

JOURNAL



Ronald Eckert
Döbler Werbeartikel
A Passion For
Promotional
Products



Kim Köhler
Kandinsky
The Team Keeps
Growing

Product Guide
Textiles And Leather
Certified Products

Slodkie Upominki
Sweet, Sweeter,
Slodkie

Industry
Companies, Events,
Markets



SALES PRACTICES

**THE BASICS OF
HAPTIC SELLING**



Let adverts work
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EDITORIAL

EMOTIONS DECIDE

At small and large fairs in the promotional product industry in recent years, exhibitors have increasingly focused on the promotional product in their communication with the customer. This begins with the stand design and ends with the sales pitch. Incidentally, a development that is also seen in other product genres. When times get worse, especially brands, or companies with a brand claim, tend to organize their appearance quite rationally in a product- and sales-related manner. The highlight is the product. Those focusing on emotions are frequently smiled at as one assumes that money is being wasted.

Countless studies worldwide have clearly proven that 95 per cent of purchasing decisions are made unconsciously, in other words driven by emotions. That should make everyone sit up and think. Well it does, but by no means everywhere.

The retail chains in the food industry have heard the shot. They have been placing their trust in emotion and advertise heavily with feelings, not with individual products. They rely on scents, music, spray clouds with vegetables and slogans that convey: You've come to the right place. Trade fairs and special stands are actually there to create this feeling. Not to show products? Naturally also to show products, but more so to sell products or at least to arouse interest in buying them. And that's not just about the product itself. Unless, of course, you have an exceptional product with a unique position. Then you can safely dispense with all the rules of advertising if you simultaneously renounce any sustainability.

But as we largely dispense with emotions at fairs and in catalogues, we also dispense with exactly this with respect to users in companies. What was that again about 95 per cent of purchase decisions being made unconsciously? This fact shows us that presentation and emotion must play a much stronger role in all appearances of the industry – from the stand to the presentation to the customer. People love good promotional products. They establish a closer relationship with the consumer than any TV commercial. That is what we have to get across – in images, impressions and appearances.

Through the extensive diversification of the media world, brands today have to spend 30 per cent more budget in order to even be recognized. This is our opportunity – we can create emotions. And we should constantly remind ourselves of this.

With this in mind,



Manfred Schlösser
Editor-in-Chief PSI Journal



Manfred Schlösser

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TEXTILES AND LEATHER

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The products on the following pages belong to some of the most attractive segments within the universe of promotional advertising. Whether it be fashionable clothing or elegant accessories made of leather, our smart and useful selection is indeed impressive. Furthermore, certified products are another focus of the current title theme – see page 32.



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Anyone who wants to enthuse customers should target them by using multiple sensory channels. The more senses that are involved in the communication process, the more impressive the message is perceived and the faster the customer buys. It requires creative products and innovative ideas to use the haptic dimension of the five senses. The basics of haptic selling in sales practices: an interesting approach by haptics expert Karl Werner Schmitz.

SWEET, SWEETER, SLODKIE

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Slodkie Upominki commenced the year of 2013 with changes which open new possibilities and give a chance for a further development of the company both on the Polish and European market. 3,000 square metres of a new production plant opens entirely new, sweet perspectives.

INDUSTRIAL WEAR SRL: IMPRESSIVE VARIETY

48



Industrial Wear S.r.l., an Italian manufacturer of high-quality promotional clothing, was represented at the PSI Trade Show 2013 for the first time. The three days at the most important event of the industry in Europe were a great success for the company and resulted in numerous new business contacts.

R. ECKERT: A PASSION FOR PROMOTIONAL PRODUCTS

50



More than ninety years of history lies behind the name of Döbler Werbeartikel, which for many years bore the stamp of Erich G. Döbler, who gave the company its name, and his son Harald E. Döbler. Ronald Eckert joined Döbler as a newcomer in 1996 and did his job so well that Harald E. Döbler entrusted him with the company. As owner, Eckert began the new millennium by making the long-established company into a smart, modern promotional product service provider.

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www.beyrau-rex.de

**ELEGANT TEA STRAINER**

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www.blomus.com

**FOR SINGLES**

Giving Europe B.V.
PSI No.: 45737
www.givingeurope.nl

**SHEER DELIGHT**

Plantanas Group GmbH
PSI No.: 47992
www.werben-mit-tee.de

IT'S TEA TIME

Tea expresses comfort, stands for hospitality and is beneficial in the cold winter months. In Germany, tea drinking, particularly in Ostfriesland, is highly valued. There the average per capita consumption is about 300 litres and is thus more than 10 times above the national average. Unlike in England where tea time is about 5 p.m., the East Frisian Teetied (tea time) is about 3 p.m. In other countries, however, tea drinking is deeply rooted in the national tradition. In Japan, the tea ceremony has been cultivated for centuries. The aim of the ritual, during which silence is maintained, is to leave behind the worries of everyday life. In China, too, the tea ceremony ensures relaxation and regeneration. In the homeland of tea, the manner of infusion is also important, ensuring that the tea can develop its full flavour. Below we present several products – for those relaxing moments in life.



Bright prospects for your advertising messages



The new EB-15 Shiny Chrome



it's my flame!

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Mergenthaler Str. 29 - 31

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Germany / Allemagne

Fon: +49 (0) 2571 / 57890-0
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E-Mail: info@elektronica.de
Internet: www.elektronica.de

**SPICY PROMOTIONAL MESSAGE**

myfitmix GmbH

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www.myfitmix.de

**ELEGANT DESIGN**

reeko design GmbH & Co. KG

PSI No.: 46261

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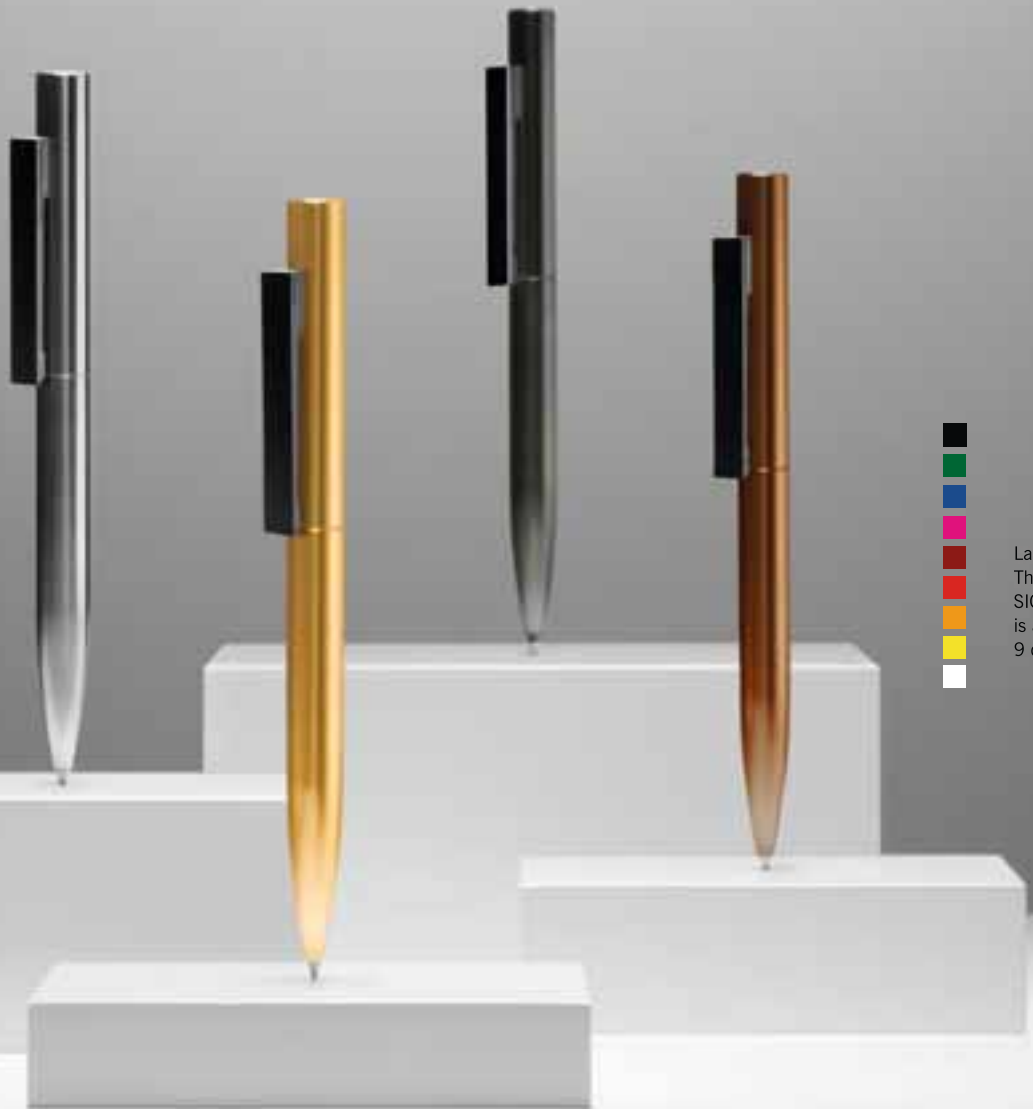
PSI No.: 42692

www.emsa.com

**GIFT OF DIVERSITY**

They smell, gleam in bright colours and put some spice into our lives: curry, basil, coriander and the like have not only been refining our dishes since the discovery of the spice route. Native herbs such as wild caraway were already part of German cuisine before trade with spices flourished. The exotic herbs from Africa and Asia came to Europe through trade with the Arab world. At the end of the 15th Century, Europeans became involved in the spice trade following the discovery of the spice route to India by the Portuguese Vasco da Gama. The dangerous route made the spices into a valuable commodity and drove the prices up. Below we present many products associated with herbs and fine aromas.

URNS BRANDS INTO HEROES.



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SALES PRACTICES

THE BASICS OF HAPTIC SELLING

Anyone who wants to enthuse customers should target them by using multiple sensory channels. The more senses that are involved in the communication process, the more impressive the message is perceived and the faster the customer buys. It requires creative products and innovative ideas to use the haptic dimension of the five senses. The basics of haptic selling in sales practices: an interesting approach by haptics expert Karl Werner Schmitz.

Human beings have five senses which are almost constantly in receive mode: we see, hear, smell, taste and feel. While we are virtually inundated with visual and acoustic stimuli, the other senses, espe-

cially the sense of touch, are stimulated comparatively little. This is also related to the fact that many people today hardly do any physical work, and even spend their leisure time sitting in front of a computer.

Even the traditional forms of advertising primarily target the sense of sight and the sense of hearing. The five senses are thus used unilaterally and to a very limited extent. This reduces the overall feeling of a



Nowadays, especially hearing and sight are flooded with stimuli. The main channels used by traditional advertising are no longer particularly receptive.



The closer you get to the product, the greater the willingness to buy. This is why car salesmen offer generous test drives.



First feel it, then try it on: Whatever feels good is likely to be purchased.

holistic, intensely felt experience. We try to compensate for this deficiency through recreational activities, which explains the importance of sport, exercise and physical experience. Everything that can be experienced with the five senses is sold at a high price and practically sells itself, for example, the German Bundesliga, the Munich Oktoberfest, carnivals, but also sensory saunas, sensory department stores, amusement parks and the like. Also trends such as cooking, home improvement and do-it-yourself originate from a lack of sensory experiences.

SENSES ALWAYS IN RECEIVE MODE

A familiar example that illustrates the immediate impact of our senses: My interlocutor bites into a slice of lemon and my mouth starts to water. We learn not only through our own experience, but can also use the experience of others. We need not repeat all the potentially fatal mistakes. This is a useful evolutionary principle that helps our species survive. There are subtle differences between our senses: What we hear and see is further away; it does not require

direct physical contact with something and you can basically question it. What I hear need not be true, even what I see may have been an illusion. But what one feels, tastes and smells is immediately processed as information in the brain stem and is thus true for us. The sense of touch is the first sense that is developed in the embryo. The sense of touch is always in receive mode, demonstrably never overloaded and is therefore an ideal channel to convey advertising messages and sales pitches.

SENSE OF TOUCH IS CRUCIAL

Karl Werner Schmitz, a renowned haptics expert and sales trainer, acknowledges that the sense of touch is of particular importance among the five senses. "What I touch, feel and comprehend is an immediate and purely personal truth for me exactly at the moment of contact, is the basis of his philosophy. Several examples that we all know are: "Who buys himself clothes without touching them? We let the material slip through our fingers and only if it is pleasant to touch do we try it on. Or imagine you want to buy something to eat and your

eyes signal to you, 'That looks delicious'. You then pick up the package and it feels sticky and wobbly. What will now decide, your sense of sight or your sense of touch?" According to Karl Werner Schmitz, the sense of touch is the decisive decision-maker, and we can well understand that based on the above situations. While recognizing that we collect information through our eyes and ears, we nevertheless make decisions according to our haptic experience.

ACCUMULATION OF SENSORY PERCEPTIONS

Promotional products – often referred to in the trade as "advertising vehicles" – always target the most important of our senses, the sense of touch. Thus they are able to convey messages through a perceptual channel that is not overloaded and is therefore optimally receptive. Of course, in addition to the sense of touch promotional products can also target other senses and therefore reach the recipient through more than one channel. As the sensory perceptions accumulate, so to speak, advertising messages and sales pitches which are com-



When choosing between an apple and a muffin, there are hardly any rational reasons for making a particular choice.



Smell, taste, inform – wine tasting is a must when buying wine.

SELLING WITH HAPTIC SALES TOOLS: THE SIX PHASES

- give and take
- curiosity
- play instinct
- grasp
- urge to own
- symbolic selling

communicated via multiple sensory channels reach the recipient faster and more effectively. This can be utilised when making a sales pitch.

DIFFERENTIATED TERMS

Karl Werner Schmitz, who claims to have been involved in the subject of haptics since 1987, has developed his own differentiated terminology which he explains using the example of a measuring rule: The measuring rule is primarily a tool that is branded as a promotional product. The recipient who uses the useful tool again and again always remembers the giver when using the tool and this is positively associated. The measuring rule then becomes a haptic means of advertising when it is coupled with an advertising message, such as: “The measure of all things” or “Setting new standards” and so on. The haptic promotional

product is capable of communicating independently with the customer. A haptic sales tool, however, goes even further because it is used by the consultant or salesperson to help him to communicate with the customer directly at the PoS. It cannot communicate itself, however. It requires an explanation from the seller. The distinction between a promotional product and a haptic sales tool is very important to correctly assess the following statements.

SALES STORY INCREASES EFFECTIVENESS

How can we imagine a haptic sales tool? This can be explained by using the above measuring rule as an example. Karl Werner Schmitz, who develops haptic sales tools himself, elaborates: In our example, the measuring rule is used in a sales pitch for an insurance / investment as follows: “For this purpose we need a measuring rule that is only 85 cm long – as a custom-made design it will therefore be more expensive than a conventional measuring rule. We use it in the sales pitch to the customer to illustrate the course of time in years of life. During the sales pitch, we mention various ages relevant for an investment (for example, his present age, retirement age, etc.) and allow the customer to hold the measuring rule at the matching number. We create a sales story based on these numbers to illustrate to the customer, for example, that he should now take out in-

surance. The usefulness and value of the measuring rule thus increases considerably as the associated sales story develops. “Inasmuch as haptic sales tools are quite sophisticated to design and develop, they nevertheless offer the ideal embodiment of the statement or the sales pitch in accordance with the CI, the brand and the company’s values. According to Karl Werner Schmitz, the use of haptic promotional products and sales tools is an interesting challenge for the industry, to develop creative and meaningful products for specific communication tasks.



The lack of sensual experience in the modern working environment creates the need for a more active pastime that appeals to many senses.



The haptic man, dominoes and the safety precaution wheel are just three of the many haptic sales aids conceived by Werner Schmitz. They make especially abstract products such as financial and insurance services visible and tangible. What is essential is that the customer becomes actively involved and can therefore identify his needs more easily.



A HAPTIC CUSTOMER PITCH COVERS SIX PHASES

GIVE AND TAKE

First of all the seller gives the customer the sales tool. Through the personal delivery, contact is automatically created. The customer who physically accepts something is also likely to accept an offer / product.

CURIOSITY

The mere presence makes the customer curious; the repeated movement of the object within the reach of the customer reinforces the curiosity effect significantly.

PLAY INSTINCT

Anyone wishing to use the play instinct in sales must proceed with caution because that is where right and wrong are never far apart. By nature, the play instinct is an important catalyst that can enhance a business. After playing, the brain is extremely efficient; it feels no burden, only fun and enjoyment. A very important rule: the haptic sales tool must not be too childish, but should appeal to the self-assertiveness of the customer. Thus it can be playful, but on an adult level and with a reasonable purpose. Otherwise, the customer feels he is not being taken seriously.

GRASP

Learning by doing: "What you want to learn to do can only be learned if you do it." If we transfer this to the customer, then that means that he has to learn something about the product by using the haptic sales tool and clearly identify his needs. Karl Werner Schmitz is firmly convinced that conditioning by using haptic sales tools is much more intense and meaningful than any spoken word or image. That is why you do not forget them and why the message leaves a lasting impression.

URGE TO OWN BY TOUCHING

The grasp reflex is a basic instinct. Owning property gives us the feeling that we are in control of basic fears such as hunger, thirst and homelessness; ownership is reassuring. If we take something in our hand, this spontaneously illicit the desire to possess and the customer is willing to pay a higher price, as recent studies have shown. The closer he gets to the product, the more he wants it.

SYMBOLIC SELLING

A powerful symbol is worth its weight in gold. If, for example, you use the circle as a sales tool, the missing part triggers a desire on the part of the observer to complete the circle. "This is exactly the effect that we need to ensure a customer buys," claims Karl Werner Schmitz from experience.



It is especially difficult and complicated to describe services in words. Haptic sales tools make even abstract contexts clear. In this way they effectively support the seller.

HAPTIC SALES PITCH

According to Karl Werner Schmitz, the three basic elements of haptic sales pitches are:

- touch, in other words remove the distance to the product
- grasp, in other words accept, pick up, take possession
- move, in other words participate, perform an action

DIYs, for example, work successfully with the slogan “Do your thing” and “No one can feel like you”, containing the above-mentioned elements. The customer not only wants to just listen and see, but also touch, feel and grasp. The expert derives from these findings: “In marketing and sales, it is important not only to appeal to the senses but also by using haptic sales tools to convey a specific message.”

IMPACT OF HAPTIC SALES TOOLS

As already explained above, a haptic sales tool makes it easier for the seller to introduce the desired topic. The sales tool clearly demonstrates the requirements of the potential customer. Although according to Karl Werner Schmitz haptic sales tools are more precisely tailored to a special sales

story than promotional products, the following is equally valid for both of them: They help the customer to respond in a matter of seconds and they make him curious. Thus he recognises the message on an emotional level, he is more involved in the sales talk and more receptive to a sales pitch. This higher intensity of communication even entices the customer to actively request information and offers. As multiple sensory channels are involved, the learning and memory value is much higher than in the case of one-dimensional information transfer. In the case of a haptic sales pitch, the customer makes a crucial contribution towards closing a deal through his keen interest and his own involvement. He thus always understands exactly what he is buying and why. That is why he is a convinced and satisfied customer. <



KARL WERNER SCHMITZ

In 1987, Karl Werner Schmitz, together with his former partner, developed the idea of the haptic sales tool and patented their first product. The idea of the haptic sales tool was the catalyst for a sales strategy, a seminar concept and a philosophy. The core concept: the targeting of all five senses leads to more sales.

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TEXTILES AND LEATHER

FASHION-CONSCIOUS ADVERTISING

The products on the following pages belong to some of the most attractive segments within the universe of promotional advertising. Whether it be fashionable clothing or elegant accessories made of leather, our smart and useful selection is indeed impressive.

This time in our introduction we want to briefly highlight the material leather. It is a very old useful material: an animal skin preserved by tanning. An almost ideal showpiece for the variety of Stone Age leatherworking is the 5300 year-old glacier mummy “Ötzi”. Its shoes, outer clothing and hat were made of various leathers. A little older is a leather shoe discovered in Armenia in 2008, which is dated to about 3500 BC. Long before the Christian era, leather goods were used in Egypt, Mesopotamia and by the Israelites. During Roman rule, a lot of leather was used for the equipment of the legionnaires. Almost any animal skin can be used for leather production. The raw material is often critical to the quality. Of all the world’s processed hides, about 95 per cent originate from cattle, calves, sheep, goats and pigs. They are a by-product of the food industry. Leather is also derived from hides of exotic animals and – rarely – other sources.





VERY POPULAR

Very popular, VIPBand textile wristbands are usually collected as a souvenir. That's why "they're the best tool you have at your disposal for spreading awareness of your logo", says PDC Europe, the supplier of this item. VIPBand textile wristbands are available in woven and satin material: Woven wristbands are made of a special mix of nylon and cotton fibres and can be personalised up to 8 colours. Precise weaving of intricate details like company logos and messages are achievable with eye-catching results. Thanks to the innovative sublimation print technology, VIPBand "Satin" wristbands reproduce images with an unprecedented sharpness and detail.

46454 • PDC Europe SPRL • Tel +32 67 895656

info@pdc-europe.com • www.pdc-europe.com



SURREAL TOUCHES

It was in 1979 that the textile company Sipec was founded in Milan. Today they have 3,000 square metres of storage space available to them in the Italian metropolis and, thanks to sophisticated logistics, they are able to supply customers all over the world in the shortest possible time with what they request. In addition to this, Sipec displays new products, bestsellers and trendsetters in a showroom covering about 1,000 square metres. At the end of 2012, the company succeeded in signing a licence agreement allowing them to produce and market the Salvador Dalí brand. Visitors to the 51st PSI Trade Show in January 2013 had already shown great interest in the new items inspired by the Spanish artist Dalí. In the meantime, Sipec has sent a comprehensive catalogue in seven languages out to the distributors and it is also possible to browse the current range to your heart's content on the website.

43807 • Sipec S.p.A. • Tel +39 02 48391153

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ALL IN LEATHER

Eurostyle is the brand for promotional products made of leather and more. With its different series made of high-quality materials, it offers a varied selection of products that meet the highest standards. Fine-grain and soft leather give the products a classy character. The Torri series, for example, will impress with its carbon look on cowhide. The Germany series has been expanded to include numerous items and colours and is produced in Germany with a love of detail. The Eurostyle range offers items for modern business, such as iPad covers, iPhone cases and folders for tablet PCs, along with trendy handbags, fashionable scarves and bracelets in fashionable designs.

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



ADVERTISING WITH A PLACE IN THE SUN

Floringo knows that elegant terry cloth material has a lot of advertising potential in terms of large-scale advertising at the best calculated prices. During the summer season, lawns and beaches make for especially attractive advertising locations. Soft and absorbent towels that look good have the best chances of getting a place in the sun. The beach towels, which are fully weaved and come in attractive colours, are very popular among the people who receive them as promotional gifts. Bathrobes can also be dyed according to a customer's particular wishes and can be personalised in a variety of ways with the help of the expert advice given by the terry cloth specialists. Bathrobes and beach towels are striking accessories, which leave the logo of a customer looking anything but pale in any wellness oasis or during any recreational outing.

44389 • Floringo GmbH • Tel +49 8847 69070
info@floringo.de • www.floringo.de



CLASSIC CASUAL APPAREL FOR HIM AND HER

The exclusive news in 2013 from Industrial Wear's Payper brand is characterised by the texture and properties of the materials used and the workmanship of its products, which have a modern and young style. The current three product lines Payper, Payper Jeans and Payper Collezioni stand for classic casual and stylish apparel. The Polo Nautic model is one of the most prestigious products from Industrial Wear in its Payper Jeans Line. The Pique cotton weighing 160 grams lends this shirt a fresh and casual look and makes it the ideal shirt to wear at almost any time of the year. Fluorescent stripes adorn the elegant collar, which are only visible when the collar is turned up, and they are also on the right sleeve. This polo shirt comes in six different colour combinations and is available for men, women and children.

48692 • Industrial Wear srl • Tel +39 543 480349
info@payperwear.it • www.payperwear.it

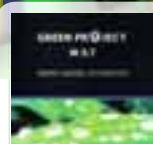
RESPONSIBLE PROMOTION



JAMES &
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agentur-kiesewetter.de



Cooler Streetwear, ein modisches Business- und Workwear-Sortiment sowie trendige Sportmode – nachhaltig und nach hohen sozialen und ökologischen Standards produziert: Das sind die Leitlinien von James & Nicholson und Myrtle Beach. So werden die stylischen Vintage-Outfits der Young Lifestyle-Kollektion gemäß W.S.T. Standard (Water Saving Technology) produziert. Das gesamte Sortiment ist nach Ökotex Standard 100 schadstofffrei und als Mitglied in der BSCI (Business Social Compliance Initiative) setzt sich Daiber außerdem für die Verbesserung der Arbeitsbedingungen in den Produktionsstätten in Asien ein. Mehr auf www.daiber.de



FLUFFY SOFT COMBINATIONS

The two new jersey lines from the Austrian specialist Herka are also outstandingly suited, besides individual use, to being mixed-and-matched. The “darling” of its customers, as the manufacturer describes it, is the Ibiza range, which, with 23 sizes and in 25 colours, probably covers all demands. The line features the most diverse towel sizes, mats, slippers, bathrobes and even a sarong, plus a sauna kilt. All products are dyed to the highest standards, namely the Global Organic Textile Standard (GOTS) and exhibit a spectrum from pastel sorbet tones through neon colours to summer darks. The effervescently striped summer towels from the equally new Companion line complete the range. The colours of the Companion stripes match the Ibiza colours and are thus perfectly combinable. Finishing touches by means of relief, jacquard and border weaves, embroidery and print are possible to custom requirements.

46235 • Herka GmbH • Tel +43 2864 2317

info@herka-frottier.at • www.herka-frottier.at

SIMPLE ELEGANCE MADE FROM NATURE

Leather is not only testimony of a sophisticated ambiance, it is also very durable. The high-quality office accessories from the AXO Nature Collection at IMTC are environmentally friendly and made out of recycled natural leather. They make quite an impression with their simple elegance and have a leather feel, which is pleasant to the skin. The collection is comprised of a mouse pad, blotting pad, footrest and table mat. The individual products can come either individually or in a set. The elegant, overall appearance is reinforced by placing advertising on it using blind foil stamping, silk screen printing or laser engraving. A large assortment of tools for making special shapes is available so that these classics can come in a personalised format.

43000 • IMTC Manufacturing & Trade GmbH • Tel +49 8171 43390

imtc@imtc.de • www.imtc.de



NOW ALSO FOR MEN

Fruit of the Loom has expanded its imprint collection for 2013 to include the new underwear range for men. The range includes four important models: Classic Slip, Classic Sport, Classic Shorty and Classic Boxer, each offered in multipacks in the colour combinations most popular for underwear. These high-quality and printable items are characterized by materials with a high proportion of cotton. Each model has a double lined front and is available in sizes S to XXL.

42743 • FOL International GmbH • Tel +49 6313 531328

service@ftlka.fruit.com • www.fruitoftheloom.com



NATURAL APPEARANCE

The English company The Leather Business focuses on types of leather that are as natural as possible, thereby giving the items produced a special touch. In the range you can find wallets, purses, ID holders and cases for modern communication devices, such as iPods, iPhones and iPads. The supplier is happy to provide information about the possibilities of personalization or custom-made products.

46523 • The Leather Business • Tel +44 1562 733904

sales@leather-business.co.uk • www.leather-business.co.uk

NAILING YOUR TIE TO THE MAST

Ships on the ocean display their flags and thereby which home port they belong to. Football fans do the same with their banners in the stadium, wanting to demonstrate which club has won their hearts. Anyone wishing to do likewise in everyday life should take a look at Club Crowthat Crefeld's catalogue. Here diehard fans will really get their money's worth, since high-quality ties with the logo of their favourite team will get their hearts beating faster. Specializing in textile accessories to establish the company's CI, the long-established Krefeld company provides custom-made products to order, with customized ties, scarves and shawls, now also for committed football fans.

43606 • Club Crowthat Crefeld • Tel +49 2151 7812990

service@club-crowthat.de • www.club-crowthat.de



INDIVIDUALITY ON YOUR HEAD

With its customized headwear, BUFF is selling head gear which not only protects you from the cold wind and frost, but which also comes personalised in a really cool way. Here the company combines original high quality with multi-functional and innovative products. The head gear products are made at an in-house factory and offer you top quality. Custom-made head gear products can be made in just a few simple steps. The customer first sends in his ideas, logos or images, which the designers at BUFF use to create different suggestions. Then the customer can choose which he likes best. Shortly thereafter, the customer receives his personalised head gear, which is sure to cause quite a sensation wherever it is worn.

48673 • Original Buff, S.A. • Tel +34 93 8054861

jclapes@buff.es • www.buff.es



FLUFFY MOMENTS

Being excellently dressed even in the morning in the bathroom is now no problem thanks to the Wellness bathrobe from elasto form. Made of cotton weighing 360 grams per square metre, the towelling robe is additionally tempting with its appealing fluffiness. To go with it there is the Triton towel, also from the elasto form company. The bathrobe and towel can both be finished with five-coloured transfer printing.

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

A REMARKABLE COMBINATION

Chaos in the handbag? Cosmetic mirror not to be found? Smartphone not ready to hand? The new product range from the brand Bodenschatz combines everyday use with fashion-conscious gimmicks. Due to its colourful exterior, built-in cosmetic mirror and the additionally incorporated smartphone compartment, the product forms the perfect combination of conventional purse and trendy accessory. At the same time, the elegant chosen interior division takes care of the practical aspects and fully developed functionality. The innovative diversity of compartments enables an immediate overview of the contents found inside and enables fast, easy and convenient removal of cards, coins and notes. The all-round zipper offers first-class protection. The purse thus becomes a contemporary highlight and a faithful companion to the modern woman.

41855 • Boschagroup GmbH & Co. KG • Tel +49 9222 600
service@boschagroup.com • www.boschagroup.com



SPRINGLIKE COMPANIONS

Spring has long since arrived and everywhere the fresh green colours invite you to linger. For such situations, it is good to be wearing the right clothing, such as that in Daiber's range. The fashionable and colourful functional jackets of their own brand, James & Nicholson, will make you look good while out on a walk or going shopping. The new collection includes the trendy jacket Ladies' and Men's Tailored Softshell, the Ladies' and Men's Assembly Jacket and the Ladies' and Men's Hybrid Jacket. The catalogue 2select 2013 displays a total of 54 waistcoats and jackets from James & Nicholson in a variety of materials and colours.

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



ELEGANT POWERS

The USB sticks from USB-Flashdrive are captivating with their sophistication, resilience and smooth design. The sticks' cover, consisting of genuine leather, can be provided with a company logo by means of Pantone printing, embossing or engraving. The ever-popular promotional message bearers can be had in all memory capacities from 128 megabytes to 32 gigabytes.

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



COOKING STYLISHLY

The stylish apron from Xindao enables any hobby chef to cut an excellent figure in the kitchen. The 100 x 58 centimetre cooking utensil consists of 35 per cent cotton and 65 per cent polyester and offers sufficient space for a promotional message or company logo. The select material is particularly easy-care, robust and durable. The supplier is ready to hand with help and advice in choosing the suitable colour

42771 • Xindao B.V. • Tel +31 70 3199900
h.vanhouten@xindao.nl • www.xindao.nl

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Sonnenmilch LSF 30

- mit Vitamin E & Panthenol, wasserfest
- auch für Kinder geeignet

Sonnenmilch „Kaori Summer“ LSF 20

- Vitamin E & wasserfest

Sonnenmilch „Kaori Summer“ LSF 30

- Vitamin E & wasserfest



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A BROAD TEXTILE SPECTRUM

The range from Spreadshirt offers more than 150 different, custom printable products. Besides the classic T-shirt, partners of the specialist in customised clothing can also design sports items, work clothing, bags and much more as promotional products or for professional corporate appearances. In the process, high-quality printed company logos and texts take care of personal address in the corporate design. In addition, all products can also be offered via a dedicated, free online shop. Here, Spreadshirt provides the full shop technology including payment systems, warehousing, production and customer service.

48779 • sprd.net AG • Tel +49 341 594005311

aku@spreadshirt.net • www.spreadshirt.de

FOR THE SAKE OF THE ENVIRONMENT

Those in charge at Kymm Bags have long since heard and responded to the call for biodegradable products and sustainability in their production. Thus for the new series, which comprises cases for smartphones, tablets and touchpads, leather that comes from special suppliers has been used. These suppliers are able to verify a production and handling process that is marked by sustainability from start to finish. Kymm Bags is talking about the world's first use of "cradle to cradle" leather. It goes without saying that these materials are biodegradable.

48221 • Kymm Bags • Tel +31 575 515455

info@kymbbags.com • www.kymbbags.com



DESIGN – COMFORT – QUALITY

With these attributes, the Hanes brand has attained top recognition on the textile market. An integral part is a pleasantly soft wearing sensation, determined by the innovative ComfortSoft material. The 13-part programme for men, ladies and children, distributed by Smartwares Printables GmbH, is also especially popular in the promotional industry, also because it is perfectly suited to printed promotional messages. The same applies to the sports clothing made out of the Cool-DRI polyester weave devised by Hanes in 2010. This weave transports sweat from inside to outside, keeping the body pleasantly cool and dry.

45383 • Smartwares Printables GmbH • Tel +49 241 705020

printables.support@smartwares.eu • www.smartwares-printables.eu/hanes



WALLETS ACCORDING TO REQUEST

Bühning creates wallets made of leather according to the customer's individual specifications. One product that has turned out particularly well is a banknote wallet made of high-quality, red, full-grain Padova cowhide with a shiny Italian look and the emblem embossed in white on the front. Further important details are the coloured strip, additional black colour register embossing on the fold-over flap of the coin compartment and white embossing of the emergency number on the exterior at the back for use in the fire service field. Besides its attractive appearance, the wallet will impress with its practical credit card and ID compartments.

40807 • Bühning • Tel +49 4154 795400

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

PROMOTIONAL CLINCHERS

Shoes made out of fine calf's leather (pelle fiore) are available at Corpus. The material options available here are smooth, wild or lacquered leather, which can be combined with the desired logo colours – from upper, vamp, heel, decorative strip, eyelet, tongue, shoelace down to the sole. More than 10 shoe models are available for selection. Logo position is decided by customers themselves, there is also the option to choose between embroidery, fabric tape and all-over print. Supply time is between four and six weeks – from just 50 pairs, assorted according to sizes. More information is available directly from Corpus.

47441 • Corpus srl/GmbH • Tel +39 0471 501850

corpus@corpus.it • www.corpus.it



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REVOLUTIONARY TECHNOLOGY

A revolutionary embroidery technique is applied at the American company PeiYork. Here, using the so-called DS² technology, key rings, bookmarks or other suitable products are simultaneously embroidered on both sides – in photo-realistic quality. The colours appear in dazzling and simply endless variety, even the smallest letters are precisely legible. The new method is optimally suited to presenting promotional messages in a new way.

48499 • PeiYork International Co. Inc. • Tel +1 858 5302292
service@peiYork.com • www.peiYork.com

ATTRACTIVE PERFORMANCE WEAR

Whether it's for running or cycling, for ball games or fitness classes, there are almost no limits placed on the desired style when it comes to special textile manufacturing. A perfectly designed shirt, such as belongs to the range by LM Accessoires, provides optimum support to motion sequences and physical function during sport. The trendy design amplifies the positive effect of logos and promotional message. The shirts from the LM in-house brand Reflects are available printed all over in various sizes and fits from just 50 pieces. Fabric dyeing to customer specification is also possible from 150 pieces.

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



STRONG STYLES – AND THE LATEST TRENDS

Seemann Fashion specialises in the production of towels, scarves, caps, hats, belts, handbags, knitwear and jewellery. Its designers regularly look around Europe's major fashion metropolises for new trends and attend fashion trade shows throughout the world. At the same time Seemann intends to be more than a fashion agency, as in addition to its performances as trend scout and agency, a unique service is on offer: the fashion specialist is represented in two offices on location in Yiwu and Ningbo, the supplier hotspots and most happening trade locations in China. This Chinese presence means that current trends can be realised straight away.

48897 • Seemann Fashion GmbH • Tel +49 221 9764250
info@seemann-fashion.com • www.seemann-fashion.com



CUDDLE YOUR HOMETOWN

With the new city comfort blanket from sigikid the message is immediately clear: These are my roots, I'm at home here! The cuddly-soft bear in microfibre plush and cotton is a great gift with a regional relevance. It has been specifically designed for companies by sigikid, for example as a special welcome gift on maternity wards, as a gift for new mums and dads among employees and customers. The cuddly cloth measures 25 x 18 millimetres, is fluffy soft and, thanks to the gender-neutral colour choice, equally suitable for boys and girls. The city signet is printed on. Minimum order quantity is 250 pieces.

48311 • sigikid • Tel +49 9201 70129

anja.deroni@sigikid.de • www.sigikid.com

TEXTILE FULL SERVICE

Maprom's product line now covers a full range of advertising textiles. Maprom's product portfolio includes everything from T-shirts, polo and sweat shirts, sportswear, outdoor apparel, work wear, fleece products, shirts and blouses to cardigans, sweaters, organic apparel, caps, hats, aprons, and cotton and PPL bags. Also offered are PPL table cloths, terry cloth products, umbrellas and duffle bags. The product line includes well-known brands, including Fruit of the Loom, Russel, Hanes, B & C and Anvil, as well as the exclusive in-house brand called Jt's, which is known for its top quality and its very good finishing properties. By its own account, Maprom is the largest full service supplier in Germany and it focuses on providing competent service and quick delivery times, which is feasible thanks to its high warehouse capacity of more than twelve million products.

47372 • Maprom GmbH • Tel +49 5271 97190

info@maprom.de • www.maprom.de



FOR THE STYLE-CONSCIOUS MAN

Thanks to their cuddly knitting, the business socks from Malgrado are a perfect fit. Qualitatively and optically, too, they are the best complement to the business look, without slipping or pinching. At the same time, the customer is able to custom design the product in various qualities, functions, colours and designs. Both striking accents with luminescent colours and subtle variants in classic black or grey can thus be realised. The high-quality yarns are Oeko-Tex tested. The customer logo is usually directly woven into the ankle of the sock or under the sole. Minimum order quantity is 1,000 pairs.

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

office@malgrado.de • www.malgrado.de



A COOL MICRO-CLIMATE ON YOUR SKIN

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

46135 • Clipper A/S • Tel +45 9626 3200

ccw@clipper.dk • www.clippercorporatewear.dk

A LOYAL COMPANION FOR TRAVELLING

The trolley series called Nomad Azeno from Bonus2u stands for transporting clothes properly and more. The four wheel system and the practical telescope handle guarantee simple handling and a lock ensures for even more safety. The interior of the smart looking Azeno bags comes in grey and the following colours are available for the exterior: red, black and orange. The bags which come in the sizes of 20, 24, or 28 inches, are always the right companion to take along with you, whether you're going on a short business trip or a longer vacation.

48347 • IT2U GmbH • Tel +49 511 64688516

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



THE JACKET TO HAVE WITH YOU JUST IN CASE

The zip-up hoodies from Mantis World are the absolute stars of the upcoming fashion season: they are comfortable and easy to wear and they protect the person wearing it from many weather conditions. The light jackets for any age group – from babies and kids to adults – are great to wear with a T-shirt when it gets cooler outside. The comfy jackets can be given a variety of different personal designs by using embroidery and print. They come in a variety of modern colours and have premium detailing with their brass-looking zipper and wide cord draw strings, which are currently very trendy. Every zip-up hoodie has an interior pocket and it is possible to print a label on the inside of the collar as an alternative to placing a stitched label there.

44978 • Mantis World Limited • Tel +44 207 2248991

info@mantisworld.com • www.mantisworld.com

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Herkaweg 1 info@herka-frottier.at
3851 Kautzen www.herka-frottier.at



THE TEAM KEEPS GROWING

KANDINSKY CONTINUES TO EXPAND IN 2013

After the successful opening of the new business location in Norderstedt, Germany and the resulting recruitment of three new colleagues in late 2012, the Kandinsky group can again already report positive developments for the relatively new year 2013. The Kandinsky team has succeeded in convincing another full service client of the benefits of the corporation's comprehensive range of services by providing a creative, flexible and tailor-made concept under the leadership of the two managing directors Jan und Kim Köhler.

TAILOR-MADE FULL SERVICE

As Kandinsky reports, due to the successful expansion of the full service segment, the staff and facilities of the firm will continue to grow over the next few months, in order to ideally support the continuously growing number of diverse full service clients over the long term. "We are of course delighted that we have been able to further expand our core segment – full service – despite the rather difficult times for the industry and hope that we will be able to quickly, flexibly and creatively meet the continuously growing demands of our clients with an even larger team," says Jan Köhler. His brother Kim Köhler explains the positive development as follows: "With their purchases of promotional products, our clients are increasingly posing demands on us which best correspond with those of a marketing service provider. In our now highly fragmented market, large industrial clients are looking for long-term service providers who are able to fulfil the entire demand for promotional products and premiums with all associated services for them. And that is exactly what we as a team are offering our clients – tailor-made full service."

A RENOWNED FULL SERVICE PROVIDER

With nearly 50 employees at the locations Düsseldorf, Hamburg/Norderstedt, Paris and Hong Kong, the Kandinsky Group is a renowned provider of full-service programmes for promotional products, premiums and marketing materials. Kandinsky is currently actively looking for new employees in the sales/customer support segment (back office) at the Düsseldorf location. www.kandinsky.de



Both Kandinsky managing directors Kim and Jan Köhler (from left to right).

SENATOR GMBH & CO. KGAA

"5,000 IN 5" – NEW SPEEDY DELIVERY SERVICE

PR event starting in a week and haven't found the right pen? Just days to go until the launch of a new product and don't have an effective promotional item? Every manager has been there. Now Senator can help. With its new "5,000 in 5" standard delivery service, Senator can deliver up to



5,000 ballpens in five working days – at no extra charge. "In today's competitive environment, speed is crucial," says Senator CEO Michael Nick. "By optimising our supply chain and related processes, we have made our German manufacturing operation more efficient than ever before. And we want to pass this efficiency on to our customers at no extra charge," he continues. This service is available for almost all plastic pens in all standard catalogue colours including the various Colour Mix combinations. This value-for-money package includes screen print, tampo print and 360 degrees print options for barrel or clip using up to five inks. Pens are supplied with a high-quality refill in blue or black, also manufactured by Senator. So now industry customers can access customized products for their communication activities – even when time is tight.

www.senatorglobal.com

REORGANIZATION CONCEPT RUNNING

MARBO WERBUNG PRODUCING AGAIN

A future is in view for the bankrupt company Marbo Werbung, based in Lippstadt, Germany. The company announced that a bankruptcy reorganization plan is being pursued which is expected to save the company. It calls for the bankruptcy trustee and the shareholder to coordi-



nate closely with each other on the details of a reorganization concept. Although extensive restructuring measures are pending, it was reported that a large portion of the fifty-seven permanent jobs will remain, only six employees being affected by layoffs. Word has it furthermore that no additional dismissals are planned at present. "Thanks to the energetic help of all the employees, suppliers and especially, of course, the customers, who have remained loyal to the company in these difficult times, Marbo Werbung is looking to the future with optimism," the company says. Hence production is said to be running at present without restrictions. "All orders that were accepted have been and will be finished and delivered properly. No significant cuts in production are planned. The former product range is intended to be retained almost in its entirety and was exhibited at this year's PSI Trade Show. The entire price list issued at the beginning of the year will also remain valid," reads the press release of Marbo Werbung.

www.marbo-werbung.de

GIVING EUROPE/ MID OCEAN BRANDS

NEW INVESTORS FOR MID OCEAN BRANDS

The management of Mid Ocean Brands and the shareholders of Giving Europe announced to have reached an outline agreement on the acquisition of Mid Ocean Brands with the previous owners, Avedon Capital Partners and ABN AMRO Participaties (expected closing early May 2013). Mid Ocean Brands and Giving Europe will continue to operate as separate business units under their own respective brands. However, the combination of know-how and experience, together with a healthy financial backing, will considerably strengthen the position of these companies in the European promotional products industry.

Adri van Helden and **Stef van der Velde**, shareholders of Giving Europe stated: "This step fits perfectly within the long-term strategy of our company aimed at expanding our market position within Europe. We expect that this cooperation will lead to significant further development. We greatly value each other's expertise, no-nonsense approach and professionalism."



Rutger de Planque, CEO of Mid Ocean Brands stated: "I have always had great respect for the entrepreneurial spirit of Adri van Helden. As a result of this step forward, we will become an excellent and solidly-financed player in the European promotional-goods industry, with considerable potential and wide-spread opportunities for growth. There is a powerful fit between our two companies, both from a cultural and from a strategic point of view. Mid Ocean Brands has challenging growth ambitions for the future. We aim to be the supplier of choice: the leading, trend-setting and most valuable supplier for our customers, delivering high-quality products and services. The strong capital funding will enable Mid Ocean Brands to exceed client expectations and pursue this new and ambitious course." Mid Ocean Brands will continue to be headed by Rutger de Planque, who has been CEO since October 2012.

midoceanbrands

SCHNEIDER SCHREIBGERÄTE CELEBRATES 75 YEARS

QUALITY MADE IN GERMANY

Schneider Schreibgeräte is celebrating its 75th anniversary in 2013. Looking back, Schneider is proud that the basic concept has held good over decades: to manufacture excellent writing implements for everybody. Production almost exclusively in Germany is therefore a matter of course for Schneider. The company thus guarantees compliance with the demanding German ecological and social standards as well as maximum product quality. Appealing innovations can again be found in the new catalogue "Maßgeschneidert – Individuelle Promotion-Schreibgeräte 2013/2014" – for example, the ballpoint pens Dynamix Grip, Haptify and Evo Pro. With the Pen Configurator at www.schneiderpen-promotion.com there is the chance to see how one's logo will look on them straight away. And, as always, nothing is impossible. Schneider will of course be happy to assist in realising custom ideas and requests. www.schneiderpen.com



NETWORK EXPANDED

SWITCHER AND SPREADSHIRT COLLABORATE

Switcher, a pioneering Swiss company for ecologically and socially transparent textile production in the area of corporate textiles and retail, is expanding its cooperation network. This manufacturer of sustainable, transparently produced apparel is now working together with Spreadshirt. Starting in mid-March 2013, Spreadshirt is offering its own collection consisting exclusively of sustainable products from Switcher. Switcher has found an internationally established collaborator in Spreadshirt. This German-based company does business in nine languages on seventeen markets. Along with the range of self-designed garments and accessories, which are available in orders of a single unit or more, Spreadshirt also offers online shop technology, including warehouse, production, financial management and customer service for private persons, designers and small as well as large companies. In the long term, the Spreadshirt collection is intended to include tank tops, T-shirts, long-sleeve shirts and hoodies, as well as uniform colour nuances, cuts and sizes. The collection started in Europe with a T-shirt for men, women and children, to be launched in North America in the course of the year. www.switcher.com – www.spreadshirt.de



NEW IN THE TEAM

GRAHAM WINTER JOINS LISTAWOOD

UK manufacturer Listawood welcomes Graham Winter; joining the team as European Sales Director. Formally the Managing Director at PF Concept UK, Graham brings over 25 years of industry experience. "We are delighted to have



Graham Winter

Graham joining us at such an exciting time, with many new and innovative products being launched this year," commented Alex Turner, Managing Director. "Graham brings a wealth of experience with him

and will help us to not only enhance our service offering but enable us to accelerate the development of both our domestic and pan-European businesses," added Turner. "I have always held a great respect for the Listawood team and what they have achieved over recent years. I am now even more impressed by the current levels of investment going into new technology, at their UK manufacturing plant. I look forward to getting to grips with their expanding product portfolio and supporting the further development of their customer service offering." Graham Winter went on to comment that, "With these new developments, a highly professional UK manufacturing base and extremely competitive local pricing I have absolutely no doubt that we are in a unique position to take a lead in helping our customers grow their business in the months and years ahead." Listawood are suppliers of their wide portfolio of products which includes the widest choice of mouse pads in the world, an extensive range of ceramic mugs, including stunning full colour printed mugs and pantone matched mugs, fridge magnets, over 130 different models of USB Flashdrives, liquid filled products and lanyards to name a few.

www.listawood.com

AT ASI ADVANTAGES 2013

BRANDCHARGER AWARDED

BrandCharger is the best at one thing – bringing you unique charging and electronic products for the corporate gift market. The recipe of the company for that is a proper understanding of branding and functionality mixed with design skills. "We presented our complete product lineup together with the new-comers, BrandCharger PowerBoost and BrandCharger World Adapter, at the last ASI show held in Dallas, USA. This new lineup was rewarded immediately when we walked away with the award for Best in Technology



and, more importantly, many new prospects and customers. This award has made us even more eager to stay ahead and bring the Industry beautiful products," says Anna Hellmann, BrandCharger's

Account Manager Germany. "With a strong lineup of charging products, multiple awards, being market leader for USB charging devices, and being one of the first manufacturers in the Industry with full BSCI (Business Social Compliance Initiative) accreditation BrandCharger is a true pioneer," she adds. www.brandcharger.eu

THE EPPA CODE OF CONDUCT FOR CORPORATE RESPONSIBILITY

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

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

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



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

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

ADOPT AND SUPPORT

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



EPPA CODE OF CONDUCT

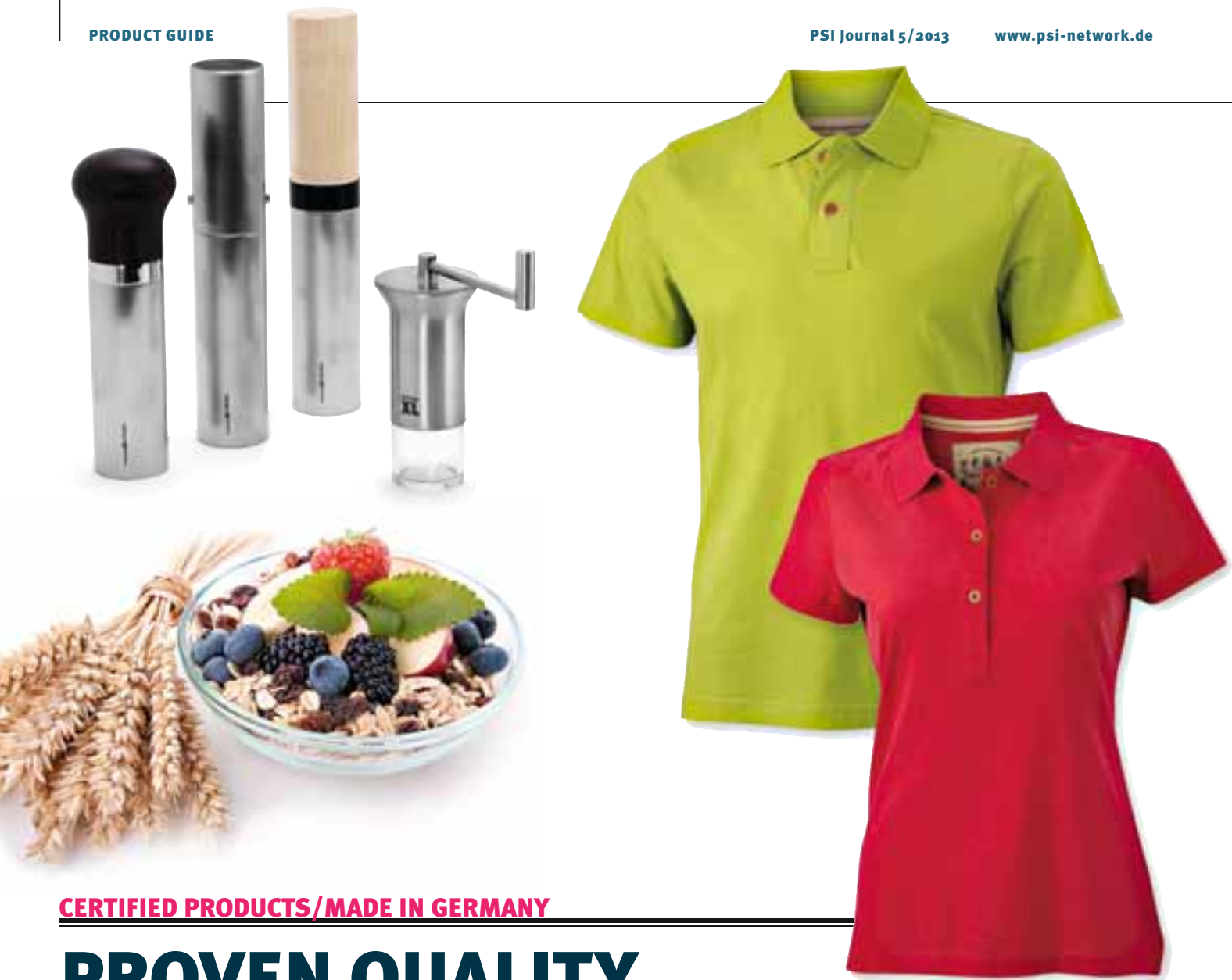
EPPA represents more than 8,000 European companies. The EPPA quality mark demonstrates that you comply with the code of conduct and that your products are manufactured according to strict requirements which include the following:

- compliance with law & regulations
- no forced labor or child labor
- good working conditions
- no exploitation/discrimination/intimidation
- responsible working hours



Michael Freter, PSI-Network

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



CERTIFIED PRODUCTS/MADE IN GERMANY

PROVEN QUALITY

Companies are slowly but surely becoming aware that promotional products that impress with their quality have a far better advertising impact and a positive effect on the image of the advertising company. Here we present you products that guarantee quality.

Trust, safety and thus attractiveness are features of products which boast proven qualities. In this respect, the attribute “made in Germany” enjoys a special seal of approval (as do the designations of origin “Swiss Made” and “made in Austria” which are in no way inferior to their German counterpart). In the course of globalization, internationally recognized certifications are coming to the fore in respect to the concept of quality. The word formation from the Latin words “certe” (certain) and “facere” (make, create, manufacture) reveal the core meaning of the concept of certification as a process by which compliance with certain requirements is proven. Certifications are awarded by independent certification bodies and often limited in time, and depending on the standards are controlled independently or proprietarily. A recognized quality seal of approval or test seal supports the credibility of the product, raises the profile of the advertising company, lends a sense of uniqueness and sets effective standards. <



GREEN PROMISE

At Xindao from the Netherlands, environmental friendliness, sustainability and social responsibility are not just words, but a promise: For five years, the promotional product supplier has had a green collection in its range. Anyone ordering, for example, an energy-efficient light bulb set or plant kit will be able to excellently combine this with the new XD eco packaging. Incidentally, all ecological products from XD are also listed on the company's Internet portal at www.xindao.com.

42772 • Xindao B.V. • Tel +31 70 319990-0

deutschland@xindao.nl • www.xindao.com



COMPLETELY ORGANIC

Kalfany Süße Werbung offers fruit gums made from certified organic ingredients which are now also available in compostable promotional sachets: a marketing highlight for all those who want to demonstrate their ecological correctness when it comes to promotional gifts. The colourful mix of fruit gums in classic gummi bear shape from the company's own IFS-certified production contain ten per cent fruit and natural flavours, thus appealing to target groups of all ages. Further fruit gum shapes, colours and flavours are available upon request. The residue-free, biodegradable promotional sachets are 85 x 60 millimetres in size and come in crystal clear or white varieties.

42706 • Kalfany Süße Werbung GmbH & Co KG • Tel +49 7643 801-0

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

COOLING ITCH BLOCKER

The attractive roll-on by ars Design is filled with an effective gel that alleviates the itching which sets in after a mosquito bite. The newly developed formula, which is available for the promotional product market exclusively at ars Design, contains menthol as a cooling element. It is not covered by the legislation on medicinal products and can thus be sold over the counter. The roll-on is available in black, white, gold or silver glossy and can be customised by screen printing. In terms of packaging, customers can either choose a black velvet pouch or a transparent pillow pack. The product is "made in Germany", has been dermatologically tested and rated "very good" for safety. The product is filled in accordance with the European Cosmetics Directive and GMP.

45615 • ars Design GmbH • Tel +49 2236 8954440

info@ars-design.eu • www.ars-design.eu



ZOGI



powerbanks



headphones



bluetooth - speaker

www.zogi.biz



TRADITION AND INNOVATION

The family enterprise V. Fraas has been combining tradition with innovation from the very outset. It is internationally renowned for the production, distribution and sale of scarves, cloths, capes, caps, gloves and plaids whose extraordinary quality is held in high esteem all over the world. Along with its general private label business and its own brand presence “Fraas – The Scarf Company”, V. Fraas also develops promotional accessories tailored to customers. This results in scarves, cloths, neckties and exclusive plaids made with a great love of detail and high-quality material and workmanship, patterned all over, personalized with a logo by means of embroidery or printing, with fringe, quilting seam, whipping or custom made. The company’s own production facility in Helmbrechts produces 10,000 plaids each year. Whether woven or raschel knit, whether made of wool, cotton, cashmere, camelhair or synthetic fibre – these plaids, from the yarn to the fringe, are all made in Germany and, regardless of the material, certified by Oeko-Tex.

48606 • V. Fraas GmbH • Tel +49 2156 9186-0

frank.smets@fraas.com • www.vfraas.com • www.fraas.com

NATURAL DESIGN CLASSIC

Senator unites modern design with ecological standards. The best evidence of this: Nature Plus, made of bioplastic based on renewable resources. With a fresh and eco-friendly design, the material used is biodegradable with the exception of the blue or black refill and the mechanism. Nature Plus, which is registered with DIN Certco, is available in red, blue, green and natural, as well as orange, yellow, apple green and aqua. Particularly well suited to ecologically based communication, the writing utensil can be finished with screen printing on the clip extension and the shaft and with multi-coloured pad printing on the clip itself.

41838 • Senator GmbH & Co. KGaA • Tel +49 6162 801157

anke.niebel@senatorglobal.com • www.senatorglobal.com



OPERATION FUN FOR CHILDREN

Good workmanship, product safety and educational value are what characterize the products from team-d, thereby also gaining parents’ approval. As a member of the German Toy Association, team-d is participating in the “fair spielt” campaign, which is taking a stand in Asia and Europe to improve the working conditions in Asian toy factories. Further information on the colourful range for happy children is available on request.

44186 • team-d Import-Export Warenvertriebs GmbH • Tel +49 7181 989600

psi@team-d.de • www.team-d.de



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e-Mail: sales@lipcare.de



Nr. 260456



Nr. 260456



Nr. 46131



Nr. 102/06





SUSTAINABLE TEXTILE VARIETY

From the Ladies' and Men's Vintage T-Shirt to the Ladies' and Men's Vintage Hoody, all the items in the Young Lifestyle collection from James & Nicholson are produced in accordance with the W.S.T. standard. This new technology saves up to 70 per cent of water and power during production, and does so in countries where these resources are extremely scarce. So as to save on natural resources and offer textiles that are unobjectionable, Daiber manufactures its products in accordance with the Oeko-Tex Standard 100. As a member of the Business Social Compliance Initiative (BSCI), the company from southern Germany additionally campaigns for improving the working conditions at production sites in the Far East. The whole world of James & Nicholson and Myrtle Beach, with more than 800 items in 17,000 variants, is listed in the current main catalogue 2select 2013. All items can be customized with printing or stitching.

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

FOR SALES PROFESSIONALS

CDH Computer Division Heinemann is presenting its latest "weapon" for sales representatives in the field. Just imagine that you are travelling in Germany from Frankfurt to Munich and you want to see which customers are located near the route you are taking. A new tool from PC Präsent makes this possible. All of your customers are shown on Google Maps with coloured flags. The colour gives you information about the amount of sales revenue that this customer has generated for your company. All sales related information is at the sales reps' fingertips, making this a completely new and useful medium for sales departments. This feature is available for other countries besides Germany, because Google Maps can always be used to inform you about customers around the world.

43811 • CDH Computer Division Heinemann GmbH • Tel +49 2195 6847-0
info@cdh.info • www.cdh.info



SAFETY THROUGH CERTIFICATION

The extensive portfolio of products at IMTC – The Pad Company includes the development and production of mouse pads, desk pads, counter mats, table sets, and footrests for medical lounge chairs, as well as wrist pads for keyboards and coasters. Special options are also available, including making special shapes with welded and press-stamped designs, which undergo universal finishing and imprinting according to a customer's special wishes. Individual shapes, sizes and versions are made under the premium brand-name AxoPad from certified and inspected European primary materials. Every AxoPad product comes with a product certificate, which means the following inspection points were carried out: ZEK (Centre for nutrition-related communication) recommendation: PAK in consumer products; free of phthalates: EU Directive 2005/84/EG; REACH-Regulation: EC No. 1907/2006; RoHS: EU Directive 2002/95/EG. All AxoPad products are made in Germany, conform to product safety laws, and are only sold through the promotional product trade.

43000 • IMTC Manufacturing & Trade GmbH • Tel +49 8171 43390
imtc@imtc.de • www.imtc.de





ALWAYS A CRATE OF COLD BEER

The start of this spring/summer season won't be hard with the new and cutting-edge beer crate cooler from Göckener. This advertising medium will impress you with its simple handling and convincing results, regardless of whether you use it for a grill party, at a football event, or while you are just out and about. The beer crate cooler only needs to be stored in the freezer and then it's ready to be used whenever you need it. Cold beverages will stay cold for hours, thanks to the special additional isolation that the cooler has. The beer crate cooler comes in two designs for the 0.33 and 0.5 litre bottles. Göckener's product-line is rounded off with other great products, like the beer bottle cooler, the bottle coolers for 0.7 and 1.0 litre bottles, the gift-bag bottle coolers, and the beer keg. All products are made in Germany according to strict quality standards and are certified according to ISO 9001.

43242 • Göckener GmbH • Tel +49 2561 9829-0
info@gockener.de • www.gockener.de



IDEAS THAT MAKE A SPLASH

With its water pistol named Sprayer, Inspirion delivers a fresh idea for the coming bathing season. The toy for young and old is easy to use: to load the pistol, hold it in water and pull out the handle. To fire a volley of water, simply push in the handle. Additionally, the beach and swim toy is encased in soft foam to prevent injuries during the frolics. The water pistol is licensed and is offered exclusively at Inspirion in three colours. A promotional message is possible on both ends of the water pistol.

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

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

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LADY PR
0-9143 PR



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D-77716 Fischerbach

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FINELY GROUND SPICY AROMA

ProCuTe from Chroma was developed for kochmesser.de as the world's first spice cutter. The cutting mechanism made of titanium grinds pepper and salt not by crushing them but rather by cleanly cutting the spices, with a choice ranging from coarse to finely ground, which no other grinder on the market can achieve, according to the supplier. In this way, the aroma is fully preserved. The blades of the cutting mechanism sharpen themselves, making ProCuTe a purchase for life, which won the product the Consumers Award for Kitchen Innovation 2012.

44318 • kochmesser.de Import GmbH & Co. KG • Tel +49 1803 595959
beste@kochmesser.de • www.kochmesser.de

UNMISTAKABLE BRAND DNA

For more than 125 years now, the knife makers from Victorinox in Switzerland have been complying with the quality and reliability promised by their brand and constantly expanding their portfolio in accordance with these standards. Alongside the knife products that promise innovation, ingenuity and top functionality, such as the famous Original Swiss Army Knife, Victorinox also has timepieces, business and travel luggage, clothing and various fragrances in its range. Various awards are proof of the designer tradition of the Swiss company. Victorinox Tomo, the penknife of a very different kind, has recently been awarded the reddot design award 2012 and the Promotional Gift Award in the Premium Product & Brand-Name Product category.

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



PRACTICAL TRAVEL COMPANIONS

Three high-quality travel companions, equipped with practical 360 degrees rollers, are new in the Toppoint collection. The light hard-shell suitcase can be used as hand luggage on planes and offers plenty of volume. The business trolley is the perfect business trip companion – equipped with a large main compartment, many practical compartments for papers plus a padded laptop compartment. The sportiest accessory is the rucksack trolley with a built-in laptop compartment – it can be worn on the back or pulled along. The customer's promotional message is realised by means of engraving, logotop or printing. The promotional statement is thus positioned to catch the eye, anywhere, no matter where the journey takes you.

40717 • Lensen Toppoint B.V. • Tel +31 523 238238
info@toppoint.com • www.toppoint.com



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HAND MADE WITH CARE

A hand-made umbrella not only requires craftsmanship of the highest level but also decades of manufacturing experience. With its doppler Manufaktur series, the Austria doppler H. Würflingsdobler GmbH, by its own assertion Europe's largest umbrella manufacturer, places a particular focus on umbrellas hand made in Austria, thus creating masterpieces that become reliable companions for an entire lifetime. Up to 2,000 partly hand sewn stitches make every doppler Manufaktur umbrella a true one of a kind and a tangible example of exceptional craftsmanship. Personalisation is achieved through stitching or printing.

41752 • doppler H. Würflingsdobler GmbH • Tel +49 8571 9122315
gianna.strobl@dopplerschirme.com • www.dopplerschirme.com

M FOR MINTMASTER

Due to its round, smooth shape the Mintmaster coin key ring from Thier marketing looks as though it is engulfing the coin contained inside. It is wholly produced in Germany out of high-quality Plexiglas, PMMA. Special embossing for the coins is possible from a quantity of 50 pieces. The insert dimensions are 30 millimetres in diameter. Call Axel Thier for more info or e-mail info@thier-marketing.de.

47690 • Thier marketing GmbH • Tel +49 7822 9268
info@thier-marketing.de • www.thier-marketing.de



REFLECTIVE HAZARD PREVENTION

The safety collars from Regine GmbH for children and adults are reflective accessories that are conceivably easy to handle, since you simply have to pull them on over your head. This makes the safety collars, equipped with two strips of highly reflective IQseen material on both the front and back, an indispensable accessory for the autumn and winter wardrobe not only for children. The elderly are also much more easily seen in poor light with this safety collar. The material used by Regine, 100 per cent polyester, is PVC-free. The "panic fastening" on the shoulder additionally protects the wearer from strangulation in the case of an emergency. The collar is certified in accordance with EN 13356.

42130 • Regine GmbH • Tel +49 7432 907110
info@reginegmbh.com • www.reginegmbh.com





ECO-FRIENDLY DOCUMENT FOLDERS

To customer specifications, Bühring realises compartmentalised folders in fine-quality, recycled pulp with a striking rhombus structure. Numerous utensils already exist to cover many desires. In the event that the required format is not in stock, a specific utensil will be produced. Prototype construction is performed in Germany, production in Europe. The material carries the Blue Angel environment symbol and is available in the standard colours black and silver. Colourful accents can be worked in via elastic fasteners or photo cardboard. Promotional messages are realised in the form of blind or colour embossing, as well as by screen printing. Additionally, the promotional message can appear by means of an offset label glued into an embossed field. Delivery time is approximately four weeks after sample and print approval.

40807 • Bühring GmbH • Tel +49 4154 795400

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

A POSITIVE IMAGE THAT WILL STICK

With its Tix Jumbo Rolls of a new quality standard, the Slovenian sticky note producer Aero is launching microspherically coated, adhesive paper notes that are suitable for electrophotographic printing. The Aero product TIX Digital EP Jumbo rolls for use with special printing using the Xeikon 3000 has been thoroughly tested and authorized by Xeikon, one of the leading developers in the field of digital printing technology. The advantage of the electrophotographic printing process, according to the Slovenian company, is the option of slow-running print runs. In this way, it is even possible to give each separate page of the sticky note pad a unique, individual design. Further information available on request.

Aero, d.d. • Tel +386 3 4235100

info@aero.si • www.aero.si



SHINING EXAMPLE

Penlight by Cermak boasts “made in Germany” quality, featuring a patented turn-switch for momentary or continuous beam, as well as a stable clip. In the true sense of the word it is a shining example of a practical and high-quality promotional product. The product comes supplied with the CE and RohS certified light and quality Varta batteries. To ensure that the promotional message is prominently presented, Cermak offers customised engraving or printing upon request. The mini torches, supplied by the company based in southern Germany, are entirely “made in Germany” and thus not only offer optimum quality but are also sturdy and long-lasting. What’s more, all production processes are carried out according to environmental standards and every stage of production is subject to strict quality controls.

44668 • Richard Cermak Penlights (Made in Germany) • Tel +49 7231 106105

info@richard-cermak.de • www.penlights.de



PATENTED CLEANLINESS

In the hygiene sector, the Serbian company Topy has become a talking point with the Topynet Box. Protected by European Patent EP 1935512, the box, which is no bigger than a credit card, contains a cleansing agent and cloth for cleaning and disinfecting displays and glasses. The box can be filled with a microfibre cloth or a little sponge plus 35 millilitres of disinfectant spray for cleaning mobile-phone and computer displays and pairs of glasses of all kinds. Thanks to special ventilation channels, the cloth dries again within an hour in the closed box, which can conveniently be carried in your wallet. Both the cloths themselves and the box can be custom printed, the latter even in top 3D quality. Further information available on request.

48817 • Company Topy d.o.o. • Tel +38 11 13055603

topy@eunet.rs • www.topynet.net

ENVIRONMENTALLY FRIENDLY HIGHLIGHTER SET

A set of ecological dry highlighter refills and a clutch pencil made of FSC certified ashwood are available from e+m Holzprodukte. The easy to use, functional clutch pencil kit holds the clutch pencil in a cubic block made of oiled wood. The sharpener for the leads is integrated into this holder, and the dry highlighter refills are always at hand and easy to switch. The clutch pencil kit is equipped with a graphite lead and comes with highlighter refills in three colours. The natural vibrancy of the wood makes this useful, sustainable promotional kit a real eye catcher in any surroundings. The large front and side areas can bear customer-specific advertising applied by printing or laser engraving. The clutch pencil kit comes packed in an ecological cardboard box.

42200 • e+m Holzprodukte GmbH • Tel +49 9181 2975-75

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



DAZZLING PROMOTION

The Oeko-Tex-certified microfiber cloth by MBW is intended for thorough cleaning of displays, mirrors, monitors and jewellery and is machine-washable. A digitally printed microfiber cloth is a fresh and eye-catching promotional product. Individual customisation for advertising purposes is possible with master files in jpeg, ai, eps or psd formats with a minimum resolution of 400 dpi. Samples are provided within five to ten days, excluding postage. The production time ranges from four to six weeks following sample approval.

42020 • MBW Vertriebsges. mbH • Tel +49 4606 9402-0

info@mbw.sh • www.mbw.sh

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Artikel 1134



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TASTY LITTLE SNACK

Kalfany Süße Werbung's new Vital Muesli allows promoting companies to attract attention in a particularly pleasant way. The promotional sachets with the valuable little snack for in-between meals contain extra high 30 per cent fruit content. The bags feature serving suggestions and can be customised with advertising messages to suit the relevant target groups. The muesli is mixed with milk or fruit juice and topped with fresh fruit if desired to create energetic advertising for energetic customers. Ample space for advertising in 4c print is provided on the front and rear of the 150 x 95 millimetre transparent or white sachet. Each bag contains 30 grams. The minimum order quantity is 5,000 units.

42706 • Kalfany Süße Werbung GmbH & Co KG • Tel +49 7643 801-0
info@kalfany-suesse-werbung.de • www.kalfany-suesse-werbung.de

ORIGINAL PLASTIC CREATIONS

As a dedicated "Made in Germany" manufacturer, Promowolsch offers the most colourful and creative promotional products made of plastics under the logo "Plastic Funtastic". From ashtrays, bottle openers and fly swatters to thermo cups and flying discs, promotional product suppliers will find everything that the industry desires! The amusing products include the 26th and newest fly swatter called "Glück" and the spice boy "Bunga Bunga" with its fiery content and the beaming smile of the humorous politician from southern Europe.

44724 • Promowolsch – the customer factory • Tel +49 2942 570201
info@promowolsch.de • www.promowolsch.de



A MOVE TOWARDS SUSTAINABILITY

All promotional products from CD-LUX GmbH can now be supplied with FSC certification. At the customer's request, the manufacturer will only use paper qualities that originate in ecologically and socially responsibly managed forests. Moreover, the products meet all claims to the highest quality and price performance: fillings consist exclusively of delicacies in the premium quality expected from renowned brands such as Lindt, Sarotti, Milka and Bahlsen. Dealers can anticipate the full-service spectrum, from motif selection and design, through finishing by means of ultra-modern print techniques to the finished promotional product, including professional individual shipping to the customer. Samples and neutral trade catalogues can be requested on the Internet at www.cd-lux.de, or by e-mail to info@cd-lux.de.

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





DESIGN WITH A CUTTING EDGE

Distinguished as kitchen innovation of 2012, the knife series Chroma type 301 stands for ergonomically unique design. The knives, with their design by F. A. Porsche, are available from kochmesser.de and characterized by exceptional sharpness. A bead at the lower end of the handle has a both aesthetic and functional purpose, serving as a tangible stopper. In a test by the Swedish testing institute Test Fakta, comparable with Stiftung Warentest in Germany, the type 301 chef's knife P-18 gained the top ratings in the important disciplines of sharpness and edge retention, according to the supplier.

44318 • kochmesser.de Import GmbH & Co. KG • Tel +49 1803 595959
beste@kochmesser.de • www.kochmesser.de



CERTIFIED ORGANIC LIP CARE

Custom printable lip care sticks, also available with certified organic cosmetics, are available from the Cologne lip care specialists from KHK. The strictly controlled LipNature recipe is produced in accordance with the guidelines of the recognized natural cosmetics seal Natrue. This special lip care product is based on olive oil from certified organic growers. It keeps your lips soft and smooth. The ingredients of beeswax and shea butter to protect and care for the skin are likewise organically farmed. Additional care is provided by natural vitamin E. LipNature is available from just 250 units upwards as a lip care stick, in a little tub or as a premium product, with a natural cosmetics seal optionally printed on. Naturally, all the well-known KHK features for lip care sticks are also available here.

46131 • KHK GmbH • Tel +49 221 9854730
info@khkgmbh.com • www.khkgmbh.com

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Modern and functional: The new headquarters of Slodkie Upominki combines production and administration in a sophisticated entirety.

SŁODKIE UPOMINKI

SWEET, SWEETER, SŁODKIE

Slodkie Upominki commenced the year of 2013 with changes which open new possibilities and give a chance for a further development of the company both on the Polish and European market. 3,000 square metres of a new production plant opens entirely new, sweet perspectives.

Slodkie Upominki – specialising in designing, production and packing of promotional sweets – has been operating on the Polish market since 1999. Since 2004 the company has been also operating on the European market – confectionery with a logo are delivered to all the states of the European Union, e.g. to Norway, Switzerland, Croatia or Georgia.

SWEET FULL SERVICE

Slodkie Upominki offer ca. 200 products, starting from candies, pastilles, dragees, chewing gums, through lollipops, biscuits, chocolates, to hand-made pralines and truf-

fles. The offer of standard sweets – the company is renown for its creativity and from the introduction of original “sweet solutions” onto the market – is constantly updated and extended with new projects and solutions. An thus in 2012 the portfolio was extended with a new brand – Cho-co4Mat, which reveals chocolate shapes, created as a result of the company’s development of a unique, innovative module technology for the production of chocolate forms. Another new arrival, which in just few months gained the recognition of the market, are personalised chocolate lentils

– Brand Me! Your Logo & Lentils – for the production of which Slodkie Upominki use an author’s developed unique technology of a direct, edible FTP imprint. It gives a possibility of a legible reflection of a graphical sign or a text on both sides of chocolate lentils, which is something new on the European scale. Apart from new brands, the company’s portfolio contains brands with a well-proven track record such as ChocoText (a chocolate message cast in a bar of chocolate) or Nobilia – specialising in composing delicate gift baskets – which satisfies the needs of clients who look for

more luxurious and exclusive gifts.

NOT LIMITED

All the products available in the offer are fully designed, produced or packed by Słodkie Upominki. The company approaches each of the realised projects individually. The work is not limited to an ideal placing of a logo on the wrap. The company's mission includes: a selection of proper sweets, designing of a wrap, its realisation, designing and imprint of graphics, and most of all matching the product to the character of the marketing activities undertaken by a client.

UNLIMITED POSSIBILITIES OF CREATION

The company tries to make clients realise that sweets are no longer only products, on which you can cast a logo. "Promotional confectionery – thanks to almost unlimited possibilities of creation – is a non-standard carrier of information which we may use in any aspect of promotional activities we conduct. In the case of promotional confectionery all depends on us, on our creativity, on the properly earlier planned 'share' of promotional confectionery in the promotional activities and obviously on the budget, but even with a small budget we are able to achieve a great promotional effect. Just at the stage of the brainstorm, strategy planning – we may use this potential and treat sweets as one of bona fide elements of conducted campaigns, and not just as a supplement to it." Such an attitude develops the mission of Słodkie Upominki which is offering the highest quality of promotional confectionery which are designed and produced thinking of their most effective and efficient use in marketing campaigns conducted by companies.

IN CHOCOLATE COLOUR

In 2013 Słodkie Upominki moved to its own, newly built seat. The new building comprises production halls (chocolate production plant, machine park for caramel production, machine park for the production of wraps, machine park for confectionery packing), printing houses (park of machines for pad printing, flexographic printing, digital printing), design studio and graphical stu-

New to the range: "Brand Me! Your Logo & Lentils" and Choco Text.



State-of-the-art machines used in the production of their sweet products.



The attention to detail and allusion to the (sweet) business content are reflected in the architecture of the new company building.

dio. The new seat of Słodkie Upominki is also office facilities comprising e.g. a spacious office, modern conference rooms, cafeteria and other. The image of a company's seat is an important element of the brand enhancement therefore many companies try to connect it with its offer or field of operations. It was the same with Słodkie Upominki. The new seat of Słodkie Upominki means modern architectural designs – the building, because of using special elevation materials resembles a bar of chocolate.

www.slodkieupominki.pl

The new brand "Choco4Mat".





INDUSTRIAL WEAR SRL

IMPRESSIVE VARIETY

Industrial Wear S.r.l., an Italian manufacturer of high-quality promotional clothing, was represented at the PSI Trade Show 2013 for the first time. The three days at the most important event of the industry in Europe were a great success for the company and resulted in numerous new business contacts.

With its Payper brand and three collections (Payper, Payper Jeans and Payper Collezioni) Industrial Wear enjoyed great success and received congratulations from visitors; it was considered as a company that presented new clothing and a collection of garments with high design and quality”.

UNIQUE QUALITY

Fashion shows, music and Italian food welcomed PSI visitors and introduced the collections. A wide range of items designed by a special design department, inside the company, offered to demanding special-

ised dealers three different styles and their brands, with a unique quality.

A COLOURED EXPLOSION

What's special about the Payper brand and its news for 2013? Design, the characteristics of the materials and craftsmanship, modern and young style, exclusive colours that will be outstanding in the spring-summer collections of 2013. And a new range of items: 53 new garments with a coloured explosion for 279 options of choice. This shows the company's mission “to create a style that enhances the image of those wearing Payper clothing, continuous develop-

ment of quality products and improvement of the work of specialised dealers”.

PHOTOSHOOTING WITH INSPIRATION

An inspiration came from Miami: an excellent location that Industrial Wear visited for their photo-shooting “because the atmosphere and the poetry that you breathe in this city, along with the rich mix of cultures and colours that characterise it, enhance the design and look of the garments, and influence the overall mood of the general catalogue.”

www.payperwear.it





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RONALD ECKERT

A PASSION FOR PROMOTIONAL PRODUCTS

More than ninety years of history lies behind the name of Döbler Werbeartikel, which for many years bore the stamp of Erich G. Döbler, who gave the company its name, and his son Harald E. Döbler. The enterprise was rooted in a traditional import-export business, until promotional products were added in the 1960s and gradually became the main focus of interest. Our portrait candidate, Ronald Eckert, joined Döbler as a newcomer in 1996 and did his job so well that Harald E. Döbler entrusted him with the company. As owner, Eckert began the new millennium by making the long-established company into a smart, modern promotional product service provider.

We meet Ronald Eckert, a cheerful, wiry and apparently very open-minded conversationalist, in the conference room at company headquarters in Oststeinbeck, conveniently situated right at the gates of Hamburg. A treadmill stands in the corner, reinforcing the “wiry” impression. When we point this out to him, Eckert tells us that he likes to run, and when daily business keeps him from doing so outdoors, he simply runs in his office. “Ex-

ercise also helps take my thoughts off of things at certain times, enabling me to get my head free and open for new ideas, concepts and solutions,” says Eckert, and after a few minutes it becomes clear to us that promotional products are not only his profession, but his passion, as well. Since 2000, he has been the owner of the long-established company, which he has always managed successfully up to the present day. Before Ronald Eckert took the helm

at Döbler Werbeartikel, however, the company had already seen some pretty eventful years. Döbler’s route to becoming a promotional product specialist, however, is anything but ordinary. And that is why it is well worth taking a closer look.

FROM SEED POTATOES TO PROMOTIONAL PRODUCTS

Founded by Erich G. Döbler in 1920 and entered into the Hamburg Commercial Register in February of 1921, the company start-

ed off as a traditional import-export business, building up contacts and serving customers around the world. Curiously, the company at first focused its trading mix on exporting seed potatoes to South America, which was actually the original home of the popular tubers. What is remarkable is that a contact from these early years – to a potato breeding farm – is still alive today, showing that Döbler was putting its trust in long-term business relationships right from the outset. After the Second World War, which also caused substantial damage to the company, Döbler first moved away from bombed-out Hamburg to live in Mecklenburg until the business could be rebuilt with the rescued books. Harald E. Döbler joined his father's company in 1954, and less than ten years later started doing business in car care products with filling stations. To promote sales, the idea arose of adding promotional products to the offering. Within a short time, promotional products became synonymous with the Erich G. Döbler company.

JOINING THE PSI NETWORK

As its success grew, Döbler began looking to enhance its offer and struck gold in the 1970s with the further expanding PSI network. As Member No. 303, the company started to specialize even more on the world of promotional products, in time making many international contacts in this industry, as well. Business was booming when Döbler hired Ronald Eckert on 2 November 1996, and as a member of the marketing staff, he soon became acquainted with the peculiarities of the company and hence the industry itself.

"I CAN SELL THAT!"

Beforehand, however, this native of the region near Lübz in Mecklenburg-Western Pomerania completed his conventional training as wholesaler and export merchant in Hamburg. Thereafter, he first worked for half a year at the company he trained in before doing his alternative service. "During this time, I thought about what I would do afterward, because I did not want to spend the rest of my career working for the same company," Ronald Eckert says.

However, he did not have to spend much time looking for an appropriate job. Thanks to a "chain of improbable coincidences" involving several acquaintances of his then landlady, he finally arrived at Döbler, which had an opening for a sales rep. On the spur of the moment, Eckert called and two days later was sitting across from Harald E. Döbler having a personal interview. Ronald Eckert may not have had any contact with promotional products at that time, but he was so fascinated by the medium that it was almost like love at first sight. "I looked around me and saw all kinds of products with logos on them and spontaneously said, 'I can sell that!'" Apparently, Harald E. Döbler also recognized right off that he had found his man in Ronald Eckert, for he mentioned at this first interview that he was looking for a successor he could sell the company to.

FOUND HIS CALLING

Eckert did not hesitate. "I immediately had the feeling that I had found my calling and started working my way into the business." He had four intense years at his disposal to do so, and during this time he learned that his feeling had not led him astray. "Although I had already been interested in the topic of advertising before, I now discovered how much fun it can be to deal with advertising you can touch," says Eckert. Hence he had no trouble taking over the enterprise in 2000, without changing its well-known name. After three years, he moved the company's headquarters from downtown Hamburg to Oststeinbek for logistical reasons, „in order to be able to fill customers' wishes more effectively and quickly." "I started by aggressively enhancing the personal care of customers. In the process, I always tried to generate long-term business relationships and turn satisfied customers into potential promoters." In this light, Eckert "radically reduced" the still prevalent share of catalogue mailing. The decision proved to be a good one. And this experience has shown Eckert "that customers who comb through catalogues or online shops block their own view of what is really essential. Usually they land at run-

of-the-mill, indistinguishable standard products which do not really attract attention, and are even less capable of having a long-term effect."

DIALOGUE WITH CUSTOMERS

"Direct customer care means that we take a systematic approach. We first try to make it clear that customers can talk to us about whatever marketing goals they may have. We then offer concepts and ideas that image this goal," explains Eckert. "In the process, the decisive question is, what do you want to convey when to whom about what and with what message? When we know the quintessence of the marketing theme, we get together with the customer to think over how to make this comprehensible in the sense of the promotional product, that is, touchable." In this way, the dialogue with the customer gradually generates the right solution with the right products in the right relationship. "This has to be an open-minded dialogue marked by honesty, during which we take advantage of this opportunity to find the right solutions with each other," emphasizes Eckert, who has learned that Döbler Werbeartikel makes a positive impression on many customers mainly thanks to this show of trust.

PROMOTIONAL PRODUCTS ARE INDISPENSABLE

Making marketing a physical experience, "making messages tangible", is the topic to which Ronald Eckert has dedicated himself and his company. This is what drives and steers him. "Promotional products are indispensable. When they are correctly chosen and selected, they transport the message of the company and the brand right into the target group – thus exerting a binding effect of great commercial value. Promotional products are concrete communication that can be experienced through the sense of touch and convey the message to the recipient in a long-lasting way." Eckert attempts to make the people he talks to experience these insights directly. "We believe, and see again and again, that customers get infected by our enthusiasm for promotional products as an advertising medium," he says, adding, "Promotional prod-

RONALD ECKERT IN PERSON

What was your first thought this morning?

What a wonderful, sunny morning...

What makes a good day for you?

When exciting projects are realised to our customers' highest satisfaction and everybody is happy and satisfied.

What really lifts your mood?

When creative processes flow particularly well and wonderful ideas grow out of them.

And what makes your blood boil?

When agreements are not kept to and I haven't been told about problems with on-going project realisations ontime.

What do you find easiest to forgive yourself for?

When I've treated myself to something that does me good and maybe spent a little more for it than I planned.

What makes you lose track of time?

I forget space and time with a book that engrosses me.

You are forced to take four weeks' holiday – where would you go?

A sunny island with endless sandy beaches and delicious cuisine.

What do you gladly spend money on?

Excellent kitchen utensils that make cooking easy for me and fuel my passion.

Are you taken in by advertising?

Of course, advertising is an incredibly sensory factor when it manages to move me.

What makes a good promotional product?

A well-made promotional product has above all a good tactile feel to it, and convinces me all round.

What is the best promotional product you have ever received?

Basically pretty banal: the Orbit Metall key fob. I think it has been on my bunch of keys for nearly 10 years.

What annoys you about some promotional products?

Promotional products that are carelessly selected and exclusively reduced to the cheapest price, which then don't even start tangibly conveying the core message.



ucts, properly selected and combined, are highly emotional and have an in-depth effect, thus exhibiting the potential to create long-term customer loyalty."

TAILORED RESULTS

Conveying this passion is one thing. But Eckert is a promotional product professional who also knows that a successful advertising campaign must first have the ability "to put itself in the place of the customers, to understand them and their intentions. So we incorporate all necessary internal information and considerations of our customers, and try to find out whether and how promotional products may be able to harmonize with the customer's other forms of advertising. And the sooner we get together, the more tailored the results."

PROMOTIONAL PRODUCTS IN THE MARKETING CONCEPT

When all the items under discussion have been clarified, Döbler Werbeartikel makes up a concept with appropriate simulations or samples. "When the concept is right, the rest will also work. And when everything fits, we put it into practice," says Eckert. "In the process, we work together with a large number of suppliers, some of whom we have already known 'forever' and whom we know we can trust. Just as important to us is our annual visit to the PSI Trade Show, where we always find new ideas and inspiration. Here we have access to a huge number of new ideas and an inexhaustible pool of expertise we can pass on to our customers." And these customers are more than welcome to visit Döbler in Oststeinbeck. "There we have a showroom to give our guests an initial impression of how promotional products can work together – either individually or as an ensemble – to create an effective overall harmony in the customer's marketing concept," is how Eckert describes his passion in musical images.

CREATIVE CUISINE

When it comes to 'passion', this has continued to grow with Ronald Eckert in more than just the medium of promotional products. Aside from the company, he has also developed a passion for cuisine. "I love to cook," he admits. What attracts him here – as in the company – is the creative element and tasteful material. "Here I can try out a lot of things, usually with quite edible results," he says with a wink of his eye. He takes time out for this, because there is also life apart from living for promotional products. And Ronald Eckert likes to enjoy this life "eating good food with good friends and a glass of good red wine." www.doebler-wa.de <



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INNOVATIVE PROMOTIONAL PRODUCTS



CUDDLY PREDATORS

The Semo Collection from Trigon has been a big player for the past 30 years when it comes to high-quality and genuine-looking stuffed animals. This is true for the standard product line of animals from every country on the planet and for the personally designed figures used to represent a company's own corporate identity. There is a wide selection of mascots in all sizes for sale, including the stuffed animals currently being added to the product line. They increase the cuddly members of the viverrid family by a total of six species. Now there are 24 different animals with claws creeping around the company's product line, which can be used as cuddly advertising messengers. Semo customers have a creative and experienced design team on hand to assist you with developing an optimal design that meets your individual wishes and visions.

44970 • Trigon Deutschland GmbH • Tel +49 2162 530080

info@semo.de • www.semo.de



FOR SPECIAL SWIRLING MOMENTS

Uma proves once more it is an expert for anything related to writing quality with the new writing instrument line called Chic. The new models promise the highest level of communication available. The Chic series is impressive with its simple elegance and its matt covering in white or black, and it scores lots of points with its trendy and fresh frost colours. All components of the Chic models can be freely combined with each other in the standard colours. The centrepiece of all the designs is the giant European plastic refill that comes with a new silver tip and tungsten carbide ball. Thanks to the German paste used during the assembly process, the writing comfort (in accordance with ISO standards) remains high for the whole time it is used (around 4,500 metres). Other innovative and high quality uma models can be found in the uma news flyer, which is hot off the presses.

41848 • uma Schreibgeräte Ullmann GmbH • Tel +49 7832 70740

info@uma-pen.com • www.uma-pen.com



A NEW ERA OF SHOPPING COMPANIONS

Lute bags, willow baskets and the like are being "pocketed" by Reisenthel's new shopping baskets. The functionality and individual design of the three new products make them thoroughly convincing. In the anniversary year of the carrybag, a new generation of the shopping baskets is appearing: the carrybag 2. Similar in appearance to its great forerunner, the carrybag 2 is somewhat larger and furnished with a robust waterproof bottom. The strong frame, fold-up aluminium handle and the heavy-duty polyester fibre have been retained. The whipstitched carrying handles are guaranteed to make it easy to carry. The new nest basket shows off its best side as a "basket with a view": its open-worked side structure recalls grass waving in a summer breeze.

47182 • Reisenthel Accessoires • Tel +49 8105 7729240

promotion@reisenthel.com • www.reisenthel.com

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KEEPING THE DESK CLEAN

A desk and a cup of coffee are inseparable. But what happens if the coffee cup is knocked over by accident? Thanks to the impact-resistant Mighty Mug from Brand-ID, we no longer need worry about the consequences. This mug has a whole list of advantages to offer: Mighty Mug is impact and shock resistant and cannot fall over. Its sophisticated SmartGrip technology ensures that it adheres solidly to smooth surfaces. Nonetheless, it is easy to pick up by the handle. The new mug is double-walled and equally suited to both hot and cold beverages. The manufacturer offers a full guarantee for this function. It is exclusively available for the promotional product trade from Handelsagentur Hans-Georg Nientiedt, which calls it the only office coffee mug which “cannot be knocked over”. The patented mug can sport advertising both on the body as well as on the lid.

Brand-IDcompany • Tel +49 2566 559267

nientiedt.brand-id@email.de • www.brand-idcompany.de

A HOLIDAY FEELING IN THE OFFICE

A palm tree automatically calls up associations with holidays, sun, beach and free time. All this can now be provided by the miniature mountain palm from Multiflower to conjure up this holiday feeling on the table or windowsill at home, as if by magic. The roughly thirty-five centimetre high palm tree is sent in individual shipping cartons and packed in natural paper tied with a bast fibre ribbon. Advertising can be applied to the card tag, which can even be fully customized on orders of 250 or more. The palm tree can be shipped throughout the year and thus helps the recipient to make the “holiday season” last all year round.

45974 • Multiflower GmbH • Tel +49 6223 866560

info@multiflower.de • www.multiflower.de



CALM AND COLLECTED

Notebooks and calendars give you the feeling of calm and clarity, especially in today’s computer oriented world. A little helper for reaching this goal is the versatile Lany books from Lediberg with their wide array of design options. The Lany band can be dyed in a special pantone colour for a minimum order of 300 units. It is also possible to imprint a logo or an advertising message on the band using high quality 3D silicon printing. For orders of 500 units or more, you can also personalise the Lany button, which is another way for you to personalise the product. The shape of the button can also be individually designed.

42438 • Lediberg GmbH • Tel +49 5261 6060

info@lediberg.de • www.lediberg.de



A LASTING AND NATURAL BEAUTY

Emotion factory relies on pure nature with its plant-wood innovation set. The flower's seeds and the soil tablet included are planted directly in the pot made out of real acorn wood. Afterwards, the wonderful beauty of nature will evolve on your desk. Advertising can be placed on the banderole label that surrounds the pot and a logo or message can be also lasered onto the cube. For orders of 250 units or more, the plant-wood set can come in two different sizes. Another plus for this product is its uniqueness: because the grain of the natural wood is irregular, the end result of the lasering process is also different every time, which means that each pot is a real one-of-a-kind treasure.

45997 • emotion factory GmbH • Tel +49 7042 81550

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

BRILLIANT IMAGE IN RED AND YELLOW

It's a hard choice: red or preferably yellow? It is their special design that makes the two Image Special Edition high-gloss ballpoint pens from Senator so appealing. Both pens come with high-gloss chrome-plated fittings, attract attention and are clearly accentuated. As a consequence, this edition is deliberately distinguished from the established image family by an independent, modern colour statement. Thus these writing utensils are ideal as an impressive accompaniment to image-enhancing advertising, enabling a targeted expansion of the brand presence. Combining them with the matching colours of the Skuba Pen Sleeves (writing case) creates a perfectly coordinated overall picture with a strong effect. This can be further topped by the interplay of colours with Skuba Mybook (envelope for A4 paper books) and Skuba Mybag (utensil bag), which generate additional high-quality advertising options. The writing utensils are equipped with a quality jumbo refill that writes in blue. When it comes to finishing, metal and laser printing lend themselves well, both for the barrel as well as the top.

41838 • Senator GmbH & Co. KGaA • Tel +49 6162 8010

info@senatorglobal.com • www.senatorglobal.com



A MULTI-FUNCTIONAL MESSENGER

The 3-in-1 multi-functional pen called Penac ele 001 brings advertising messages to recipients in a striking and crystal clear way. This writing instrument from Penac writing instruments (P.W.I.) offers all of the features necessary to attract the right amount of attention to a campaign. It has a retractable 0.5 millimetre pencil in its shaft and two pens with blue and red ink, as well as a rubber eraser under the cap. This multi-talented pen, which comes in the transparent spring colours of lime green, pastel blue, red, blue and crystal clear, is in stock and ready for delivery for orders of 50 units or more. It also comes with transparent gift packaging. With two weeks' notice, the pens can be personalised with logos and advertising messages.

47111 • P.W.I. GmbH • Tel +49 911 37662670

info@penac-writing.de • www.penac-writing.de

BUREAU VERITAS SEMINAR SERIES FOR PSI MEMBERS CONTINUES

The PSI service partner Bureau Veritas, one of the world's leading inspection, classification and certification groups, is continuing its seminar series for PSI members and presents its upcoming events on the topics of "Requirements for clothing & functional textiles / shoes and suitcases", "Chemical requirements for toys 2013", "Understanding and applying the REACH Regulation" and the "RoHS / Certification combined seminar".

FREE SHORT SEMINARS

Short seminar 1: Physical requirements for clothing & functional textiles

- Physical testing of textiles
- What legal requirements exist in relation to textile labelling?
- Standard market requirements for textiles
- Requirements and testing processes for functional clothing
- Influence of yarn and fabric structure as well as finishing on the functionality of textiles (tensile strength, pilling, abrasion resistance, dimensional stability)

Short seminar 2: Shoes and suitcases: Quality, chemical and physical requirements

- Shoes: Testing for performance, fit and workmanship
- Functional testing of suitcases and bags
- Testing of leatherr

The two seminars can be booked separately.

16. May 2013, Hamburg
13. Jun. 2013, Nürnberg
Short seminar 1: 10:00 a.m. – 1:00 p.m.
Short seminar 2: 2:00 p.m. – 5:00 p.m.

Further information on all the seminars and registration forms are available at:
marketing.cps@de.bureauveritas.com or
www.bureauveritas.de/cps/schulungen



REACH: UNDERSTANDING AND APPLYING THE REACH REGULATION*

During this seminar participants will learn what SVHC – ECHA candidates are, to which products REACH applies and how affected companies can comply with the REACH Regulation.

- What are SVHC – ECHA candidates?
- To which products does REACH apply?
- Registration, application, authorisation
- REACH – Exceptions
- REACH – Compliance
- Bureau Veritas SVHC Test
- The most important principles of the RoHS Directive

15. May 2013, Hamburg
12. Jun. 2013, Nürnberg
10:00 a.m. – 3:00 p.m.

ROHS/CERTIFICATION COMBINED SEMINAR*

RoHS

- What is RoHS?
- Materials and threshold values
- Applicability
- RoHS exceptions
- RoHS II – What's new?
- Proof and documentation of RoHS compliance

Certification

- General principles for the marketing of products in the EU
- Product Safety Act
- For which products is certification advantageous?
- GS symbol
- The Bureau Veritas Quality Check

14. May 2013, Hamburg
11. Jun. 2013, Nürnberg
10:00 a.m. – 4:00 p.m.

* A fee is payable for these seminars

52ND PSI TRADE SHOW RESERVE A STAND FOR THE 2014 PSI TRADE SHOW

The PSI Trade Show in Düsseldorf is the leading fair for everything to do with promotional products. In 2014, as well, the 52nd edition will be held in the accustomed surroundings from 8 to 10 January. In the coming year, around 1,000 manufacturers are going to be presenting their innovations. About 80 per cent of the spectrum of professional visitors consists of persons who are decisive or bear joint responsibility for the procurement decisions of their companies. Interested exhibitors should take advantage of this opportunity and be sure to be on time by booking their stand now for the 52nd PSI Trade Show in 2014. More detailed information can be found at www.psi-messe.com. Anyone who wants to calculate the cost of a stand quickly and uncomplicatedly in advance can do so with the practical PSI stand cost calculator: www.psi-messe.com/standkostenkalkulator.



PROMOTÜRK POWERED BY PSI SPECIAL DISCOUNTS FOR PSI MANUFACTURERS

From 19 to 22 September, the 28th edition of the promotional product trade fair Promotürk will take place at the Expo Center/Cnr Expo in Istanbul, Turkey. This leading Turkish industry event is being organised with the support of the PSI organization for the third time, which is expressed in the title of the event, "Promotürk – powered by PSI". This event is steeped in tradition and connects the promotional product markets in Europe, Asia and the Arabic world with each other at the border of two continents. It is being organised by the Turkish promotional product association Promoturk in collaboration with the ITE Group plc, which is an event organization firm with worldwide operations. Visitors can register themselves free of charge at www.ite-promo.com (please follow the link "Online Invitation Form"). PSI manufacturer-members can again receive an exclusive special discount as exhibitors:

- Without a stand construction: starting from 155 euros per square metres (regular price: 180 euros) + 220 euros for registration (plus VAT)
- Including a stand construction (walls, carpet, 1 spotlight – each 3 square metres, 1 electrical socket, inscription on panels): starting from 175 euros per square metres (regular price: 200 euros) + 220 euros for registration (plus VAT)

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



PSI WEBSHOP ROADSHOW GOES ON TOUR IN THE NETHERLANDS

In mid-April, the PSI team along with CupPrint/freie Produktioner started the international Webshop Roadshow. The PSI team and CupPrint/freie Produktioner stopped in five different German cities and had great success providing information on the latest module in the PSI Online Services

ROADSHOW DATES

28 May 2013, Utrecht

29 May 2013, Rotterdam

series. The program featured possibilities, mode of operation and advantages of the webshop. In late May, the Webshop Roadshow will also be under way, stopping off at Utrecht and Rotterdam in the Netherlands. Applications are being accepted at www.psi-network.de/roadshow_webshop. Further information at www.psi-network.de/webshop

SOURCING CITY LIVE 2014 BARGAIN EXHIBITOR PACKAGES FOR PSI MEMBERS

Thanks to the PromoAlliance, the international alliance between PSI, ASI and Sourcing City, PSI members can once again benefit from special terms. PSI suppliers who would like to exhibit at the Sourcing City Live in Farnborough, GB on 5 and 6 March 2014, can book special exhibitor packages. They have three variations to choose from, which differ in exhibition space and stand furnishings. All three packages include a hotel voucher worth £ 50 per night, two free admission tickets to the trade fair party, free food at the fair and free WiFi. Distributors can also visit the Sourcing City Live trade fair free of charge by way of PSI once again in 2014.

On the PromoAlliance

Some of the goals of this international alliance for the promotional product industry are to introduce global quality standards, develop new market concepts, connect new markets and promote training. All founding members of PromoAlliance are committed to the efficient and time-tested multistage distribution model "from manufacturer to distributor to final customer". Sourcing City is a special provider of online and mobile services, as well as networking events for the British promotional product industry.

Contact for interested PSI members is Tanya Cooper.

Tanya@sourcingcity.co.uk

Tel. +44 1252 701081



PROMO ALLIANCE

ASI SOURCING CITY PSI

REQUIREMENTS

Last month I talked about “looking at the world through rose-tinted spectacles”, structural changes and consequences. Our industry continues to be unsuccessful at presenting ourselves as being strong and professional. I know we are not unprofessional. We are still successful, at least many of us were in the past. On this issue there has been a good feedback from our valued readers who have given thought to the needs of our industry. This shows how intensive the discussions have been.

Nevertheless it is still not clear what the needs of our industry and companies are. This is an issue with multiple dimensions. We have to live with the requirements imposed on us externally. These are the laws and regulations. These will, however, be even more severe in the fu-

ture. I do not want to paint the devil on the wall, but the news is becoming more frequent. Just this weekend I read in the Süddeutsche newspaper about the environmental consequences of cigarette butts and the associated sanctions therewith planned against the industry and smokers. This morning on the radio was the issue of millions of tons of plastic waste in the oceans. We should not be surprised if the issue of waste and promotional products soon appears explicitly on the political agenda.

But what are the requirements each company must face in order to be prepared for the future? Many apparently lack a clear answer to this question. For some, it means even more trade fairs, roadshows and in-house shows. Even more sales activities?

Certainly not more, but different. And companies have different ideas about “different”. Sometimes it is a step back to old recipes for success. Take, for example, distributing patterns and addressing small distributors. A recollection of old times would be helpful for many businesses.

We are currently taking up the discussion about requirements and trying to structure them. The topic mentioned last month concerning figures is disappointing as a majority of the state associations are showing no initiative. In addition to the initiatives of GWW and Eppa, we are therefore currently starting a qualitative survey of our members about the requirements and challenges for their business. In the first step, we are focusing on the trade. We will of course inform you of the results.



» We are currently starting a qualitative survey of our members about the requirements and challenges for their business.«

Best regards,

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

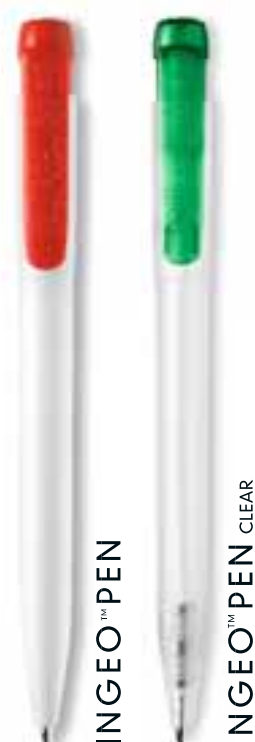
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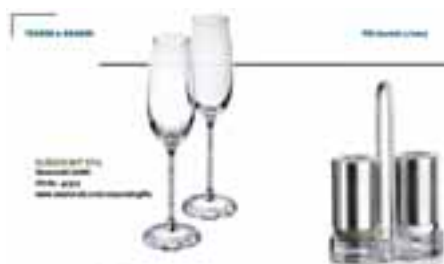
Federico Fellini's film "La Dolce Vita" coined the term to describe the good life. Often associated with the Italian lifestyle, the term stands for leisure, enjoyment and the pleasurable things in life. In the June issue of the PSI Journal, we will be presenting you with chic, trendy and attractive promotional products – just the things to sweeten life. In addition, you can look forward to products from the areas of office, computer and USB.

Please give some thought right now to the title themes of the July issue, "Play and hobby", as well as "Autumn season", and send your product presentations (image and text) by May 17, 2013 at the latest to: Edit Line GmbH, Redaktion PSI Journal, Dekan-Laist-Straße 17, 55129 Mainz, e-mail: hoechemer@edit-line.de.



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They attract attention, are innovative or simply nice to look at – the products in our Trends & Brands section. Month for month, we present the industry's trend products, supplemented by a bit of background information. In the June issue of the PSI Journal, as well, you can expect to find very special products to bring joy to their owners.



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