trade fair for promotional items. During the three-day Düsseldorf show, the collective "Italian Pavilion" (last year it was called "PTE Pavilion") counted on a total area of 127 square metres, in which nine exhibitors were hosted (Sei Due Sei, Blue Star, Artestampa, Chic Trading, Finardi Milena, Vezzosi Argenterie, Beca Box, Promotion Project and INCAP) plus OPS, the organiser of PTE. The initiative was part of a commercial agreement between PTE and PSI, that includes a mutual promotion and advertising with the presence of a PSI booth at PTE (16–18 Jan. 2013). In addition, the 5 first-time exhibitors who joined the pavilion had the advantage of paying a PSI membership fee at 50 per cent off the regular price. The operation is part of a program of activities designed to enhance the promotional industry and to support Italian companies in their internationalization efforts. <



THE WALL

FULL OF NEW INNOVATIONS

This year, too, exhibitors at the 51st PSI presented more than 20 product innovations during the innovations show THE WALL. Visitors directly accessed the detailed online product information via QR codes on the display cases. The innovations show was the point of attraction in Hall 12: more than 4,000 scans were counted during the course of the trade fair. The coffee bar powered by Mahlwerck Porzellan GmbH was likewise an invitation to stay a while. Over an aromatic coffee or a hot tea, many a visitor thus took a look at the product innovations in peace. For anyone wishing to take another look at the innovations, all products from THE WALL 2013 can now also be found in the Product Finder 2.0 at www.psiproductfinder.de. <



BPMA PAVILION

WELCOME RECEPTION

In the International Associations Area, the British industry association bpma united three companies under one roof. Together with its member companies Touch of Ginger, Suki Gifts and Slinky Note, the bpma prepared a little welcome reception for stand visitors on the first trade fair day. Visitors and Michael Freter were surprised with a bpma cake in the association's logo colours. Over a glass of sparkling wine and pleasant conversations, there was plenty of opportunity in a convivial atmosphere to find out about the British association and its work. <



LUNCH & LEARN FORUM

PROTECTING DIVERSITY

Brands, patents and diversity worth protecting were at the focus of the Lunch & Learn presentation by the German Patent and Trademark Office (DPMA). Dr Johannes Freudenreich, patent auditor, and Tanja Stichlmair, trademark auditor, delivered talks about patents, utility models, trademarks and product design and explained the history and structure of the German Patent and Trademark Office. Product and trademark protection is an important topic in the industry, therefore it was no surprise that many interested trade fair visitors came to find out about the opportunities, products and trademarks. <



INTERNATIONAL ASSOCIATIONS AREA

INNOVATIVE FLAIR

International, colourful and innovative were how the stands in the International Associations Area presented themselves. Companies from Spain, Italy, Great Britain, France, Turkey and the Netherlands ensured an international atmosphere at the 51st PSI in Düsseldorf. The industry associations exhibited on around 1,000 square metres with their associated suppliers, and were on hand to answer questions from enquiring trade fair visitors. At the Eppa stand, Hans Poullis, president of the European promotional products association, and his team provided information about the CSR certification scheme and its associated Code of Conduct. <

Dr Johannes Freudenreich,
patent auditor at the DPMA.





HALLE13: THE CREATIVE WORKSHOP OF PSI

HALLE13 stood for concentrated creativity, curiosity and genuine innovations at the 51st PSI. After having started as a pilot project last year, in 2013 it once again offered a platform for inventors with exceptional ideas and young start-up companies. The PSI Design Forum as well as the customs and Plagiarus exhibition rounded off the picture in the Innovation Hall.

Motivated, creative minds and their products dominated the picture in HALLE13.



They certainly resemble the original products, but only at first glance. The product plagiarisms of the Plagiarus exhibition showed considerable flaws.

In addition to the storm umbrella with an integrated water drainage, vases which stick to mirrors or windows thanks to their adhesive force and „instant jokes“ that use a QR code to ensure a smile anywhere at any time, HALLE13 offered many ingenious inventions and a curiosity or two. Those on the lookout for new ideas and trends were not disappointed in HALLE13.

PLATFORM FOR YOUNG TALENT

Besides an abundance of inventiveness, HALLE13 also provided a platform for young innovative companies. As part of the support programme of the Federal Ministry of Economics and Technology, small and medium-size enterprises received financial support for their participation at the trade fair. More than 20 young entrepreneurs took advantage of the programme and showed what they are capable of.

NO CHANCE FOR PLAGIARISM

Bright lights cast dark shadows ... Visitors were made aware of this at the customs stand where several seized counterfeit products were exhibited in glass cabinets. The staff of the federal agency informed visitors about trade in counterfeit products and pointed out differences in, for example, the material which accounts for large differences in the quality of the products. Those wishing to make a direct comparison between counterfeit products and original products were able to inform them-



»I BECAME AWARE OF THE PSI TRADE SHOW THROUGH THE IENA COOPERATION AND I MUST SAY THAT IT WAS WELL WORTH IT FOR ME. I WAS ABLE TO ESTABLISH GOOD CONTACTS AND ATTRACT PROSPECTIVE CUSTOMERS FROM DIFFERENT AREAS WHO WERE EXCITED BY OUR ADVERTISING CHANGEOVER SYSTEM FOR TRUCKS.«

Stefan Zingel, MaS Marketing agency for lorry advertising

selves at the Plagiarus exhibition at the same stand. As in previous years, this year the most audacious counterfeits together with the corresponding original products were on exhibit.





EMOTIONAL CUSTOMER LOYALTY

In HALLE13, Harald Meurer presented the HelpCard, a very special promotional product: The HelpCard is a social gift card that can support individual projects of aid organizations. The recipient can decide which organization to donate money to - he is the „emotional donator“. Harald Meurer received the Order of Merit of the Federal Republic of Germany in December 2012 for his innovative fundraising solution. He took a moment of his time to talk to the PSI Journal:

What exactly is the HelpCard?

The HelpCard is the first social gift voucher of its kind. The giving company determines the value to be donated and transfers this to the card. The customer selects the aid organization. Companies can use them as gifts and incentives for emotional customer loyalty or for motivating employees. The difference between a HelpCard and a normal company donation is that the recipient is actively involved in the donation process. It also eliminates the monetary value. It need not be taxed by the recipient, no matter what the value is. Companies need to pay only for the HelpCards actually redeemed by the customer. There is no wastage with the HelpCard.

What was your intention to develop the HelpCard? Was there a specific trigger for your idea?

The idea came about in 2005 after the big tsunami. I was head of the HappyDigits bonus programme at the time and we persuaded the programme members to donate their points to the victims. So within a few days, we collected over 400,000€. A sensational success. This showed that donations are very suitable for creating emotional loyalty because the company gives



the customer the great feeling of helping others. The technological implementation was very complex. In 2008 we were able to use the HelpCard for the first time in tests. Since 2009 we have gradually introduced the HelpCard in Germany, Austria, Switzerland and the Netherlands. Over 800 organizations and 3,600 educational institutions now use our technology.



Harald Meurer presented the HelpCard, a very special promotional product.

How did you become aware of the promotional product industry?

More and more companies are using the HelpCard for emotional customer loyalty. In 2012 the German media industry became aware of us and presented us with the SignsAward as the Standard-setter of the Year. This showed us that companies are perfectly suitable as customers for the HelpCard. As we see ourselves as a technology company and rely on external partners, we wanted to acquire possible partners at the PSI who could offer their corporate customers our HelpCard as an incentive solution. The PSI Trade Show is certainly an appropriate forum for this. There are already new ideas, but I cannot tell you about them yet. Let us surprise you. <

GFK GLOBAL TRUST REPORT

SCEPTICISM TOWARDS THE EURO IS GROWING

Confidence in the euro is dwindling. This was revealed in the latest findings of the Global Trust Report 2013, within the context of which the non-profit association for consumer, marketing and sales research GfK-Verein surveyed people from different countries about their confidence in their own currency. While the Canadians, the Swiss and the Swedes often have more confidence in their country's currency than in other institutions, such as the police or the military, in the eurozone distrust of the country's own currency prevails. The lowest levels of confidence were expressed by the Italians, with just 30 per cent, and the Spanish, with only 35 per cent. In Germany, a mere 38.4 per cent of those surveyed have confidence in the euro. Only in Belgium and the Netherlands does confidence in the euro still seem to be almost untarnished. There, with 66 and 60 per cent, the survey ratings were significantly higher. For the Global Trust Report 2013, the GfK-Verein surveyed 28,000 people in a total of 25 countries. Further information can be found at www.gfk-verein.org

STUDY

MOBILE PAYMENT METHODS ON THE RISE

Debit cards are soon to have outlived their purpose: in just a few years, payment options via mobile devices such as tablet PCs and smartphones are expected to supersede them. This was revealed by the trend study "Zukunft der Banken 2020" (Future of the banks 2020). Debit cards are still among the most popular cashless payment methods for Germans. By the year 2020, however, this is expected to change. Already now, experts are appealing to banks to prepare for this change so that they do not get left behind.

INTERNET USE

RAPID INCREASE



By just 2020, two thirds of the world's population are expected to be online. This means the number of internet users will double to more than five billion in the next eight years. This was revealed by "The Future Report 2012" by Global Futures and Foresight. The world's population will grow by more than two billion people over the coming 40 years. According to the report, however, this growth applies primarily to the Asian world. Thus, by 2025 the world's 20 largest cities are predicted to be in countries such as China and India and, consequently, a corresponding shift of economic power is forecast. An increasing number of services will need to be offered online in the future due to the demographic change, according to Global Futures and Foresight. www.steria.com

LUXURY GOODS

CONSUMPTION IN CHINA RISING RAPIDLY



A quarter of the world's luxury consumption is driven by the Chinese. This has been revealed in a study by McKinsey. In other words, the Chinese spend more money on luxury products than any other nation. The Chinese have thereby also overtaken the previous leaders on the luxury market, the Japanese. Expenditure on luxury goods has dropped slightly in the recent past; nonetheless, experts estimate that China's proportion of the consumption of luxuries will continue to increase and will constitute a third of global consumption by 2015.

Kunden begeistern. Tag für Tag.

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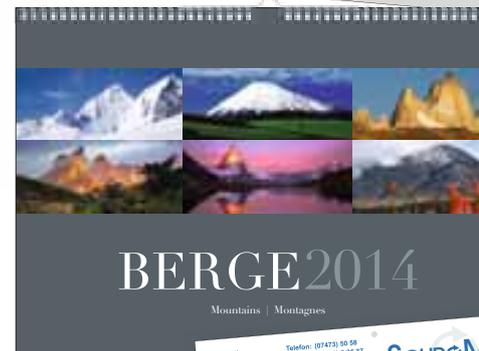
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Organisationskalender

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Kalender 2014

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www.schronnet.de

12 | 2013

48	2	3	4	5	6
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1 | 2014

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2 | 2014

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DECEMBER DÉCEMBRE DEZEMBER

1. Werbebeindruck: 34,0 x 2,4 cm

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2. Werbebeindruck: 34,0 x 2,4 cm

FEBRUARY FÉVRIER FEBRUAR 2014 FEBBRAIO FEBRERO

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3. Werbebeindruck: 34,0 x 2,4 cm

MARCH MARS MÄRZ 2014 MARSO MARZO

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kalender@walter.de
www.walter.de

CHINA

EXPORTS ARE ESCALATING

In December 2012, China achieved the highest export growth rate for seven months. In comparison with the same period of the previous year, exports increased by 14.1 per cent. Economic experts had anticipated a rise of four per cent. Due to the decline in demand from



the USA and Europe, however, the huge upward trend can only last a short time. China's imports likewise recorded a high increase of six per cent, which was double the expected rate. <

ONLINE SHOPS

SEALS OF QUALITY FOSTER CONFIDENCE

Seals of quality are worthwhile for online shops, as the purchase decision of a large proportion of online users depends on it. These were the findings of the economic research institute E-Commerce-Center Handel in a study based on 12,000 simulated online purchases. The institute simultaneously surveyed more than 1,000 internet users on the importance of seals of quality in online shopping. Seven out of ten of those surveyed said that they preferred shops with seals of quality; for 65 per cent, their purchase decision even depends on it. A further positive effect mentioned by the study was the purchasers' willingness to pay in advance. <



ECONOMY

OUTLOOK IN THE EURO AREA IS IMPROVING



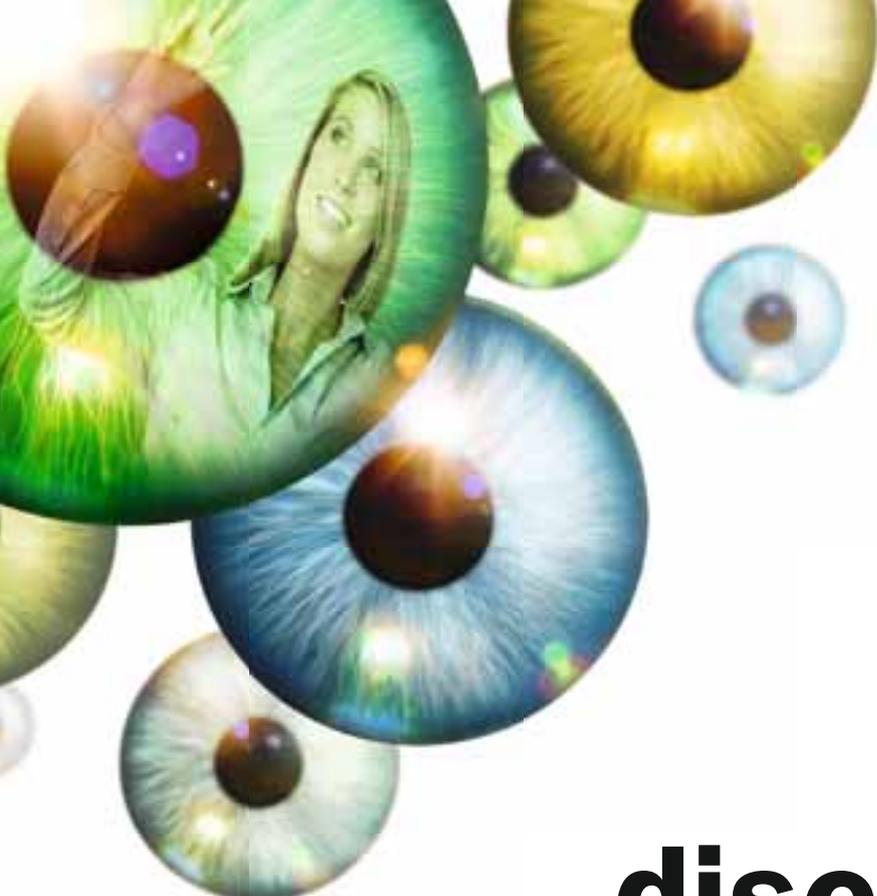
In the first quarter of 2013, the economic climate in the eurozone has improved for the first time after two setbacks. Accordingly, the expectations for the next six months are increasingly turning out to be positive, more positive than they have even been for two years. In almost all euro states, the forecasts for the next six months have improved significantly. For Cyprus, Finland, Portugal and Spain, the situation is set to remain tense, however. At a value of 2.1 per cent, the inflation forecasts are likewise below last year's inflation rate (2.4 per cent). Furthermore, economic experts are anticipating a stable exchange rate of the euro to the US dollar. www.cesifo-group.de <

SMALL AND MEDIUM-SIZED ENTERPRISES

INTERNATIONALITY PROMOTES SUCCESS

Internationally operating companies are more successful than those that are exclusively focused on the domestic market. This was the result of the study "Internationalisation – a driver for business performance". 26 per cent of the internationally active medium-sized companies surveyed have developed considerably better than the market. Among companies that are solely active on the domestic market, this was only the case for 13 per cent. The significant factors regarded by internationally operating companies as being advantageous are access to new markets, expertise, new technologies and the possibility of expanding their own product and service portfolio. <





viscom

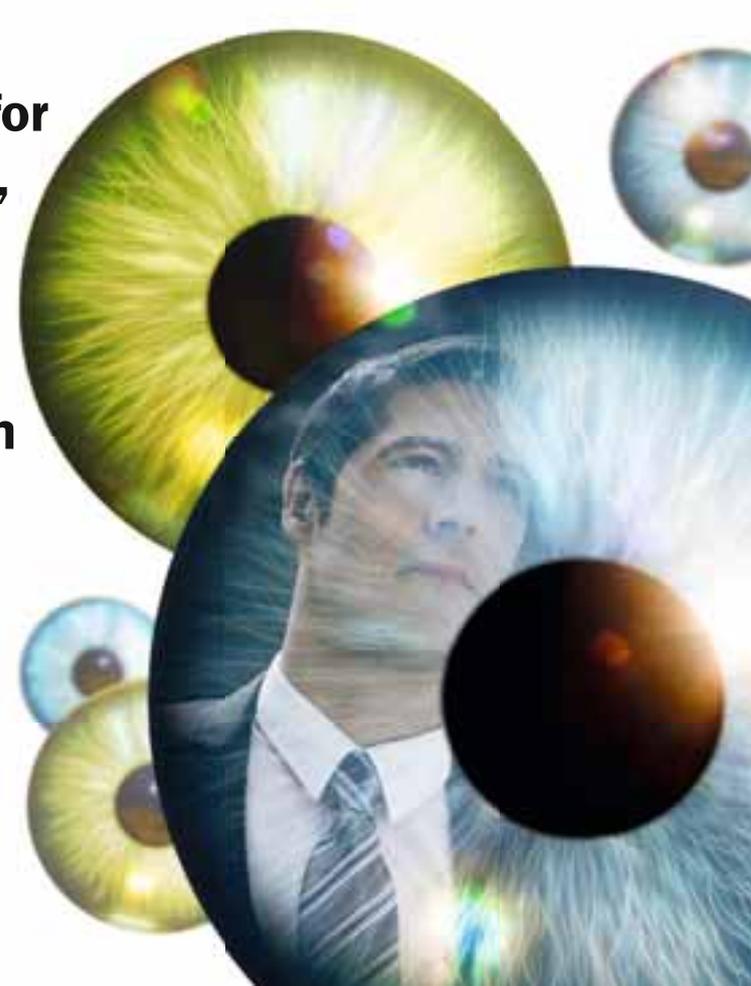
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CALENDARS, PAPER, PACKAGING EVOKE SYMPATHY

In the promotional product industry, they are considered to be almost the classic triad: Calendars, paper and packaging are promotional products with special qualities. Always in view, patient and as a significant foretaste of the content, they make valuable contributions among the promotional products.

The three product groups traditionally presented in the spring are difficult to beat in terms of their practical value and design options. New presentation ideas constantly ensure a maximum promotional value. Thanks to modern printing and finishing processes, calendars, articles made of paper and packaging solutions are continually becoming more versatile and individual. The calendar in its many forms allows target groups to be addressed very precisely – month after month, all year round. Beautiful calendars can make a mark, arouse sympathy and appear as visible evidence of the corporate culture - directly in the customer's office. Its ability to draw attention on 365 days not only makes it extremely efficient, but always an inexpensive promotional product, too. As in other products, paper also serves here as a flexible, versatile material. With packaging, too, it plays a fundamental role. A visually appealing cover designed for a special occasion is almost as important as the content itself when handing over a (promotional) gift. <



PERFECT IMAGE ADVERTISING

The smartphone case with the fine-sounding name of Five Experia from Jutamo makes a statement. Thanks to the high-quality smooth leather and the simple design, it comes with a modern image. The standard size (approx. 7.5 x 13 centimetres) means this case is ideally suited as a gift for customers or employees for a large number of modern smartphones (for example, iPhones 4 & 5 or Sony Ericsson Xperia Arc S). With a choice of customized colours for the stitching and the embossing of the company logo, the perfect image advertising will be a success!

45651 • Jutamo GmbH • Tel +49 6108 799380

info@jutamo.de • www.jutamo.de

BROUGHT INTO SHAPE

Post-its and memo pads are used everywhere every day, which is what makes them ideal promotional products. What is more, Pruner can perforate the memo pads with a special product or logo shape according to a customer's wishes and can print every page in up to four colours. This way, a dual advertising message stays visible for a long time.

42634 • Pruner Werbemittel • Tel +49 7644 1063

pruner-werbemittel@t-online.de • www.pruner-werbemittel.de



SWEET COMMUNICATION

The company Slodkie Upominki has developed the unique DFP Food Print Technology for a directly edible imprint on chocolate dragées of the Brand Me! brand. This turns the sweets into effective, unforgettable communication bearers. The technology makes it possible to apply a graphic symbol or text legibly on both sides of the chocolate dragées, with a quality that is comparable to that of block printing. Additional personalization can be achieved through the different forms of packaging available.

46325 • Slodkie Upominki • Tel +48 22 6119586

info@slodkieupominki.pl • www.slodkieupominki.pl





ALWAYS IN VIEW

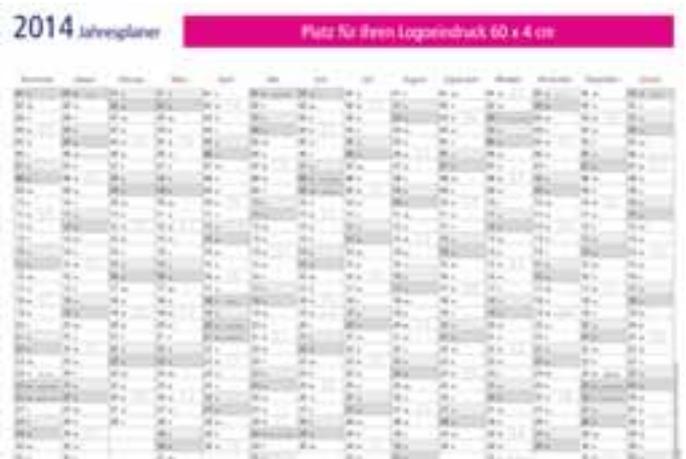
The company The Box has a product in its range that not only represents a useful system for keeping things tidy but also looks good. It consists of a metal display in matt silver and little tins with a transparent window in the lid. By means of indentations in the display and magnets in the bases, the little containers are held onto the display. There are all kinds of ways it can be used, such as to store spices in the kitchen or for paper clips and other small materials in the office. The display measures 320 x 80 x 80 millimetres; the tins have a diameter of 65 millimetres and are 30 millimetres high.

46429 • The Box B.V. • Tel +31 55 3603851
 info@theboxnl.com • www.theboxnl.com

AN ORGANISATION TALENT

The flexible Lumcolor annual planner from Staedtler with a DIN A1 format is made out of hard PVC foil and can be written on and erased again as often as you want. Thanks to the digital printing technique, it is possible to manufacture it without having to pay up-front setting-up and printing costs. A large space measuring 60 x 4 centimetres can be used for advertising messages, which are placed on the calendar using European-scale, four colour printing. A minimum order of only 50 units is required for this organiser and it comes with a Staedtler whiteboard pen and a self-adhesive pen holder.

41108 • Staedtler Mars GmbH & Co. KG • Tel +49 911 9365514
 info@staedtler-promotional.de • www.staedtler-promotional.de

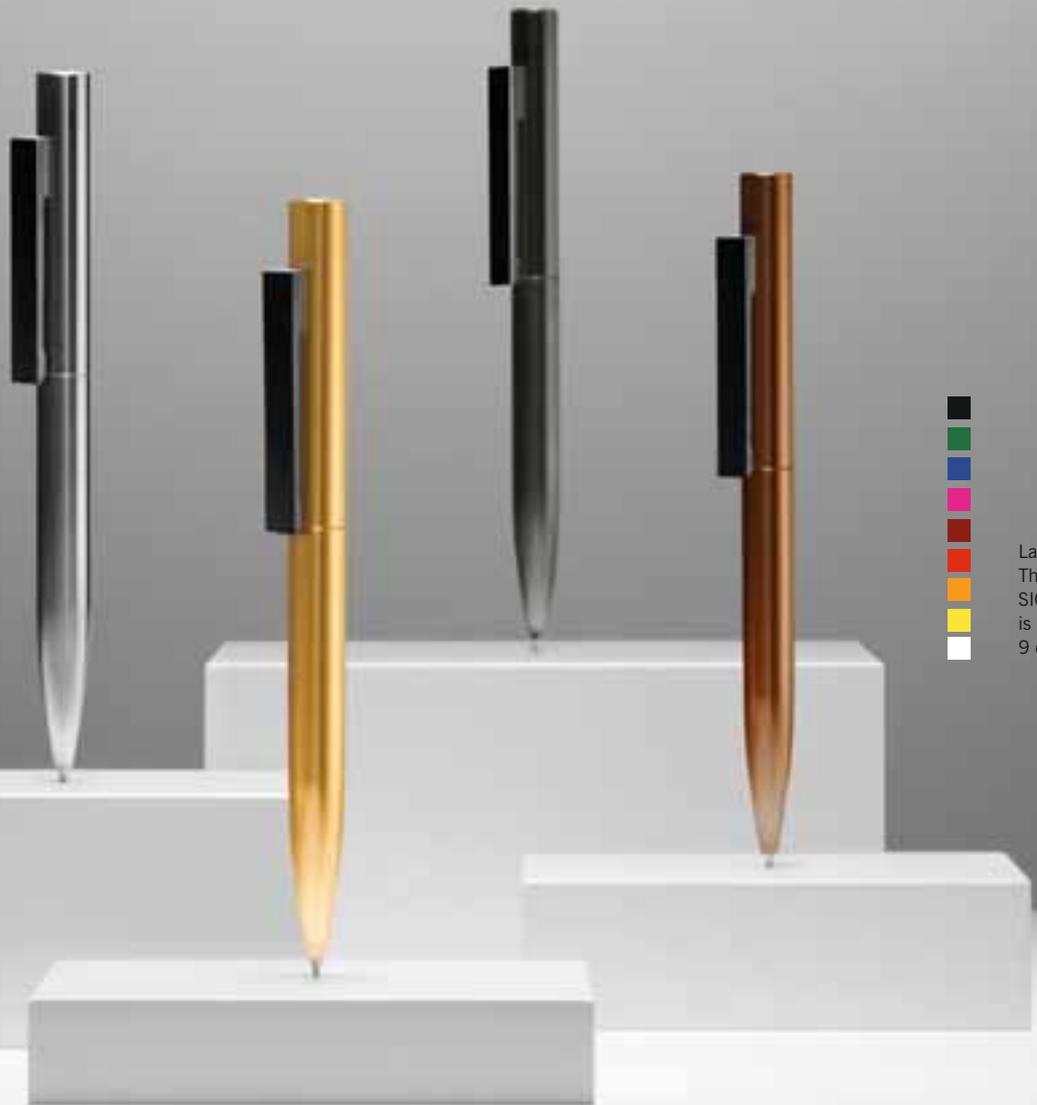


PACKAGED WITH STONE

With GaiaKraft, JHI Hackel is presenting a new generation of printing and packaging material, which is made out of a revolutionary material: rock flour! The special benefit of this material is the environmentally-friendly production process used to make the flour and the seemingly very high-quality surface that it has. Lime rock (80 per cent) and a small amount of recycled plastic (polyethylene) are the raw materials which are used for this patented product. GaiaKraft is water-proof and tear-proof. This material does not have the same kind of negative effects on the environment that the production of normal paper does; in fact, the opposite is true. Damage to the environment can be substantially reduced when using paper made out of rock and it also saves trees, drinking water, emissions and energy. This is also a good material to use for imprinting and it is kink-proof. In addition to using rock flour to make carrying bags, there are many other application areas in which this ecological material can be used.

48291 • JHI Hackel • Tel +49 621 7481466
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GETTING BAGS INTO SHAPE

Clear recall value is ensured by the new cut-out shape bag to be presented to the public by Kröll Verpackung at the trade fair this year. Promotional bags can now be produced, as the customer wishes, in the shape of a car, a food item or a logo. The abundance of opportunities is virtually unlimited and will ensure that promoters not only score points with the contents of their bags, but will also take care of astonished looks at the moment of handover to the customer. In addition, of course, the company is already in its third generation of also producing conventional paper, plastic or fabric bags, as well as gift packaging of all types.

48698 • Kröll Verpackung GmbH • Tel +49 89 7451360
 diana.kroell@werbetaschen.de • www.werbetaschen.de

CENTRAL TO IT ALL

What is most important in a monthly calendar? Functionality has to be the first thing. And then the calendar section should be so attractive that it provides the optimum setting for the promotional imprint. The new monthly calendars from Geiger are therefore characterized by particular usefulness and innovative design. The new multi-block monthly planners Centrum (with full-length printing of the back section) and Inter (with its promotional header flap) offer large-format calendar blocks, on the one hand, and a postage-friendly dispatch format, on the other, with the back section measuring 345 millimetres wide. When it comes to typography, too, Geiger is setting new trends with these calendars.

41615 • Geiger Aktiengesellschaft • Tel +49 6134 1880
 info@geiger-ag • www.geiger-ag



USEFUL THINGS IN CREATIVE PACKAGING

Useful gifts in attractive packaging are particularly welcome. For this purpose, Hermann Flörke GmbH has put some great new ideas into practice for the spring edition. Among other things, they have tools with a modern style and ergonomic shape to remove ticks of various sizes, such as the tick forceps ZeckEx and the tick card ZeckEck. These have been integrated in felt packaging or simply in a plastic casing that can easily be printed on. The practical walking and hiking companions are available from 200 units upwards. Advertising can be applied by means of high-quality four-colour UV digital printing.

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





PROTECTIVE COVER WITH TWO USES

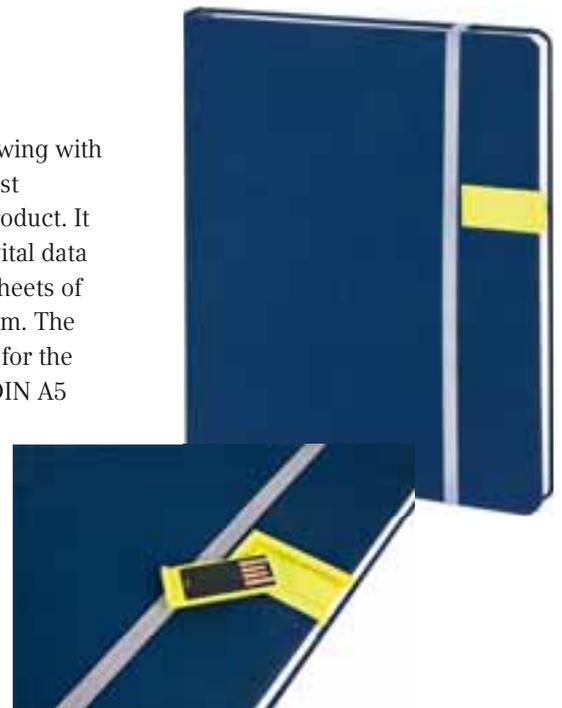
The micro-fibre pouch from Kundenpflege not only serves as a means for storing and protecting your glasses, smartphones, mobile phones, MP3 players or other fragile products, it is also a perfect way to simultaneously clean any smooth surfaces. With this pouch, you won't need to take along wipes for cleaning your reading glasses. The pouch comes in two standard sizes: 175 x 95 and 125 x 95 millimetres. Other sizes can be custom-made for a minimum order of 500 units. High-quality advertising is placed on the pouch using digital printing, or it can be embossed with a customer logo.

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

TAKE NOTES AND SAVE YOUR INFORMATION

Analogue is nice but digital is practical: This is the motto that Arway is following with its new notebook called Log, which comes with a mini-USB stick. This latest designer notebook combines analogue and digital information in an elegant product. It not only offers space for hand-written information, but it also has space for digital data on its high-quality mini USB stick, which is placed in its attractive cover. 256 sheets of paper and up to 16 gigabyte flash are waiting for you to take your notes on them. The customer can choose from a wide selection of different kinds of lines available for the note paper. The fixed cover for the standard design is slightly larger than the DIN A5 format and it can be ordered to come in one of nine different colours. Acar Europe GmbH is taking orders for this product.

48055 • Acar Europe GmbH • Tel +49 6172 1710710
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PACKAGED WITH MANY VARIANTS

At Kellermeister Manns, the specialist for gift sets, there is a Logo Egg for sale, which has a variety of different packaging options available. For example, there are black gift tubes which can be individually labelled. This is also the case with the golden gift tin can, which is also has a chocolate bunny from Lindt inside. The Logo Egg gift basket contains even more gifts inside: a high-quality breakfast knife, a little marmalade glass jar and two chocolate bunnies. You can select the colours of the high-quality packaging material and gift ribbon from a wide array of colours.

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

CONGRATULATIONS BOX

If there is a special occasion to celebrate, such as a company anniversary or the opening of a business, this message can be expressed to the target group with a real culinary treat. For these kinds of celebrations, the company Jung Bonbonfabrik is selling a delicious Bahlsen pound cake with chocolate, which comes in a creative congratulations box. It is creative because on the underside of the box there is a perforated candle which the recipient can also use to decorate the box. The cake can also be placed in alternative packaging: a transparent foil, which can have a four colour imprint placed on it using digital printing.

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



COLOURFUL NEW BUSINESS

ADV PAX Lutec, the experts for innovative packaging made out of tin plate, has expanded its current wide range of products in its online shop with a variety of new tin containers. Among the new products are two special designs in the form of a butterfly and a lady bug. The body of the containers for both models was carefully printed on using vibrant colours, turning them into real eye-catchers. By using the foam rubber inserts and a custom-made design, the person who receives it gets the feeling that they are being given a valuable product.

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





GARDEN FROM A BAG

With the product Plant Bag Sun from Multiflower, you can even get the sun into your room when it is hidden behind grey clouds. The little garden from a bag makes it possible. Simply open it, follow the instructions to sow the seeds on the substrate tablet and soon the seedlings will start to sprout up and develop into flowery greetings. The promotional message printed on the sleeve will remain visible the whole time the plants are growing.

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

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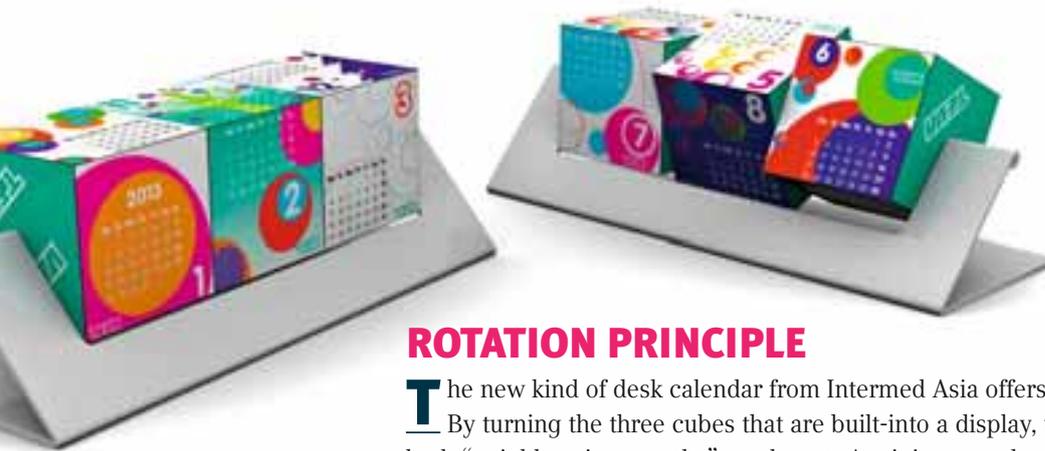
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More information:
www.uma-pen.com/news2013



ROTATION PRINCIPLE

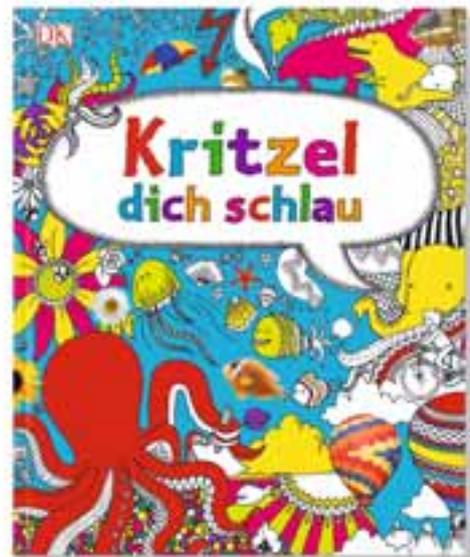
The new kind of desk calendar from Intermed Asia offers versatile design options. By turning the three cubes that are built-into a display, the current month and both “neighbouring months” can be set. A minimum order of 500 units is required. More information is available directly from the distributor.

44894 • Intermed Asia Ltd. • Tel +31 71 3328400
intermed@intermedasia.com • www.intermedasia.com

SMARTER SKETCHES

Is it possible to have fun and let your creativity go wild on paper and at the same time learn something? A new product from Dorling Kindersley called “Kritzeln dich schlau” (in German only) combines these elements in the best possible way: The colourful sketches, which have been started for you already, can encourage children to continue drawing the picture as they see fit, while they get interesting facts about a variety of different things such as outer-space, pirates or the North Pole. The book is perfect to use as a promotional product for children and can be put together and adjusted according to your own wishes. The book can be individually designed with a customer logo or an adapted cover.

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



TREATS OUT OF A TIN CAN

Cookies are a popular gift not only for Christmas, but also for Easter too, making them a good product to use for advertising purposes. The company Kellermeister Manns GmbH has packaged 30 grams of delicious Easter cookies in an elegant gift tin container which can be upgraded with an advertisement. Once the delicious Easter bunny cookies have been eaten, the tin can still be used as a great storage container for the odd bits and bobs, which means that the advertisement will be seen for a very long time.

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





PREMIUM EASTER

The new Easter calendar Cube with 12 small doors offers lots of space for Easter and spring greetings with its five advertising spaces. With its unusual shape and filling with mini egg-shaped chocolates from Lindt & Sprüngli, the Easter calendar Cube is a real promotional highlight. The original Lindt & Sprüngli Goldhase with attached bells is a heavenly chocolate indulgence. The new egg-shaped gift packaging offers great design possibilities and thus focuses on the advertising message. The distinctive Lindt & Sprüngli egg-shaped "Minis" delight every recipient. The new "Premium Osterrei" stands out with its perfect shape and can be completely printed on with individual Easter greetings.

45452 • CD-Lux GmbH • Tel +49 9971 85710
 info@cd-lux.de • www.cd-lux.de

-Adverts-

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CAKES IN JARS

The moist cakes from presentissima are produced from well-tested recipes, using the best ingredients and without preservatives. Their practical screw-top jars, however, give them a shelf-life of several weeks. The little cakes are available in many delicious varieties, for example chocolate, chocolate/orange, lemon/coconut, marble, or almond. Customisation is possible in the form of a wrap-around label on the jar or of a sticker on the white lid, from quantities of just 50 pieces.

15007 • presentissima • Tel+49 8274 691560
info@presentissima.de • www.presentissima.de

DESIGN AND ECOLOGY

It is ecological, looks good and is also extremely practical: the new Dual Box from the Swiss writing utensil manufacturer Prodir – with the packaging and case in one. The ballpoint pen lies in the discreet grey Dual Box as if in two halves of a seashell. It speaks the same design language as the writing utensil: valuable and timeless. Prodir offers two variants: in one, both halves of the “seashell” are made of natural cellulose, in the other, the upper part consists of transparent PET. The writing utensil and the message are presented here as if in a display cabinet. In both variants, a fine black elastic band keeps the Dual Box closed. This new product is available exclusively from Prodir from 500 units upwards.

43417 • Prodir GmbH • Tel +49 6762 40690 / +41 91 93555-55 (int.)
sales@prodir.de / sales@prodir.ch (int.) • www.prodir.com



TREND-SETTER

ISI has again expanded its product-line of Lock & Lock multifunctional boxes. One of the new items in its product range is the Neo Lock & Lock line, which is a trendsetter that will impress you with its fresh colours for the covers (green and purple), its appealing design and its high-level of transparency. The boxes come in ten different sizes; the rectangular version has holding capacity of 630 millilitres to 2.4 litres and the square-shaped version can hold anywhere from 900 millilitres to 3.0 litres. Like all of ISI's Lock & Lock products, the new products are also air and water tight; they keep the aroma fresh; they are characterized by their sturdiness; they are easy to clean and dish-washer save; and they can be used in a freezer or microwave.

44212 • iSi Deutschland GmbH • Tel +49 212 3970
isideutschland@isi-group.com • www.isi-group.com



FLAT MAILING ACCOMPANIMENT

With its perfect format, the square and extremely thin message-bearer from emotion factory is just right as a mailing piece. It can be used equally well as a giveaway or an enclosure in magazines. After all, at just six grams it barely carries any weight, but with its seeds and a large advertising space, it provides the ideal prerequisites to convey promotional messages very conspicuously. The original see-through window allows you to view the seeds that are found within (many varieties are possible). Both sides of the card can be completely digitally printed as requested in up to four colours.

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



Always up to date!



2013		Dezember · December · Décembre · Diciembre						
Wochen Woche Semaine	Montag Monday Lunedì	Dienstag Tuesday Martedì	Mittwoch Wednesday Mercoledì	Donnerstag Thursday Giovedì	Freitag Friday Venerdì	Samstag Saturday Sabato	Sonntag Sunday Domenica	
48.							1	
49.	2	3	4	5	6	7	8	
50.	9	10	11	12	13	14	15	
51.	16	17	18	19	20	21	22	
52.	23/30	24/31	25	26	27	28	29	

Reiseveranstalter

2014		Januar · January · Janvier · Enero						
Wochen Woche Semaine	Montag Monday Lunedì	Dienstag Tuesday Martedì	Mittwoch Wednesday Mercoledì	Donnerstag Thursday Giovedì	Freitag Friday Venerdì	Samstag Saturday Sabato	Sonntag Sunday Domenica	
1.			1	2	3	4	5	
2.	6	7	8	9	10	11	12	
3.	13	14	15	16	17	18	19	
4.	20	21	22	23	24	25	26	
5.	27	28	29	30	31			

Bernd Süder

2014		Februar · February · Février · Febrero						
Wochen Woche Semaine	Montag Monday Lunedì	Dienstag Tuesday Martedì	Mittwoch Wednesday Mercoledì	Donnerstag Thursday Giovedì	Freitag Friday Venerdì	Samstag Saturday Sabato	Sonntag Sunday Domenica	
5.						1	2	
	3	4	5	6	7	8	9	
	10	11	12	13	14	15	16	
	17	18	19	20	21	22	23	
	24	25	26	27	28			

With silver Wire-O-Binding

info@sueder-reisen.eu

2014		März · March · Mars · Marzo						
Wochen Woche Semaine	Montag Monday Lunedì	Dienstag Tuesday Martedì	Mittwoch Wednesday Mercoledì	Donnerstag Thursday Giovedì	Freitag Friday Venerdì	Samstag Saturday Sabato	Sonntag Sunday Domenica	
9.						1	2	
10.	3	4	5	6	7	8	9	
11.	10	11	12	13	14	15	16	
12.	17	18	19	20	21	22	23	
13.	24/31	25	26	27	28	29	30	

www.sueder-reisen.eu

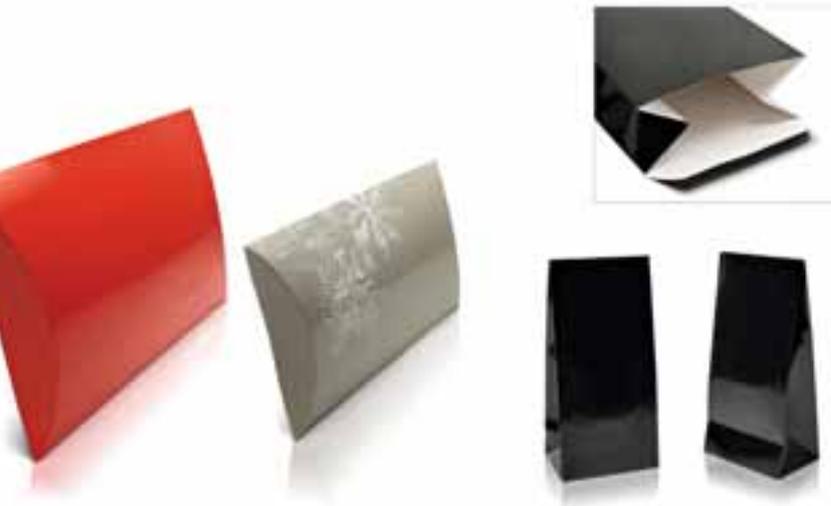
▲ 4-Month-Planner Plus Eins Plus W (P1PW)

Our products

- Monthly Planner
- Desk Planner
- Desk Pad
- Poster Planner
- Bookcalendar
- Pocketdiaries
- Horizontal Desk Planner
- Notebooks

Kaai Kalender GmbH
 Senefelderstr. 8
 73760 Ostfildern
 Germany

Fon: +49 (0)711 530608-0
 Fax: +49 (0)711 530608-29
 info@kaai-werbekalender.de
 www.kaai-werbekalender.de



TAILORED SLEEVE

The slightly gleaming cardboard packaging from **TRIK** is available according to customer wishes and purpose, in various sizes and shapes. As the packaging can be printed on on all sides, it offers unlimited opportunities for depicting one's own logo discreetly or in an attention-grabbing way.

45741 • **TRIK Produktionsmanagement GmbH**
Tel +49 30 81456320 • info@trik.de • www.trik.de

DOUBLY EFFECTIVE

The large advertising surface on the folding card and the long use-life of the lip balm from **KHK** are the real advantages of this product combo. The high-quality lip balm called Lipcare Original, which has been tried and tested thousands of times in the promotional product market, can have an individualised imprint placed on it, which guarantees that it will attract lots of attention for a long time. The Lipcare Greeting Card can have printing placed on both sides of the card by using 4c offset printing, offering lots of space for advertising messages or a personal greeting both on the inside and the outside of the card.

46131 • **KHK GmbH Köln** • Tel +49 221 9854730
sales@khkgmbh.com • www.khkgmbh.com



AN ATTACHABLE FOLDING BOOK

The company **Goudsmit** has a new product in its product line: a handy folding book, which is the size of a credit card (83 x 54 millimetres). This book comes with a magnetic catch and ten to twelve double-sided pages. It can be used, for example, as a calendar, telephone book, address book, foldable leaflet, or menu. Other sizes and designs are also available. What is more, the folding book can be imprinted with lots of colours! A minimum order of 250 units is required. It comes individually packaged.

43808 • **Goudsmit Magnetic Design BV** • Tel +31 40 2212475
design@goudsmit-magnetics.nl • www.goudsmit-design.nl





YOUR OWN NOTE

Always smart and useful, the products from the company Notes draw increased attention, thereby giving every promotional message a lasting effect. The latest fashionable product, known as In:Book, is no exception here. The cover of these new notebooks can be custom printed in four colours, whereby various effects further increase the sense of individuality. The inner side at the front can also be printed in up to four colours according to the customer's specifications. Even the front and back endpapers, in other words the pages that catch your eye when you open the notebook, can optionally be printed in four colours as requested.

44879 • Notes GmbH & Co. KG • Tel +49 4106 76580

info@notes-international.com • www.notes-international.com



Printed adhesive note pads producer.

www.notesy.pl

BRANDCHARGER – MEMBER OF BSCI

SOCIAL RESPONSIBILITY TAKEN SERIOUSLY

BrandCharger Europe is now a fully accredited member of Business Social Compliance Initiative (BSCI). The company is headquartered in Rotterdam in the Netherlands and takes social responsibility very seriously. Anna Hellmann, BrandCharger Account Manager for Germany notes: “Our position as market leader for USB charging devices, with a strong line-up of charging products which have received numerous awards, also includes the responsibility for people and the environment. BrandCharger is a true pioneer as one of the first manufacturers in the Industry with full BSCI accreditation.” BSCI is a business-driven non-profit organization with the goal of ensuring socially responsible practices in the global supply chains of European businesses and continuously improving them. BSCI offers companies a systematic monitoring and qualification system in order to be able to improve the working conditions of people. In audits, independent certification companies check whether the self-imposed compliance (also often required by customers) with the social and ethical BSCI standards are met. BSCI confirms that the company BrandCharger also complies with Disney and SA8000. www.brandcharger.eu



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GEIGER AG

CLEAR COMMITMENT TO THE TRADE

Geiger Aktiengesellschaft, a manufacturer of promotional calendars and notebooks located in Mainz-Kastel, Germany will continue to supply their products exclusively to qualified resellers. Direct business with the industry is not at issue. This was announced in the magazine “Impulse” in an article in the category “Product sample”, in which a landscape desk calendar from Geiger was carefully examined. The more than 100 employees of Geiger AG have made it their task to offer their customers “living future”. Creativity and enthusiastic innovation combine with over 25 years’ experience and industry expertise. Each year, almost 13 million promotional calendars “made in Germany by Geiger” serve as an essential organizational tool for customers. At the same time, they generate a positive image for thousands of companies. www.geiger.ag



An extract from the magazine “Impulse”, in which a landscape desk calendar from Geiger was carefully examined.

SILIT-WERKE GMBH & CO. KG STRONG MANPOWER FOR SILIT B2B

Communicating something special in our daily lives, making functionality into a lifestyle and combining health with pleasure: For decades Silit has been enriching kitchens with expertise, quality and design. Synonymous with high-quality kitchen accessories, cookware and kitchen tools, the cooking expert offers products that are absolutely suitable as exclusive gifts and promotional products. For the lucrative promotional product business, Silit recommends creative designs from the saucepan to the spice grinder and also increases the potential for individual consultation. From now on, Dieter Schell in Baden-Württemberg and Hesse and John Reiser in the rest of Germany will ensure an effective expansion of business with Silit B2B promotional products. The new contact persons will intensify personal contact as active sources of ideas and as consultants for individual solutions for promotional products. www.silit.de



Dieter Schell



Johann Reiser

NOTES GMBH & CO KG REINFORCEMENT FOR FIELD SERVICE

The branches of the German company Notes GmbH & Co KG in Bielefeld and Quickborn are pleased about the reinforcement in field service offered by Angelika



Angelika Kessler

Kessler. Angelika Kessler has many years' experience in the promotional product industry. Since 1 January 2013, she has been working full-time as a personal consultant in field service in Germany and Austria

for all matters relating to the Notes product range of paper and film. Angelika Kessler works from the South sales office in Munich and, in addition to personal visits to customers, will also be present at the usual industry fairs.

Contact:

office +49 8141 5278302

mobile +49 162 2011383

angelika.kessler@notes-international.com

www.notes.sh

EMOTION FACTORY SALES TEAM EXPANDED



Beatrix Binder

There is a new face and a new pleasant voice on the phone at emotion factory, the green-creative promotional product supplier. Beatrix Binder has now joined the European sales team and provides customers

of the promotional product industry advice on the company's entire product range. You can contact Beatrix Binder by phone on + 49 7042 8155-156 or by e-mail at b.binder@emotion-factory.com.

www.emotion-factory.com

ISO 14001 AND GREEN ENERGY

SENATOR FOCUSES ON ENVIRONMENT

Senator announces two major internal contributions to environmental protection. In October 2012, Senator achieved certification to ISO 14001. And since 1 January 2013, the company's locations in Groß-Bieberau in Hesse and Lemgo in North Rhine-

Westphalia, Germany have been powered exclusively from renewable sources. Successful certification to the internationally recognised environmental standard ISO 14001 represents a further significant step towards relationships of trust with customers and suppliers. The development also makes Senator more attractive to major international corporations for whom compliance with the standard is a must.

"A central element of our environmental strategy has been and remains a balance between environment and profitability. Our ISO 14001-compliant production and process management system documents our efforts towards sustainability in all parts of the company. We are doing this for our partners, and from a sense of conviction, also for ourselves," says CEO Michael Nick. The aim is to strike a balance between profitability and protection of the environment and to make continuous improvements. As with quality management, environmental management is a major priority at Senator. The certificate evidences the quality and safety of both the company and its products. By choosing to power its activities exclusively using renewable energy, Senator is also making a valuable contribution to climate protection. The green power used by Senator is generated in Germany at hydroelectric power plants. This will help enable Senator save an estimated 2652 tonnes of climate-damaging carbon dioxide per year at the Groß-Bieberau location alone, plus a further 153 tonnes at the company's Lemgo location. www.senatorglobal.com



ASSMANN ELECTRONIC GMBH AND SCHÄRFER WERBEN GMBH

NEW COLLABORATION

Assmann Electronic GmbH and Schärfer Werben GmbH from Freiburg, Germany are now working together. Schärfer Werben is taking over the distribution of all Digitus and ednet products for promotional products and promotion. The extensive product portfolio of the two brands includes Bluetooth products, loudspeakers, headphones and headsets, USB hubs, card readers, mice and keyboards, chargers, power banks, accessories for Apple products, notebook accessories, bags and lots more. Further information and catalogues are available at info@schaerfer-werben.de. www.schaerfer-werben.de

Schärfer Werben!

DIGITUS®
powered by **ASSMANN**

NEW WEBSITE AT STABILO PROMOTION PRODUCTS

CLEARER, MORE INTUITIVE AND USER-FRIENDLY

Clearer, more intuitive and user-friendly: Stabilo Promotion Products has launched a new website. New structures with enhanced usability facilitate the search for the right promotional product. Visitors are greeted with a short video that entertainingly shows the core business of Stabilo Promotion Products. The focus of the new website is the Stabilo Promotional Product Assistant, which makes the search for the right promotional product a breeze. The user can not only select by material and colour but also according to criteria such as target groups and application and thus get an accurate and concise list of search results. With the proven online pen configurator Design Your Pen in a new look, visitors to the website can put together customised pens in every imaginable combination of colour and material. Visitors can upload and edit logos themselves. The new memo function ensures that no product idea is lost. With just one click of the mouse, the inquiry arrives at Stabilo and the customer receives a tailored offer. The new website has been launched in German, English, French and Spanish. Stabilo partners can integrate both the online catalogue as well as the online pen configurator Design Your Pen with the individual partner's contact details into their website. Customised links can be requested at Stabilo. Contact: Germany +49 911 567 3455 service@stabilo-promotion.com, International +49 911 567 3465 info@stabilo-promotion.com www.stabilo-promotion.com <



ISI DEUTSCHLAND GMBH EXPANSION OF THE TEAM

Due to the continuously strong performance of the iSi Group, Vienna, Austria and iSi Deutschland GmbH, Solingen, Germany the iSi team has recently expanded with the arrival of Christoph Moser, cook and chef de cuisine, as their Global Culinary Ambassador. Following various positions in the hotel and catering industry, Christoph Moser worked as national Culinary Advisor Chef at Nestlé Professional Deutschland at the Service Center in Frankfurt am Main in the last four years. His focus at iSi lies in the global sector of food, product, innovation and service management. Christoph Moser develops innovative food and service concepts for the entire customer portfolio of iSi including developing recipes and establishing an international network. Working closely with the marketing and development department of iSi is paramount. Furthermore, Christoph Moser will be responsible for implementing culinary innovations at trade fairs and at cooking workshops he will show how to deal with iSi technology and the benefits it brings.



Christoph Moser

EIDEX GMBH AND CD WERBEMITTEL GMBH

WERBEWIESN ON THE ROAD TO SUCCESS



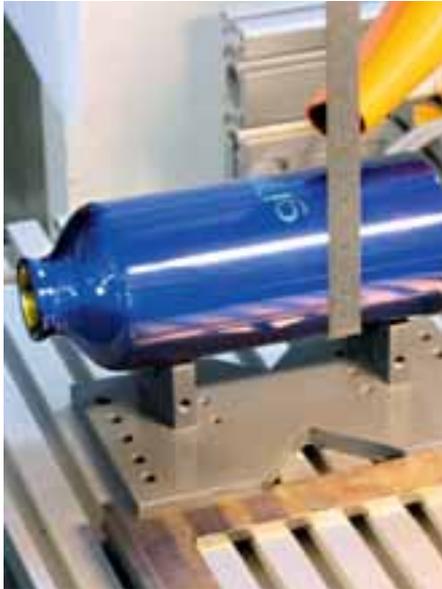
WerbeWiesn is growing. High visitor traffic and the many positive statements from exhibitors has prompted the two organisers Eidex GmbH and CD Werbemittel to further expand WerbeWiesn in 2013. Next year the circle of organizers will also include Active Promotion GmbH, admixx GmbH and the Hagemann Group. This will also coincide with an enlargement of the exhibition space: On 17 September 2013, the popular

promotional product show will be held at Paulaner am Nockherberg. On the eve of the show, a preview show for the sales staff of the five organizers will be arranged for the first time. Since 2008, WerbeWiesn has heralded the year-end business. Eidex GmbH launched the trade fair for promotional products. The full-service agency CD Werbemittel GmbH has been one of the organizers since 2012. www.werbewiesn.de <

ABOUT ISI

iSi Deutschland GmbH, Solingen, a subsidiary of the iSi Group, with headquarters in Vienna, Austria, has been producing innovative multifunction devices for consumer and professional use for decades. The iSi Group develops, manufactures and sells kitchen accessories. They are used to prepare a variety of culinary delights. Detailed information is available at: www.isideutschland.de. <

GIFFITS GMBH VIDEO ABOUT LASER ENGRAVING



Giffits GmbH, Hamburg-based supplier of promotional products, has added an explanatory film on laser engraving to its video series. Using real pictures, the individual steps in the process are shown, from preparing the logo to setting up the laser to processing the material with the laser beam. We see how the laser beam works on different kinds of material and the changes it causes in aluminium, leather or wood. The video is the fourth one in the overall series. "We would like to use these films to show our customers the advantages of specific finishing methods – that they can depict very detailed logos and are especially long lasting or very inexpensive. Thus our customers can make a direct comparison and more easily decide what sort of finishing best suits their own ideas. This is an important building block in our customer service and a supplement to personal consultancy," says Marcus Schulz, Managing Director of Giffits GmbH. Explanatory films on screen and screen transfer printing, as well as pad printing, have so far appeared under "Giffits TV" label. The explanatory videos are integrated into the homepage and on the company's YouTube channel.

www.giffits.de

ADV PAX LUTEC GMBH CAPACITY HAS BEEN EXPANDED

ADV PAX Lutec Vertriebs GmbH is expanding its storage capacity in Dettingen/Erms. The newly built warehouse covers an area of 1,000 square metres. By installing a high-bay warehouse, the capacity has been expanded by 1,500 pallet storage spaces. This measure was necessary because the previously existing storage area was no longer adequate to handle the constant growth. Even delivery of up to four containers each day can be handled smoothly and without delay from now on. With the expansion, the company offers permanent availability of all existing and new products in the online store and thus avoids delays. The new structure ensures efficient management of delivery and the capability of storing customer-related tins short-term or long-term. www.adv-pax.de



The newly built warehouse.

SAMSONITE GMBH TEAM FOR THE B2B SECTOR INTRODUCED

Samsonite, world leader in luggage, has been operating its B2B business in-house again since January 2013. To ensure a good start, the company used the PSI Trade Show in Düsseldorf to provide the industry a first impression of their wide range of products as well as to introduce some of the people in the sales team, managed by Jörg-Peter Helmers, to future customers in person. The new B2B team that Jörg-Peter Helmers has put together for Samsonite is now complete: In the office, Cornelia Scheliga and Isabelle Harth will ensure that quotations and order processing as well as everything related to customer service run smoothly; in the field, Jörg Battles and Oliver Kasper are now responsible for advising customers on site. Parallel to the start in the B2B business, Samsonite is continuing to expand the product segments which are operated exclusively in-house in the German market in addition to luggage, as well as business and leisure bags. Last year, the categories travel accessories, camera bags, umbrellas, mobile phone and tablet cases were again completely controlled by the company in-house following the non-renewal of license agreements. Since 1 January, this also applies to small leather goods including writing folders.



Jörg-Peter Helmers



Jörg Schachten



Oliver Kasper



Cornelia Scheliga



Isabelle Harth

Thus a wide range of products from numerous categories enables the Samsonite B2B team to offer the promotional product trade high-quality brand products that match their individual requirements. For general inquiries, Samsonite has set up a special e-mail address for promotional product distributors: werbemittel@samsonite.com.

www.samsonite.de – www.samsonite.com

BWG ANNUAL GENERAL MEETING

INTENSIVE DISCUSSION

This year the bwg board and its members convened again a day before the PSI Trade Show for a members' meeting at the Relexa City Hotel in Ratingen, Germany. The latest developments in the industry, such as the united association being planned by the German association of promotional product suppliers BWL, resulted in a heated debate and an exciting afternoon.

The German association of promotional product consultants and distributors bwg has a positive outlook for the new year, even if there were a few points which sparked a controversial debate, such as the possible founding of a united association. Other issues on the agenda were the board's annual report, a statement made by Michael Freter regarding the latest trends in the industry, the PSI Trade Show, and the new elections of the treasurer.

GOOD PROSPECTS FOR 2013

At the beginning of the meeting, Joachim Schulz, the chairman of the board, looked back at the previous year and announced that for 2012 the association had operated profitably again, after having recorded a loss for the year 2011. Overall the association recorded five new members and 20 members who left the association. Hence the number of members fell to below 100. During the new elections held last year, board members set themselves the goal of acquiring new members as one of their most important objectives. For this reason, suggestions were made about the possible steps that could be taken, such as lowering member fees, simplifying the registration form, personally addressing new members and introducing a bonus programme. Moreover, the bwg board expressed its wish to highlight the benefits that promotional products have as a communication tool and presented its new brochure, in which the findings of the advertising impact study, which was undertaken last year, are presented together.

DYNAMIC DEVELOPMENT OF THE INDUSTRY

Joachim Schulz alluded to the dynamic developments taking place in the industry. In his view, the trade could no longer respond to them in a defensive manner and it has to open itself to the industry. For instance, the idea of sooner or later allowing end customers to visit the Trend, which was a complete success in 2012, is under consideration. Michael Freter, the head of PSI, reported on developments in the industry. He stressed that a structural change was taking place in the industry and called for more dialogue. He also emphasized the necessity of having an active quality management system for the industry. The German association for the promotional product industry GWW started a certification initiative with an ethics code a few years ago. Over 600 promotional product companies have since signed the ethics code, committing themselves to the principles of ethical business practices. It is just as important to get across the message that businesses are socially responsible as it is to convey the impact that promotional products have, which can be done by having the trade use the study's findings when acquiring new customers.

VOCATIONAL TRAINING FOR BWG MEMBERS

Tom Hipper, the board member responsible for vocational training courses and seminars, noticed that the courses being offered by bwg last year were again only being used reluctantly. For this reason, the

training course for becoming a promotional product consultant will no longer be offered until further notice. The popular management seminar with Albrecht Henze and the printing seminars at the company elasto form will again be held in 2013. The bwg Forum in Heilbronn was able to cover its costs with the 70 participants who attended the event. The next forum will take place again in May, and this year the event's partner is the company Jung Bonbonfabrik, which will begin the event with a tour of its plant.

THE PRODUCT SAFETY ACT

The Product Safety Act, which caused quite a stir in the industry in 2012, was also addressed. The recommendations which were prepared by Dr Kapoor were brought to the attention of the authorities in the middle of the year. During the first half of 2013, guidelines are to be issued by a committee, in which the BGA, German association of distributors, foreign trade and services) is also represented, for the purpose of reducing uncertainty when implementing the regulations. By making these guidelines, a unified approach to implementing the law on a national level will be guaranteed. It was generally recognized that product labelling is an important step to take for product safety, and for this reason, it must be observed. It goes without question that the trade must also share responsibility.

IS A UNITED ASSOCIATION A SOLUTION?

A possible merger of all the associations has constantly been an issue since 2011.



Joachim Schulz



Mirco Häßlich



Carsten Lenz



Tom Hipper



Hans-Joachim Evers



Michael Freter

presented. However, it was also made clear that there is a need for the associations to re-orientate themselves. Joachim Schulz summarised by saying that the associations had to set new goals and do their job better, and the GWW organisation is urged to create a more effective and professional image. But the goal of maintaining the trade associations and achieving a more effective and closer collaboration must remain. In fact, the bwg board sees the future in the stabilization of the GWW. A final conclusion, like the one that the bwg organisation made regarding the founding of a united association, was not made: The members did not have detailed information about BWL's concept available to them. The GWW meeting in February is expected to bring more clarity on the matter and its findings will be explained and can be discussed at length at an extraordinary members' meeting. Despite the somewhat heated debate during the session, the attendees met up after the session for a nice get-together during the Showbase event. <

BWL's concept of a united association was presented during its members' meeting in autumn and it sparked a heated discussion yet again. According to this concept, the general association is to have individual sections in which promotional product consultants would represent a rather small group in comparison to importers, manufacturers, brand name companies and service providers. The membership fees would be on a sliding scale according to a company's revenue and voting rights would be allotted accordingly. This scenario has led to

the fear that the promotional product industry, with its rather small-sized companies, would be at a disadvantage in this type of organisational structure. It is believed that an effective representation of interests could no longer be guaranteed under these circumstances. Incidentally, the PSI organisation, with its more than 6,000 member companies, is not even included in this concept. Additionally it was noted that the industry already has a well-functioning general association with the GWW, in which all relevant groups are re-





BWG: BROCHURE ON IMPACT OF PROMOTIONAL PRODUCTS

STIMULATING ALL SENSES

Promotional products are and remain modern brand ambassadors with added value. That is the essence of a brochure published by the Cologne-based German association of promotional product consultants and distributors – bwg.

The informative and clearly arranged publication covers twenty pages and is particularly aimed at the marketing professionals of the promotional product industry. The brochure has been designed so that it can always be used in discussions with customers. It is based on data of the study “Advertising impact of pro-

motional products” which was commissioned by the German association of the promotional product industry GWW and conducted by Dima Marktforschung GmbH in summer 2012. The market researchers evaluated more than 2,000 online interviews.

PROMOTIONAL PRODUCTS HAVE THE GREATEST APPEAL

According to the study, promotional products have the greatest appeal. In contrast to traditional advertising, calendars, pens, mugs, ice scrapers, calculators and umbrellas arguably leave the longest impression: 75 per cent remain in the possession of the recipient for more than half a year and are used on average once a day. Many haptic promotional products even make an impression lasting more than a year.

OFTEN SIGNIFICANTLY CHEAPER

Many companies are therefore again relying on the effectiveness of promotional products in 2013, as bwg chairman Joachim Schulz knows: “Promotional products are used in combination with other promotional measures and because of their excellent price-performance ratio, they are even used exclusively.” As promotional products are often significantly cheaper than, for example, a newspaper ad or a cinema spot, small companies with a small budget also choose to advertise with promotional products.

PROMOTIONAL PRODUCTS PROVIDE A CONCRETE BENEFIT

Promotional products appeal to all senses. They also provide a concrete benefit, making them attractive beyond the pure advertising message. There is also the functionality, quality and design that continually justify the use of promotional products. Customers find it practical to be able to regularly use the promotional product in daily life. (Incidentally: Almost every German has one, as the study shows.) It does not matter whether it is a ballpoint pen, a diary or a USB memory stick – what is in any case important is a rational and well-planned selection, distribution or positioning within a marketing campaign. Here it makes sense to consult an experienced promotional product advisor, emphasizes Schulz in conclusion. It is possible to order a free brochure from bwg-Bundesverband. <

CONTACT

info@bwg-verband.de
www.bwg-verband.de



Mit der Seminar-Allianz zum nachhaltigen Messeerfolg

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

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The BWL Newsweek 2012 in Frankfurt, Germany.

NEWSWEEK 2013

HARNESSING POTENTIAL

Once again this year, about 100 members of the German association of promotional product suppliers BWL, in cooperation with partners of the promotional product trade, will be presenting new products and advertising concepts as part of Newsweek. From 4 to 20 June, the tour will cover eight venues in seven German cities.

Conveniently located, attractive venues in Frankfurt, Wuppertal, Hamburg, Berlin, Ludwigsburg, Munich and Nuremberg are the focal points of this year's Newsweek tour through Germany. And in April it will be making a guest appearance in neighbouring Austria. Consumers and marketing specialists will receive a brief overview of cutting-edge trends and new promotional products. In cooperation with

the participating promotional product agencies and their customers, the suitable promotional product for a particular advertising campaign can be found here.

BENEFIT FROM PARTICIPATING

The unique feature of Newsweek is that all market participants – from suppliers through to consultants and end customers – are brought together. More and more promotional product agencies are participating

together with their customers at this event. The trustful cooperative partnership between the participating suppliers and promotional product consultants allows all parties to focus on their own core competencies. The end customer, in turn, benefits from this.

MADE-TO-MEASURE APPEARANCE

Newsweek is the turnkey show for all promotional product consultants because it displays the entire range of potential of promotional products. Intensive promotional activities of the organizer in advance and a professional organization on location allow the consultant to give his undivided attention to his customers and assist him with the acquisition of new customers. The actual financial contribution is determined by the participating promotional product consultants themselves because they have a choice of either participating at Newsweek on payment of a fee or purchasing at least three admission tickets and inviting trade customers on their behalf. By paying a fee in addition to purchasing a contingent of at least 50 tickets, personalized mailings and individually designed reception desks and other equipment are made available on the day of the event. Those who only want to attend the event with a few customers have the option to buy an arbitrary number of tickets for themselves and their customers – but at least three at the package price of € 120. Each additional ticket costs € 40.

For more information and registration: phone +49 221 9541358 – info@bwl-lieferanten.de – www.bwl-lieferanten.de <

NEWSWEEK SCHEDULE

17.April.2013	10:00 a.m – 5:00 p.m	Vienna
4.June.2013	10:00 a.m – 5:30 p.m	Frankfurt, trading day
5.June.2013	10:00 a.m – 5:30 p.m	Frankfurt
11.June.2013	10:00 a.m – 5:30 p.m	Wuppertal
12.June.2013	10:00 a.m – 5:30 p.m	Hamburg
13.June.2013	10:00 a.m – 5:30 p.m	Berlin
19.June.2013	10:00 a.m – 5:30 p.m	Ludwigsburg
20.June.2013	10:00 a.m – 5:30 p.m	Nuremberg
21.June.2013	10:00 a.m – 5:30 p.m	Munich



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With watches and measuring instruments, we are now presenting products which are right at the top of the rankings as far as popularity and usefulness are concerned. Although watches are actually measuring devices, they do hold a special position in this category.

What have people always used to grasp the world in a concise way and to understand it? Exactly: they search to evaluate everything in their surrounding (and also themselves) by means of certain measurements. The story of measuring begins with the cultural history of mankind – and with it the history of the measuring instruments whose job it is to determine physical parameters. Basic instruments were and still are those for determining time, length as well as simple counting, without which no other instruments can be produced or used. They serve as the basis for measuring areas, volumes, locations, angles and directions, for calculating mass, weight, density, temperature, velocity and many other dimensions and measurement techniques. The series, which could easily be extended, makes clear how closely inseparable physics and mathematics interact in the description of the world. The “old” Greeks were the pioneers in this field. Pythagoras also deserves to be briefly mentioned here. Everyone recalls him from school days as the man who described the number as the source and essence of all things. <

<



A TIMELESS WALL PIECE

Wall clocks are currently all the rage, and TFA Dostmann has some attractive models up their sleeve. The design glass clock is simple and beautiful: White squares display the time in large digital numbers, which are lit up with a LED light. They turn this wall clock into a real eye-catcher and make it a stylish accessory for your living room. With its stainless steel frame, glass cover and EFR signal, TFA is selling a different kind of radio controlled clock: The seconds hand creeps along with very little sound and it stops moving when it is dark in the room, thanks to a light sensor which saves the battery. The EFR time signal enables it to have a larger reception radius. The model Polo, a modern wall clock with a graphic design on it, has just what it takes to become a classic among wall clocks, as it will surprise you with the different coloured levels for the hands and dial. Polo is also perfect for using in rooms which are supposed to be quiet, like a bedroom or office, because this timepiece makes very little sound when it is running.

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THE CLOCK THAT STAYS PUT

The clock that stays put wherever it is attached is available at team-d and it promises many wonderful moments; after all, it is lovely to look at and it has a quartz movement. The quartz clock, which comes inside a plastic case, is equipped with a suction cup, which means this clock is pre-destined to be attached to a bathroom mirror. It is water resistant and perfect for placing on all smooth surfaces. The clock dial can come in blue, green, orange or fuchsia. It comes individually packaged in a black box with button-cell batteries included.

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

AN EARLY WARNING BEFORE STORMS

TFA Dostmann is selling new, satellite-controlled weather stations in its WETTERdirekt Generation series, which have a storm warning feature. Two new models which are now available are the Neon 300 model, with its illuminated colour display, and the Twister S 300, which comes in an inexpensive, small format. The weather warnings, as well as the professionally-made forecasts, are sent by the German Meteorological Service via satellite and a radio network in the form of a scrolling text. The warnings are shown directly on the display for a specific county without any delay. Signal lights with different colours alert you to the intensity of the bad weather, and you can also set the weather station to trigger a signal tone when a warning is issued.

41875 • TFA Dostmann GmbH & Co. KG • Tel +49 9342 308-0
info@tfa-dostmann.de • www.tfa-dostmann.de



ALL WEATHER CONDITIONS

The company team-d is selling a table clock, which features a modern design, quartz alarm clock and weather indicators, including a hygrometer and thermometer. The modern design includes a black-silver colour combination and it offers space for placing a customer's personalised message on it. The device runs on a single AAA battery, which is included. The elegant accessory is sent to customers individually packaged in a black box.

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AN EMPHATIC RECOMMENDATION

There are some things that the world doesn't really need. But on the other hand, some products are really useful and a welcome gift, just like the digital tyre pressure gauge being sold by Kellermeister Mann. It indicates the tyre pressure in psi, Bar or kPa and is equipped with a handy LED light. What is more, it comes with a 375 millilitre bottle of fine Les Gauries Bordeaux wine, which is sure to create a great mood.

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

PRECISE MEASUREMENTS

The ThermoCard, a thermal bridge measuring device from JHI Hackel, is very thin and is perfect for being used as a mailing supplement or give-away. The customer doesn't need to do anything else other than push the ThermoCard directly against the inside of a wall surface and window pane for a few seconds, while cold winter temperatures prevail outside. Because the liquid crystals which are responsible for taking the precise measurements are located directly on the back of the card, they can make large thermal bridge surfaces on walls and windows that are twelve degrees or colder visible within seconds. The person who uses this card will get an ice-cold surprise full of statistics more than 80 per cent of the time ...

48291 • JHI Hackel Industrievertretung GmbH • Tel +49 621 74814-66
 info@j-h-i.com • www.j-h-i.com



INDIVIDUAL AND CREATIVE

Especially in the wristwatch sector, the wide array of products for sale means there is a watch for all kinds of tastes. Hummel Germany has a watch in its product line which will please nearly anyone because it can literally be turned into an individual wristwatch; it features a silicon band and a stainless steel watchcase, which weighs 144 grams. In addition to its high-quality, automatic mechanism, this time piece also shines with its glass pane back. According to Hummel, the watch can be given an individualised design for orders of one unit or more.

44346 • Hummel Germany GmbH – Boris Stede • Tel +49 7231 209621
 info@hummel-uhren.de • www.hummel-uhren.de



CUSTOM-MADE CLOCKS

At HNC, customers can put together a wall clock according to their very own personal wishes, selecting from the large selection of frames and colours that this company from the Upper Palatinate area in Bavaria has for sale. Customers can select a plastic or metal frame, or quartz or radio controlled clock. Regardless of what the customer selects, HNC can make the customer's custom-made products in a variety of different formats in its own in-house factory in a short amount of time, even for very small orders. The company's offer is rounded off with several different options for printing techniques as well as the option of placing an all-over-print on the clock's dial.

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POWER WHERE EVER YOU GO

Many people always carry a smartphone, MP3 or MP4 player, or a digital camera with them where ever they go, and it can be frustrating when the battery runs out on them. The micx Power CHARGER, which comes with four different adaptors, is compatible with nearly any device, and it can easily be used to recharge your device while you are on the go. The modern design and several colour variations lend the Power CHARGER a nice appearance. When branded with a customer's logo, the product turns into an effective advertising messenger.

**45899 • micx – media in concept gmbh & co. kg • Tel +49 5205 9910-0
info@micx-media.de • www.micx-media.de**

SOPHISTICATED TIMES

As extraordinary as its name is, the chic wall clock by the name of Monte Carlo from the Easy Gifts range will likely spell a pleasant surprise for the customer. It is made of glass and brushed aluminium. The glass clock's white lacquering makes the promotional lettering look particularly sleek, as there the lacquering is removed by laser engraving and the gleaming glass shines through. The clock is delivered individually packaged in cardboard; its AA battery is not supplied, but can be ordered simultaneously.

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



A REAL EYE-CATCHER

The decorative wooden wall clock from Holz-Fichtner is a real eye-catcher. Designed like a wristwatch, the 70 cm long and 19 cm-diameter clock will adorn offices and living rooms. The light maple wood grain will combine harmoniously with every interior decoration style. The white, easy-to-read clock face with distinctive numerals and clearly visible hour and minute hands will ensure that you miss no more deadlines.

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



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A CONSERVATIVE MOMENT

Tear open” is the name of the smart clock being sold by Inspirion that comes in a tin can. What first looks like a tin can is actually a clock which comes inside this one-of-a-kind packaging. You will be surprised from the very first moment you unpack it, as the clock only becomes visible after the top flap of the can is pulled off. Inside the tin can is a clock face with a red hand on it. What is more, the clock can be mounted and put on display in a number of different ways. On the back is a foldout base as well as a magnet for placing it on a refrigerator. Thanks to the hanging loop, the clock can be attached to a wall. An advertisement can be placed around the tin can by using a banderole label.

42907 • Inspirion GmbH • Tel +49 421 5227-0

info@inspirion.eu • www.promotiontops.eu

SIMPLE, NO-FRILLS ELEGANCE

The wall clock with a metal dial, which is available from Spranz, proves that a simple and austere design can still catch people’s attention and fascinate them time and time again. The metal dial can be upgraded with elegant laser engraving. This clock has excellent advertising qualities and really shines with its precise quartz movement and its legally-protected add-on holder for an office calendar, which guarantees that it will be looked at hundreds of times – day in and day out. It comes in a designer box and runs on a UM3/AA battery, which is not included.

41462 • Spranz GmbH • Tel +49 261 98488-0

info@spranz.de • www.spranz.de



A NEW ALL-ROUNDER

The GeoBaXX from Kasper and Richter, which is located in southern Germany, is a brand new, all-rounder weather product in its product line and it is scoring well in the outdoor segment with its many interesting features. Basically, GeoBaXX serves as a digital altitude meter and weather station with a built-in barometer and thermometer. This high-end device also indicates the date, calendar and time, and has other features, such as an alarm clock, stop-watch and timer. It also comes with a handy, built-in snap-hook; it is water resistant; and the display has an illuminated background. There is also an indicator for the battery’s status. It runs on two CR 2032 button cell batteries which are included. More information is available upon request.

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

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





STYLISH AND FUNCTIONAL

It counts upwards and downwards, doing so down to the very second: the digital wall clock WS 8100 from technoline. The star attraction: with a built-in count-down timer and stopwatch, it enables time measurement up to a maximum 59 minutes and 59 seconds. The exact radio-controlled time and date display, plus the alarm with snooze function, complete the wall clock's functional spectrum. Its clear design makes the chronometer with its large, white-framed LCD display a stylish promotional product with plenty of scope for custom printing.

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TIME IN A MIRROR

A retro-style wall clock with a classic design is available from Topico. It is big in size and the black and red numbers on the bright dial will remind you of the good old days. The display of this modern time piece can be easily read without any difficulty. The clock noticeably stands out from the wall because of its plastic frame, which is approximately eight centimetres deep. It comes with batteries included.

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

TIME FOR INNOVATIONS

The traditional cuckoo clock from emotion factory is becoming an enduring promotional message bearer and coveted handcraft object that is grabbing attention everywhere. The clock can be printed all over in 4c and comes as a set comprising clockwork, battery, and attachable cuckoo. This makes it a humorous, enduring promoter for every target group. The clock can be fully customised from quantities of just 100 units.

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



WEIGHT DETERMINATION DOWN TO THE GRAM

Kitchen scales are must-have basic equipment in every good kitchen. With the model KW100, technoline presents a digital kitchen scale with built-in quartz clock, whereby the kitchen utensil can also be converted into a wall clock. This appealingly designed, ultra-thin kitchen scale possesses an easy-to-read display and enables down-to-the-gram weighing up to three kilograms. The balance, made out of safety glass, is easy to clean after use, whereby, hygienically speaking, it always appears impeccably prepared. Thanks to the practical wall suspension, the scale is present and ready to hand at all times and thus a practical promotional product for every household.

43817 • TechnoTrade Import-Export GmbH • Tel +49 3375 216050
info@technotrade-berlin.de • www.technotrade-berlin.de





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POCKETLOTION
HAND





DIGITALLY PRINTED WALL CLOCKS

In dazzling quality, Stiefelmayer-Contento prints its wall clocks to customers' wishes with logos, names, or fully customised promotional messages. The lacquered housings produced out of MDF accommodate a high-quality, quiet clockwork. The chronometers, available in portrait or landscape format, come with a depth of 21 millimetres in the dimensions 28 x 28 as a quadratic version, or 37.5 x 25 centimetres.

45280 • Stiefelmayer-Contento GmbH & Co. KG • Tel +49 9342 9615-0
info@contento.com • www.contento.com

METRE-LONG ADVERTISING POINTS

A folding rule is a useful tool for plumbers, handymen, or do-it-yourself enthusiasts, and a folding rule like the one in elasto form's product line is an indispensable accessory to have around. The standard two metre size is an absolute "must" for any toolbox. This folding rule is always at hand because it comes on a keychain made out of plastic, which has a length of 50 centimetres. This way, you can always take measurements wherever and whenever you want. Both measurement scales can be placed on the full surface of the stick when it is in its closed position by using photo-realistic digital printing.

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



A METEOROLOGIST WHO LOVES TO TRAVEL

Spranz has a weather station in its product line which is really ideal to use when you are on the go. The weather station, which is pre-destined to be your travelling companion, indicates the latest weather forecast, temperature, time, alarm and all data regarding the local weather without charging you any online or roaming fees. Unlike weather forecasts on the internet, all of the information relates specifically to the local region. The device comes with batteries included; it is fitted with a snap-hook and is packaged in an individual box.

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





RADIO-CONTROLLED CLOCKS

TFA Dostmann is putting contemporary accents in the sector with its wide selection of radio-controlled clocks. Dialog Reflex, for example, is an elegant LCD radio-controlled wall clock that looks like a mirror; it continually displays the seconds and room temperature. By using a sensor button, you can change the digital display from showing the date and day of the week to the room temperature and humidity level, or the calendar week or the current digital time. Another product for sale is the radio-controlled clock which has an inverted display and a modern design. You can even see the display of the date, the day of the week, the room temperature and alarm from afar, making it ideal to use in an office or in a reception area. Last but not least, TFA is selling an acoustic radio-controlled alarm clock, which makes life easier for people with visual handicaps. By means of a high-quality German audio-chip, it tells you everything you need to know, such as “It is four seventeen and the temperature is 18 point five degrees Celsius and the humidity is currently twenty per cent”. Setting the other different features is also made easier by the voice output feature. This clock also has a large, exact display which indicates the time, temperature and humidity, and it has an alarm clock with a snooze function, timer and background lighting.

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 info@aditan.de • www.aditan.de



PLAYING IT SAFE

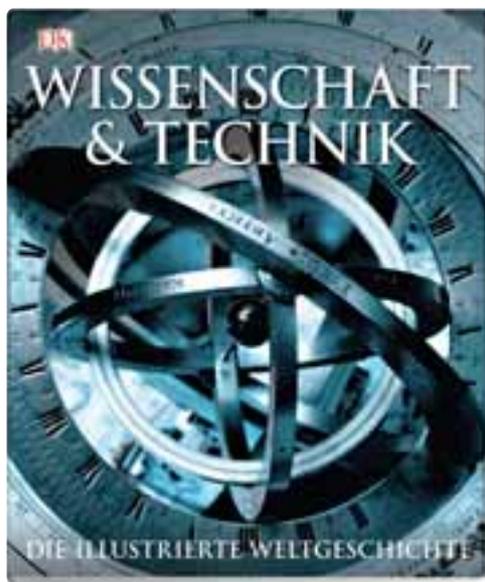
Amperzell has a LED light with an infrared movement sensor called Sensorino in its product line. Tripping hazards are waiting for drowsy people walking around in the dark, be it in the bathroom, hallway, or on the stairs. The tiny Sensorino is a convenient way to help them see potential hazards. This practical little light with an infrared sensor turns itself on for 10, 30 or 90 seconds if it senses movement within a radius of five metres. A power connector is not necessary because the little light runs on three mini batteries. It can also be used, for example, in a closet, so that you can see your clothes with a bright light straightaway. More information is available upon request.

42333 • Amperzell GmbH • Tel +49 6171 7041-0
 info@amperzell.com • www.amperzell.com

A PRACTICAL BATTERY SET

Troika has an external lithium-ion battery set with a built-in LED display for indicating the battery status and a capacity of 2200 mAh in its product line. The device has a black & white design and serves as a portable electrical socket for all smartphones, regardless of whether they are iPhones or models like Samsung, because it has a connection for USB connectors and adapters. This little battery set is also perfect for using it at night as a practical LED torch.

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



MARVEL THE TECHNOLOGY

Anyone who has ever observed the perfect way that several wheels in a watchcase interact with each other has a real feeling for technical feats. The book "Wissenschaft & Technik" (in German only) published by Dorling Kindersley Verlag is a cross between an illustrated book and reference book, which makes the science and technology in the fields of physics, mathematics, geological science and medicine easy to grasp. The book can be personalised to meet the specific needs of a customer by adding a customer logo to the cover, which turns it into a premium gift. The book also serves as an exclusive promotional gift which will be cherished for a long time, when it is given as a gift alongside other technical promotional products, such as clocks or measuring devices.

48489 • Dorling Kindersley Verlag GmbH • Tel +49 89 442326-220
 sondervertrieb@dk-germany.de • www.dorlingkindersley.de

Reed Exhibitions

Messen | Trade Fairs 2013



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EQUITANA 16. - 24.03.2013 Essen

Weltmesse des Pferdesports
Equestrian Sports World Fair
www.equitana.com

FIBO 11. - 14.04.2013 Köln

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www.fibo.de

FIBO POWER 11. - 14.04.2013 Köln

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www.showtech.de

ALUMINIUM CHINA 02. - 04.07.2013 Shanghai

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8. Europäische Fachmesse & Forum für Verbundwerkstoffe, Technologie und Anwendungen
8th European Trade Fair & Forum for Composites, Technology and Applications
www.composites-europe.com

viscom düsseldorf 2013 07. - 09.11.2013 Düsseldorf

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

MODERNER STAAT 03. - 04.12.2013 Berlin

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



The maps represent leisure activity and a love of nature – both are strong values in advertising.

PUBLICPRESS PUBLIKATIONSGESELLSCHAFT MBH

CUSTOMISED MAPS

“Leisure activity and nature are strong values in advertising,” says Heinz Nettsträter jun., Managing Director of Publicpress Publikationsgesellschaft mbH. The family business has been producing recreational maps for more than 35 years. For some time now, the publisher has also been offering customised recreational maps on the promotional product market.

There is now hardly a spot on the map of Germany where there is not a Publicpress map. The publisher’s portfolio includes cycling and hiking maps, adventure and travel guides, city maps and motorbike maps and it is continuously being expanded. When creating maps, the publisher relies on close cooperation with local tourism operators.

INFORMATIVE AND INEXPENSIVE

Leisure facilities, municipalities, catering businesses and similar organizations have the opportunity to advertise on the maps. The advertised product is then marked in

the cartography and described in more detail on the back of the map. In this way, the end customer can get valuable information about the tourist attractions on offer in the area and through the advertising revenue Publicpress can afford to offer the maps at an “extremely attractive sales price”, says the company.

WEATHERPROOF

In addition to the remarkable price-performance ratio, one of the most important features of the “maps with the sun” is the weather-resistant surface coating, which not only protects against moisture, but also

makes the maps tear-resistant and wipeable. The special optical and haptic quality of the maps is immediately perceived positively. The products are already offered by the publisher through a nationwide field service organization at, among others, tourist information centres, restaurants, leisure facilities, kiosks, petrol stations and book stores.

ADVERTISING WITH AN AFFINITY FOR NATURE

The idea to also offer the recreational maps as an advertising medium was an obvious one: Although the products are clearly lo-

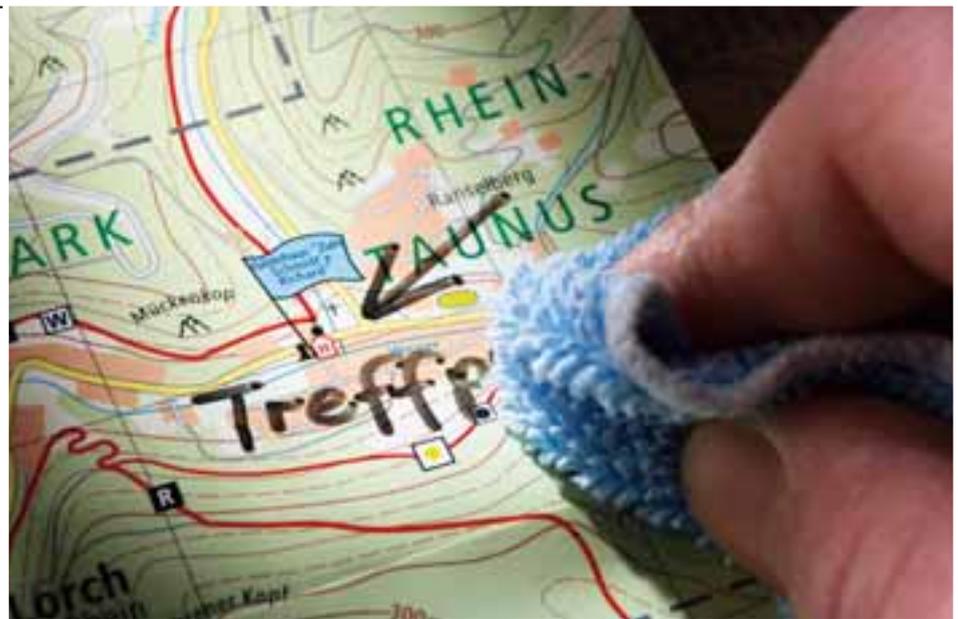


As promotional products, the recreational maps provide enormous scope for individual creativity.

cated in the leisure sector, it is easy to find links to other areas. “Leisure activity and nature are strong values in advertising. In principle, with our maps, any company can use exactly these values to enhance their product or company image,” says Heinz Nettsträter jun., Managing Director of the publishing company Publicpress, which as a member of the PSI also offers its recreational maps with branding to the promotional products industry. Also the regional ties of a company or product can be highlighted with its own regional recreational map or city map.

ENORMOUS SCOPE FOR INDIVIDUAL CREATIVITY

Moreover, these recreational maps are very sustainable promotional products, as well-



Publicpress maps are not only weather-proof, but also tear-resistant and wipeable.

designed maps are popular souvenirs of nice excursions, they are passed onto friends and family and they have great benefits. As promotional products, recreational maps offer enormous opportunities for individual creativity: The possibilities range from a simple logo print on the cover to complete branding of the cover in your corporate design to the individual design of the cover, information section and touring section. Even the customisation of the cartography page (positioning of locations, tours, partner advertising, etc.) is possible. The direct link to all of these possibilities is: www.publicpress.de/individuelle-kartengestaltung



Heinz Nettsträter jun., Managing Director of the publishing company Publicpress.

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 huewel@publicpress.de
www.publicpress.de



The new company facility, which will be completed in 2014.

Mr Sinangin, can you describe for us in a few words the products and services of your enterprise, Sinangin Printing & Packing Limited Company?

Sinangin is the leading promotional paper products and paper packaging manufacturer in local and international market. It has been known by its high quality of products and services. Also always have been followed and copied by the competitors since it always has been focused to develop new items. Shortly we can say that Sinangin produces all types of promotional paper products like note pads, sticky pads, hard cover pad sets, calendars, plastic writing boards, paper mouse pads and medicine boxes.

What do you hope for from your repeat participation at the PSI Trade Show?

We expect PSI to meet us with the new customers to be able to make presentation of our new products and flashy ideas for their marketing projects.

Do you have any specific plans or ideas you would like to put into practice with your company this year (or in the future)?

We'll continue making investments to protect our leading position in the market and to serve our customers in the best way. With this purpose, we'll move to our new facility within 2014 which is 27,000 square-metres and will give us the possibility of improve our production capacity. In this new facility Sinangin will keep on serving with the highest technology and modern equipments.

sinangin
PRINTING & PACKAGING
LIMITED COMPANY



Ozcan Sinangin, General Manager of the promotional paper products and paper packaging manufacturer Sinangin Printing & Packing LTD.

SINANGIN PRINTING & PACKING LTD

FLASHY IDEAS

The PSI Journal will be intermittently presenting some of the Turkish exhibitors at the 51st PSI Trade Show 2013. Now we spoke to Ozcan Sinangin, the General Manager of the textile manufacturer Sinangin Printing & Packing LTD from Istanbul.

Turkey is the first official partner country of the leading international trade fair for promotional products, the PSI Trade Show in Düsseldorf. Turkey's sixty exhibitors at the PSI not only make it the second largest international exhibitor there, but also an important partner for the entire industry right at the gates of Asia. The growth of the Promotürk powered by PSI Trade Show in past years reflects the like-

wise up-and-coming Turkish promotional products market. For this reason, the PSI Journal will be intermittently presenting some of the Turkish exhibitors at the 51st PSI Trade Show 2013. Below we spoke to Ozcan Sinangin, the General Manager of the paper products and paper packaging manufacturer Sinangin Printing & Packing LTD from Istanbul.

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Wir freuen uns auf Ihren Besuch!



MARCUS AND FRANK SPERBER

TOGETHER WE ARE STRONG

Since Gerhard Sperber became self-employed as a distributor of plastic products about 30 years ago, the highly-efficient international promotional product supplier elasto form has developed out of the erstwhile small company. With Marcus and Frank Sperber, the second generation has been on board the versatile manufacturer and importer for over ten years. Each of the two sons is responsible for the family business in his field and in his own way. A family roundtable with Marcus, Frank, Gerhard and Günther Sperber about companies, competence and the market.

On an unpleasant February day we arrived at the headquarters of elasto form in Sulzbach-Rosenberg, in southern Germany. The impressive 3,000 sqm of office building and the huge production facility with an injection moulding department, printing works and various warehouses situated behind it were barely visible in the driving snow. Although today the focus is mainly on the younger generation, the entire family with Marcus, Frank, Gerhard and Günther Sperber is at the meeting in the showroom. Elasto form sees itself as a family business that stands for continuity and reliability – and already the second generation, as we shall see, is building on the experience of the first.

30 YEARS OF ACCUMULATED EXPERIENCE

The beginnings of the company are mentioned in just a few keywords here because the story of company founder Gerhard Sperber has already been told in detail elsewhere. After several successful years selling plastic products, he began in 1980 to stand on his own two feet, supported only by his wife, Hertha, and a trainee. Hard work, a lot of expertise and more and more experience enabled the company to grow – healthily and steadily. Contact with the toy and promotional product industry ensured even further expansion: the company's own production and refining facilities, and later import and production in the Far East, constant expansion of the product range and capacity were the result. In 2000, the current office building was constructed and production was expanded with the facility in Sulzbach-Rosenberg. Prior to that, subsidiaries with tooling, injection moulding, printing works and a warehouse had been established in Thuringia and the Czech Republic. When asked how he had managed to achieve such a sensational growth, he once said: "I am a good judge of what can be achieved. I do not deliberate for an unnecessarily long time, but sometimes I even make instinctive decisions." In recent years, he has withdrawn slightly from the daily activities and mainly focuses on

strategic issues, investment, customer care and recruiting. He knows his company is in the best hands of his sons.

GROWN INTO THE COMPANY

Both Marcus Sperber, born in 1973, as well as Frank Sperber who is two years younger, have been at home in the company since their childhood. As their parents spent a lot of time at the company, they simply took the children with them, and as a result they became familiar with their respective tasks in keeping with their age. Marcus Sperber earned his first pocket money at the company, was allowed to try out his high school French at the age of 14 at a trade fair in Paris, and was in Hong Kong for the first time at the age of 16. After graduating from high school, he studied business management, and because he spoke English fluently by now, he was frequently in the Far East. Thus it was no surprise that he spent his internship semester in Hong Kong. During this time, he spent some of his time at trade fairs and often helped out at the company. While still a student, he worked with an experienced buyer at the trade fair in Canton. While writing his diploma thesis on a subject connected with the company, he worked two days a week at the company. After graduating in 1997, he wanted to gain experience elsewhere, but at that time there was a staff shortage so he decided to stay. With a comprehensive knowledge of business administration, an in-depth knowledge of the economic environment and the industry and enormous personal commitment, Marcus Sperber has continued to successfully develop the company in keeping with the times. His responsibilities today include strategic management, financial planning, controlling, marketing and human resources. As a father of two, his ability to devote about 600 hours a year to doing volunteer work for the Technical Relief Service THW is a rather impressive feat. He came to the THW when doing community service, and since then this contact platform has been important to him – not only because the work makes sense and it cre-

ates some useful contacts, but because it sometimes gets him thinking about other things.

TASK SHARING AND COOPERATION

Frank Sperber's first memories of the company are the toy fairs that were a small paradise for the boy at the time. He was also always jobbing at the company during the holidays and playfully learning to package different things for full-service customers or even to assemble bicycles. After graduating from high school and two years of commercial training, he began working as a sales clerk at elasto form in 1999. After two years of office work and working in the field, he was promoted to team leader in sales and in 2003 became a partner. Today he is responsible for managing sales and marketing as well as technology, machinery and printing. The division of tasks between the two young directors is structured so that they can stand in for each other. In effect, they work closely together and discuss important issues and all four Sperbers decide together. This type of responsible corporate leadership is a hallmark of the family business: Here each shows solidarity, takes each other seriously and respects each other. This attitude is also adopted towards customers and partners, which in turn builds trust and recognition. This is certainly a critical success factor.

QUALITY AND SAFETY IN THE FOREFRONT

When Frank Sperber talks of sales, we are on the topic of quality management, which nowadays makes sales incredibly complex. Today it is not unusual for a 15-page specification profile to be attached to an inquiry. If an order is placed, a 40-page long contract may be concluded, in which all the safety and quality criteria, that are defined by law for the product and must be complied with by manufacturers, are meticulously specified. To meet these requirements, elasto form had already introduced quality management early on: 15 employees are currently working in this area, including three lawyers. By carrying out tests themselves or contracting institutions, they

ensure that all requirements are met – worldwide. The high personnel costs are worthwhile, however, because they can also handle complicated jobs safely. Their immense experience is beneficial for the customer, who knows he is on the safe side. This high standard is also implemented in the production facilities in the Far East, which are all respectively certified. Their offices in Shanghai and Hong Kong are not only responsible for sourcing, but also for quality assurance tasks. Especially for large orders, it is very important that the production is constantly monitored, says Frank Sperber. As a BSCI member, elasto form is also committed to social responsibility. The reward for the quality initiative, which of course also includes all major certifications, is impressive: elasto form is a listed supplier of a wide range of well-known brands and audited as their European manufacturing facility.

CLEAR POSITIONING

Quality and responsibility are certainly important in order to qualify as a good supplier. However, the quintessence is and remains the product range. Here elasto form has reviewed its portfolio and clearly positioned itself with giveaways under five euros – as a mix between plastic products from their own production, attractive imported products and special productions. With roughly 2,000 special productions each year, with quantities that run into the millions, a high quality and safety standard is essential. The 42 injection moulding machines alone produce up to 500,000 parts „made in Germany” each day. Product development, in-house toolmaking, production of hand-made prototypes and sample test reports all belong to production. For refining, no fewer than 16 screen printing and 10 pad printing machines as well as machines for laser engraving, digital printing and embossing are used. Everything is done quickly and accurately by well-trained personnel.

CUSTOMER PROXIMITY

The customer can rest assured that he has a dependable sales contact person who supports him during order processing and

MARCUS SPERBER IN PERSON

What was your first thought this morning?

Hopefully the children do not come in ...

When is your day a good one?

A great order: the customer is happy, the employees are satisfied and I still have time for my family.

What gets you in a good mood?

When a great order is processed without a hitch: the customer is even more delighted, the employees are even more satisfied, and the company account is radiating.

And what drives you crazy?

Unreliability, tardiness and when someone fails to get to the point.

What are you most likely to forgive yourself about?

When I celebrate longer than I actually wanted, because it's simply been too nice to be true.

When do you lose track of time?

While jogging through the beautiful nature and in the company of dear friends.

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

An island in the Pacific, together with my family and – an internet connection and mobile phone network!

What do you like spending your money on?

On my children.

Do you let yourself get seduced by advertisements? I tend to be inspired!

When is a promotional product a good promotional product?

When all Sperbers say „Wow“ in unison.

What is the best promotional product you have ever received?

A parking disc which at this very moment saved me from receiving a parking fine.

What do you find irritating in relation to promotional products?

The fact that there are still too few of them.



Gerhard, Frank, Günther and Marcus Sperber (from left).

keeps an eye on production. After all, the roughly 500 employees worldwide are the most important asset of the company. Therefore, a lot of care is not only put into searching for employees and looking after them, but also in training them. Around 30 apprentices are constantly at the company and thus the company draws upon its own highly qualified young professionals. There is almost full employment in the region and elasto form makes every effort to develop and retain its employees. The latest project is an in-house fitness studio with a sauna which can be used free of charge – and of course this is something which the Sperbers also enjoy. The combination of in-house production and growing expertise in the Far East region, the large capacities which also enables the finishing to keep abreast of the times, and not least the proximity to customers and the reliability of a family-run company are the strengths which elasto form can claim. “We all enjoy our work, the family is always behind it and you can talk about anything. And that is exactly how we deal with customers. If there are problems, we stand by our word and work together to try to find a solution” says Marcus Sperber in conclusion. <

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INNOVATIVE PROMOTIONAL PRODUCTS



UNIVERSAL CONNECTOR

The Trio Connector by Xindao for the Apple iPhone 3 and 4 offers no fewer than three universal connection possibilities with the digital world. The attractively designed three-in-one adapter allows direct connection to the iPhone port, as well as the connection of Mini and Micro USB cables. Thus, it incorporates all important connectivity options and unites these in a stylish adapter. The space-saving, foldable tool is, of course, also ideal for use on the road.

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PURISTIC WITH ABUNDANT SPACE

Developed to impressively highlight promotional messages: this is how Senator describes its new Signer Liner. The writing utensil unites the advantages of a high-quality metal ballpoint pen with the creative possibilities of plastic. The pen's workmanship and comfortable weight make it a pleasure to hold, whilst the striking clip made of high-gloss plastic creates prominent accents in white, yellow, orange, red, dark red, pink, blue, green or black and, at the same time, offers ample space for application of marketing messages. The metal shaft is available in the colours stainless steel, copper, gun metal or gold. In addition to the clip, the shaft and upper tip can be enhanced with print or laser applications. This "made in Germany" product contains a large-capacity blue metal refill.

41838 • Senator GmbH & Co. KGaA • Tel +49 6162 8010
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CLASSIC, PRACTICAL TOP MODELS

The new top models by uma, the Vista and Vitan, are true design and technical highlights. The promotional ballpoint pens are fine examples, featuring the style of timeless classics. Either with or without silver, flexible metal clip, they amaze through their linear form, their carefully chosen, trendy colour selection and optimum writing comfort. What's more, the "made in Germany" quality guarantees short delivery times and finest material properties. From pink to turquoise through to blue, yellow and red, both models are available with solid glossy or transparent frosted housing. As one has come to expect from uma, ample space is provided all-round for logos or individual promotional messages. "The two new uma models are already very popular among our customers," junior director Alexander Ullmann is pleased to announce, "because they are simply highly versatile and of superior quality."

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

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52ND PSI TRADE SHOW 2014**BOOK YOUR TRADE FAIR STAND NOW**

Once again, the most recent PSI Trade Show did full justice to its reputation as the promotional product industry's central platform. "Even in the difficult market environment this time, PSI was able to prove its role as the most important European industry meeting place and innovation driver," said PSI head Michael Freter at the close of the 51st PSI. And it will remain this way in future, too. Nowhere do exhibitors have a better opportunity, concentrated on three days, to present their new collections to an international audience of professional distributors so comprehensively and vividly and to make commercially valuable new contacts. Anyone who has not done so already should secure themselves a stand on Europe's biggest promotional product platform as soon as possible. For, no sooner does one trade fair end than the next one begins: the 52nd PSI will take place from 8 to 10 January 2014. Interested exhibitors can find all information and contact partners at: www.psi-messe.com/standbuchung_289.html. As further practical assistance, PSI also offers a stand cost calculator at: www.psi-messe.com/standkostenkalkulator_278.html. <

**PSI WEBSHOP****ROADSHOW STARTS IN APRIL**

The international PSI Webshop Roadshow starts in April. In five German cities as well as in Zurich and Vienna, Austria the PSI team will be offering all interested parties the opportunity to take a close look at the quality and functionality of the Webshop. The events begin at around 2 p.m. The exact locations will be announced at a later date. Due to strong demand, you are requested to register without delay at roadshow@psi-webshop.com. For more information go to www.psi-network.de/webshop. <

PSI WEBSHOP ROADSHOW

15 April, Münster
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EDIT ENTRIES FOR PSI SUPPLIER FINDER 1/2013 ONLINE NOW**UNTIL 15 MARCH: FIVE PER CENT EARLY BOOKING DISCOUNT**

The entry editing option for the PSI Supplier Finder 1/2013 has been enabled online since the beginning of January. Make the most of the opportunity to update your company's profile in order to be found more easily by the PSI distributors. With the PSI Supplier Finder having recently been completely relaunched, you now have the possibility to present yourself in even more detail in the Supplier Directory. QR code links to the Product Finder 2.0 and therefore to the listed products are possible, for example. Another new feature is the PSI Certification Directory with the help of which suppliers can highlight the fact that they feel committed to the highest standards when it comes to professionalism and customer service. Please log in at www.psi-network.de/supplierfinder with your PSI access data in order to edit the online form. Until 15 March, the PSI Team will grant five per cent early booking discount on all supplementary services. Please do not hesitate to contact Tobias Fliss if you have any questions or need further advice: Tel.: +49 211 90191321, e-mail: tobias.fliss@reedexpo.de. <

PSI SOURCING SERVICES

CONCENTRATED SERVICE POWER

The central contact point in Hall 9 was the PSI Sourcing Services stand. Here, the respective expert teams from the promotional product network provided information about the PSI Journal, the Sourcing Hotline, Product Finder 2.0 as well as the newly designed Supplier Finder and the Distributor Finder. Each of these tools supports promotional product entrepreneurs in shaping their businesses even more efficiently and professionally, while the PSI Journal offers members many opportunities to effectively present their companies and product innovations. In parallel, the magazine reports on current topics, observes markets, trade fairs and trends as well as industry events. The Sourcing Hotline, individual product advice, is one of the longest-established services of PSI. It is the hotline to that special product or the best supplier – free of charge and an exact fit. Together with the online product query, it is an unbeatable sourcing tool for every promotional product distributor. Product Finder 2.0 is the high-quality online product database, now featuring more than 130,000 products. The multilingual product pool is a convenient route to the product being searched for, and offers the promotional product distributor sophisticated search opportunities and many useful functions. <



Product search, easily and efficiently: The Product Finder 2.0 now has more than 130,000 products.

PSI MEDIA LOUNGE

AN ENJOYABLE COFFEE BREAK



A quick look at the PSI Journal is always well worth it ...

The PSI Media Lounge in Hall 9 was very well received. Supported by Mahlwerk Porcelain once again at this year's fair, it was an ideal place to check your e-mails at one of the free internet terminals, to browse through the PSI Journal or the magazines of other PSI media partners, or just relax while enjoying one of the selected coffee specialties. The particularly tasty Latte macchiato at the coffee bar quickly went from being a secret tip to a perennial bestseller. Thus, every break in the PSI Media Lounge was also a very tasty affair. <

PSI TECHNOLOGY FORUM

WHAT MAKES A PRODUCT A PROMOTIONAL MESSAGE BEARER?

The 51st PSI Trade Show, too, unveiled numerous competences and showed itself to be a trade fair that is no mere show of products, but also conveys valuable know-how to its visitors. At numerous stands, the PSI Technology Forum, situated in Hall 12 for the first time, provided a useful overview and insight into the latest technologies on the topics of textile finishing, promotional product finishing, and packaging types. Here, live at ultra-modern machines and appliances, selected experts provided information about the latest finishing and printing techniques. For example, trade fair visitors experienced first-hand how the desired promotional message gets onto the product as effectively and durably as possible. <



The latest promotional message application techniques, live and up close.

WHITEWASHING ...

Cyprus is about to go bankrupt. The boom on the stock markets is merely a consequence of high liquidity, otherwise they would be in a downward spiral, as well. Economic growth in 2013 is forecast to be moderate. The promotional product business is stagnant, says the GWW. More and more companies are being put on the block. Brief digression: I found a rather droll ad in the real estate section of the "Süddeutsche Zeitung" newspaper in mid-February offering a "giftware distributorship" with all of fifteen employees.

So is there any positive news anymore? Or does positive mean whitewashing? The fact is, we have never done business in

such a patchy environment. The forecasts of the promotional product barometers are pointing in quite different directions. The same holds for the advertising market overall. Online business is only expected to grow in the single digit range, print is still losing. Budgets will tend to remain the same. Thus the battle for the budgets is going to get tougher. Cut-throat competition as we already have in the promotional product business.

In this context, I once again went looking for European figures. I had little success outside our own four walls. As you already read in the editorial: there is no continuous data outside the German mar-

ket. The GWW's Promotional Product Monitor is the only source of figures showing total annual volume. Added to this are the surveys of the PSI and the PSI Trade Show, which showed a gratifying tendency in January. The number of distributors at the PSI Trade Show definitively intending to buy increased compared to the previous year. Here the EU countries' fifty-nine per cent was clearly ahead of Germany's fifty-three per cent. Thus the investment volume rose significantly. Now it is time for the interpretation: is this good, whitewashed or not so good? <



» The number of distributors at the PSI Trade Show definitively intending to buy increased compared to the previous year. «

Best regards,

Michael Freter
 Publisher of PSI Journal
 Managing Director PSI
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QUALITY PAYS OFF

Brand companies are doing better than have done for a long time. This emerged from a study by McKinsey. The central finding of the survey: The price plays a secondary role; product safety and brand trust have a greater influence on the purchase decision. According to recent studies, 49 per cent of consumers mainly pay attention to quality when purchasing a product. Stinginess is not so cool after all. In the upcoming issue of the PSI Journal, we delve deep into the world of brands, and we also introduce you to chic and trendy writing instruments.

Please start giving some thought about the title themes of the May issue, "Textiles and Leather" and "Certified Products", and send your product announcements (image and text) by no later than 15 March 2013 to: Edit Line GmbH, Redaktion PSI Journal, Dekan-Laist-Straße 17, 55129 Mainz, Germany, e-mail: hoechemer@edit-line.de.



EYE-CATCHING ADVERTISING

The start-up company anna lampe was an exhibitor at the PSI in HALLE13 where it presented its individually printable lampshades. Since 2012, Lampvertising, the new brand of the company, has stood for eye-catching shades that put every advertising message in the spotlight. The young company from Hamburg is presented in the April issue of the PSI Journal.



TRENDS & BRANDS: ATTENTION-GRABBING

In our section Trends & Brands, we present outrageous, innovative and trendy promotional products each month. Enriched with background information on the respective topics, it provides an overview of current trends. In the April issue, you can also look forward to special products that bring enjoyment to advertising.



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