

➤ **PS1**

POWER FOR PROFESSIONALS
International Magazine
For Promotional Products
NOVEMBER 2013
Volume 52

JOURNAL



**Marcus Schulz, Thorsten Schmidt
Giffits**
The Online Pioneers



Knuth Fischer, Diana Meier
40 Years Of Hepla
Story Of Success

PSI 2014
Something For
Everyone

Product Guide
Cooking And Savouring
Fire And Light

PF Concept
Four New Product
Worlds



TRANSPORTATION LAW

**LIABILITY IN THE
EVENT OF DAMAGE**

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EDITORIAL

A GOOD TREND

A few days ago, the new catalogue of a famous bag manufacturer landed on my desk. The accompanying letter began with the words, "Actually, we do not produce bags, but advertising successes." And that was not only a smart saying, but also a message that ran through the whole catalogue. How smart, beautiful and effective well-placed advertising can be was illustrated in a large number of samples. "Bags give legs to logos." How true. The key visuals, kept in silent-film look, showed that this was not merely about cataloguing products, but just as much about the company's advertising message.

More and more companies in the industry seem to be taking this route. They feel themselves and their products to be a part of the advertising industry, building blocks in campaigns, and highly effective carriers of messages. But there is still much left to do. If you look at the brochures and advertising presence of most companies in the industry, it is enough to make your hair stand on end. Many online providers are no exception here, since their sites are often more than comparable to ebay or Amazon. But whoever looks like ebay must also expect to be treated like ebay. By advertising agencies, by customers, by legislators, by the media. Then you are nothing more than a cheap supplier of products that can have something printed on them. But online shops can also exude creativity and communication. There are examples of this, albeit still far too few.

And then I recommend for the umpteenth time that you please leave out the constant references to gifts. We make advertising. But if you do not want to do without the gift page, because that is all customers want, then you should set up separate areas and make it clear where the advertising page is. If we want to stop landing under the wheels of companies' compliance rules, then we will absolutely have to start doing this. They do not want to have anything more to do with gifts. But definitely with effective advertising. So we must position ourselves the way our customers want and need to have us.

It's nice that there are more and more good examples. Could this perhaps be a good New Year resolution for many a company to make for 2014?

Keeping this in mind



Manfred Schlösser
Editor-in-Chief PSI Journal



Manfred Schlösser

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ADVERTISING DELICATELY

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The concept of “cooking and savouring” dominates the product presentation on the following pages. The industry also offers numerous culinarily inspired advertising ideas in this field, a field that accompanies us during two of life’s most enjoyable activities, namely eating and drinking. Furthermore, we present shiny promotional products.



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LIABILITY IN THE EVENT OF DAMAGE

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Promotional products are frequent travellers: most have already travelled halfway across the globe before they reach Europe. From there, they travel onwards to the ultimate recipient. A massive logistical exercise is behind this supply chain. Often damage or theft occurs during transportation. Those who understand the importance and evidential value of the receipts issued during shipment can successfully claim for damages. A guide for promotional products businesses.

PSI 2014: SOMETHING FOR EVERYONE

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PSI is presenting itself as a lifestyle trade show. The newly created PSI First label points the way to product premieres and has turned the Trade Show back into a genuine show of innovations. A new meeting point is provided by the big PSI Café powered by Mahlwerck Porzellan in Hall 11. There and in the PSI Media Lounge in Hall 9, even the briefest of breaks can be inspiring. One highlight with a high communication factor is sure to be the big PSI After Work event in the Mall. Prepare yourself for surprises!

GUTTING PFALZNUDEL: DESIGNER PASTA

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Located in the Southern Palatinate, the "Tuscany of Germany", is the headquarters of Gutting Pfalznuudel GmbH. Together with 18 members of staff, managing director Gerlinde Thelen and her daughter Corinna Schrieck produce individual designer pasta for gift and promotional purposes with a high potential for innovation and a good dose of inventiveness, according to the motto "Pasta makes people very happy".

M. SCHULZ AND T. SCHMIDT: THE ONLINE PIONEERS

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Hamburg-based Giffits is celebrating its fifteenth anniversary this year. This full-service provider for promotional products was one of the first specialists in the promotional products business to concentrate exclusively on the online trade. In the course of time, this grew into a shop providing an overview of "the whole world of promotional products". Behind this ambitious business model are the Giffits "movers and shakers", Marcus Schulz and Thorsten Schmidt. They recognized this opportunity at just the right time.



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AUTUMN WEATHER

Especially in the rainy months of autumn, an umbrella is our most faithful companion. It now comes in all colours and nearly every shape. Even early on, the umbrella was more a decorative accessory than a purely utilitarian object. The forefather of the umbrella, however, was the parasol. Back in ancient Egypt, rulers would protect themselves from excessive heat and sunshine with a sunshade, which is why the parasol soon became a symbol of power. In Europe, the parasol did not gain acceptance as a article of daily use and ornamental accoutrement until the seventeenth century, when ladies of the nobility began to protect their dainty complexion from strong sunshine. The umbrella was first used to protect against rain by – who would have guessed? – a Londoner. After that, the umbrella quickly became an indispensable accessories for all gentlemen of fashion.

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FEELGOOD MOMENTS

The word "wellness" is a neologism created by the American physician Kenneth H. Cooper. It is made up out of the two words "well-being" and "fitness". Now the word wellness has become associated with everything which enhances physical, mental and spiritual well-being and health. And people are willing to spend a great deal on their well-being. More and more people feel stress and strain in their jobs, which is why the demand for leisure-time relaxation is constantly on the rise. We would like to give you little feelgood moments with our small selection of products, especially in the autumn and winter months.



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TRANSPORTATION LAW IN GERMANY

LIABILITY IN THE EVENT OF DAMAGE

Promotional products are frequent travellers: most have already travelled halfway across the globe before they reach Europe. On their way from the supplier, they use various means of transportation to reach the distributor or the final customer directly. From there, they travel onwards to the ultimate recipient. A massive logistical exercise is behind this supply chain. Often damage or theft occurs during transportation. Those who understand the importance and evidential value of the receipts issued during shipment can successfully claim for damages. A guide for promotional products businesses.

Sales and distribution of promotional products requires logistical effort and the use of transportation vehicles. Not infrequently, claims arise as a consequence of damage to and loss of transported goods. Experience shows that customised promotional products also have an above-average risk of theft. The liability system in transportation law is complex, not only for domestic consignments but also cross-border shipments. The question of who is liable for damage or loss is largely dependent on the documentation of the processes at handover of the goods to the freight forwarder. The documentation at acceptance by the consignee is also important. Many times receipts are issued whose legal relevance in the event of damage is decisive in determining whether the commissioned logistics company or the executing freight forwarder can be held liable. These companies can in turn settle the claim via the forwarder's liability insurance. In the following overview, the significance and evidential value of such receipts in the processing of a transport order will be addressed, with a particular focus on the consignment of promotional products.

RECEIPT ISSUED BY THE FREIGHT FORWARDER

The driver of the executing transport company generally signs to confirm the acceptance of the consignment. This takes place in the "classic" way on a consignment note, but also on delivery notes and packing lists which are presented to the driver for signature. According to § 409 par. 2 HGB (German Commercial Code) a consignment note signed by the consignor and the transport company gives rise to the statutory presumption that the goods and their packaging appeared to be in good condition when handed over and that the number of packages and their description correspond with the information on the consignment note. Otherwise the driver needs to enter a reservation on the consignment note, even if merely stating that an inspection was not possible. Acc. to Item 8.1 of the ADSp (German Freight Forwarders' Standard Terms



Who is responsible for damage during transportation? The more accurately the processes at handover and acceptance of the goods are documented, the easier this question can be answered.



and Conditions), regularly stipulated by transport companies in Germany, the consignor can demand a certificate of receipt from the freight forwarder. However, this only relates to the quantity and type of packages, not to their contents, value or weight. With the signature, the driver does not confirm the contents or the amount of the packed consignment. This also applies to the evidential value of the driver's signature on delivery notes, packing lists or cartage notes.

DIFFICULT BURDEN OF PROOF

With their signatures, drivers merely document the quantity and type of packages, not their contents or the amount of the packed goods. In the event of legal action this regularly leads to the freight forwarder who is being sued for damages, or his liability insurance, refuting that the specified number of items was actually contained in a box or other container. The claimant essentially bears the entire burden of proof that the freight forwarder accepted the goods in full and without damage. Such proof is not easy to document when sending promotional products because these are typically mass-produced items which have been packed in transport units for shipment long before commissioning, and are therefore not counted again.

Here the law helps the consignor by easing the burden of proof: in commercial deal-

ings it is presumed in his favour that a packaging unit (parcel, sealed box) contains the quantity of goods listed in the attached delivery note or a commercial invoice issued at the time transportation commenced. However, in a lawsuit the freight forwarder has the possibility to rebut this prima facie evidence if he can show, for example, that the boxes were not properly sealed or were damaged at the time of handover. The circumstances of the individual case are critical in relation to the allocation of the burden of proof. In principle, the consignor is strongly advised to document the filling of packaging units, the commissioning and loading of the transport vehicle systematically and in detail, to allow evidence to be provided at a later stage. What's more, mass-produced items such as promotional products should be weighed prior to handover to the freight forwarder. But even this does not provide a 100 per cent guarantee. An example from legal practice: A number of years ago the author worked on a case in which boxes of high-value pharmaceutical products were "boosted" in weight with orange juice bottles from discounter in order to disguise theft.

RECEIPT ISSUED ON ACCEPTANCE BY THE CONSIGNEE

The freight forwarder has the right to demand a receipt from the consignee. If this

is refused, he is not required to unload and is even entitled to pack the just unloaded goods back onto the truck. However, this right is seldom exercised in practice, as the consignee is generally not prepared to release the unloaded goods, even if the receipt is contested. By way of signature on a delivery note or consignment note the consignee merely acknowledges the quantity and type of packages, i.e. that which can be determined during a quick visual inspection. This inspection requirement does not go so far as the so-called commercial obligation to give notice of defects acc. to § 377 HGB (German Commercial Code), which the consignee must observe in relation to the seller of goods in order to be entitled to statutory warranty claims. For potential claims to be exercised against the freight forwarder, loss or damage which is externally visible must be immediately notified at the time of delivery (§ 438 par. 1 no. 1 HGB). This is generally performed by making relevant notes on the consignment note or the receipt. Notices or reservations must specify the damage "with sufficient clarity" (§ 438 par. 1 no. 2 HGB). This is where mistakes are often made in practice, because the initial inspection is poorly organised in many companies. A stamp with the note "subject to inspection" or acceptance "with reservations" is not sufficient.



In the event of a claim, the claimant bears the entire burden of proof that the freight forwarder accepted the goods in full and without damage.



FAILURE TO NOTIFY OR INSUFFICIENT NOTIFICATION

What happens in the event of failure to notify or the notification is insufficient? It is presumed in favour of the freight forwarder that the goods were delivered in full and without damage. This applies to loss or damage which was not apparent during external visual inspection if the notification is not received by the freight forwarder with 7 days of delivery (§ 438 par. 2 HGB). In practice this means: unloaded boxes and other packaging units need to be opened and examined within a few days of delivery to ensure that the 7-day deadline for loss or damage which is not externally apparent can be met. When it comes to determining whether damage or loss is externally visible, there are many different case scenarios. A typical example: boxes exported from China which are stacked on pallets and wrapped in shrink film. Here it's not possible to see "at first sight" when unloading whether boxes were removed or opened in the middle of the pallet; it's particularly important in such cases to at least check whether the shrink film has been opened or torn anywhere. If in doubt, the consignee should not issue a "clean

receipt" but carry out the inspection immediately and in the presence of the driver. However, experience shows that both the driver and the employees of the consignee lack the necessary time for this. It remains to be mentioned that, in the event of failure to report damage, the consignee can rebut the presumption in favour of the freight forwarder through other means, for example through witnesses. In case a receipt was issued without reservations by the consignee, the right to claim damages later is not excluded – but significantly more difficult to assert for the reasons mentioned above. When losses are notified late, the freight forwarder or his insurance company will always object, claiming that the damage occurred after the goods were received by the consignee.

PREPARING PRECISE DOCUMENTATION

The issuing of receipts is of great importance when it comes to the transportation of goods. The evidential value of a receipt only extends to that which the issuer can recognise without much effort. The consignor of promotional products, which are generally handed over to freight forwarders in large quantities, should precisely

document packing, commissioning and weight. Delivery notes, packing lists and commercial invoices should accurately describe the goods and specify quantity and weight. In as far as the consignee issues a receipt, reservations should be clearly formulated; otherwise the assertion of claims for damages against the freight forwarder becomes significantly more difficult. As promotional products are especially at risk of theft, particular care is needed at the interfaces.

Wolfgang H. Köhler <



Lawyer

Wolfgang H. Köhler

has been working as a self-employed lawyer in Düsseldorf, Germany for more than 30 years. The legal practice

Diehl, Köhler & Partner has specialised in transportation and insurance law for just as long. The author himself also advises small and medium-sized businesses from the promotional products industry.

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Gerne steht Ihnen das Spranz Team für Beratungen, Rückfragen und Details wie immer persönlich zur Verfügung und freut sich auf Ihren Besuch. Ihren persönlichen kostenlosen Einladungscode senden wir Ihnen gerne zu.

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- 28.01. – Stuttgart, Parkhotel Stuttgart Messe-Airport
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PSI CAFÉ, PSI MEDIA LOUNGE, PSI AFTER WORK

SOMETHING FOR EVERYONE

PSI is presenting itself as a modern lifestyle trade show – trendy, chic and full of life. The newly created PSI First label points the way to product premiers and has turned the trade show back into a genuine show of innovations. A new meeting point with international flair is provided by the big PSI Café powered by Mahlwerck Porzellan in Hall 11. There and in the PSI Media Lounge in Hall 9, even the briefest of breaks can be inspiring. One highlight with a high communication factor is sure to be the big PSI After Work event in the Mall. Prepare yourself for surprises!

Conserving and expanding what's tried and tested, and skilfully integrating and staging what's new: this is the task the PSI Trade Show team has set itself for PSI 2014 as it uses lots of imagination and experience to implement the current concept. In the last few issues we guided you through the Halls and steered your gaze above all towards new presentation

options and services that can boost your business. In this chapter we show you how you can take a break after busy hours to gather new strength or take a moment to reflect. It has been proven that quick time out is no time wasted – on the contrary: situations often look clearer at a slight remove and more accurate impressions can be gained. This is even more

successful when you're sitting comfortably, with a delicious-smelling coffee in a tasteful porcelain cup in front of you, only letting your gaze fall on pleasant things. This is why, right in the middle of the International Area, where international associations, companies and country pavilions rendezvous, PSI has created a new, big PSI Café.

RELAX AND GET INSPIRED

Even the PSI Café's location amidst international stands is something special – because people coming and going pass stands they might not have consciously made their way to, and discover products they might not have been looking for. A new feature in the International Area, for example, is the ScandiBase, a point of contact for Scandinavian visitors. Now if that's not exciting ... The PSI Café has high-quality fittings and is supported by Mahlwerck Porzellan, a guarantor of good taste and creativity. This is a wonderful place for spending a little time over a free coffee and networking. Whether your meeting is with employees, colleagues or partners, the PSI Café provides the right setting for it. What's special about this new location compared with the quiet zones that were always available? In the PSI Café the central theme of the 2014 Trade Show concept can be relived – as products are a constant presence here, too. Be they in glass cases or in product spheres, the trade show's novelties are discreetly dotted about in the background here as well. Sit back and enjoy a coffee and be inspired – it's playfully easy to be that here. So, look in at the PSI Café and give it a try!

BRIEF TIME OUT

Wandered from stand to stand for hours on end, seen lots of interesting things, but have tired feet? For all Trade Show visitors in this situation the PSI Media Lounge, a combination of quiet zone and business centre, has been a trusty point of retreat for many years. For, here in Hall 9, one can lean back over a free refreshing drink and recover from the trade show hustle and bustle. Equipped with Internet terminals and laptop connections, the Lounge also provides the opportunity to keep an eye on daily business at home without interruptions. Check e-mails, quickly research something or take time to make a call – this is the ideal place to do all these things. A top tip: for a bit of variety, browse through the trade magazines on display, as it's well known that the senses are sharpened when one's thoughts are interrupt-

The Mall at Messe Düsseldorf will be barely recognisable in January: Here, and in the circumferential gallery, the motto for Wednesday and Thursday from 5 p.m. will be "Meet, talk, celebrate" – Surprises in store, too.



Check e-mails, quickly research something or flick through a newspaper: The Media Lounge in Hall 9 is a quiet zone and business centre in one.

ed and the mind's busy with other things. After that, you're receptive and ready to go again for the next round through the halls.

PSI AFTER WORK

We've saved the best till last, though: When the Trade Show day is done and the last conversations are still echoing in your mind, when your head's full of ideas and plans, then you should enjoy this stimulated mood with a glass in your hand together with colleagues, partners or even new acquaintances. Now nobody, in January, will have to leave the Trade Show in order to see out a busy day with many new impressions –

for, with PSI After Work, PSI has created a context where trade show participants, on Wednesday and Thursday from 5 p.m., can chat and relax, forge contacts and exchange ideas. The get-together, which will take place in the North Entrance foyer and on the gallery, offers the chance for encounters and dialogue with "meet, talk, celebrate" in mind. For PSI is still a trade show of personal meetings and conversations, relationships and friendships. So, stay behind after the Trade Show and see what's going on in the fully redesigned foyer. There will be all sorts of surprises in store here as well. <



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“ZOGI IS
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ALSO AT
PSI FIRST.”



50 YEARS OF EXPERIENCE IN OUR PRODUCTS AND IN THE INDUSTRY. ALWAYS A FAMILY-BASED COMPANY. ONLY POSSIBLE WITH CREATIVITY AND DISCIPLINE. CHARACTERISTICS WHICH OUR CUSTOMERS VALUE. AND THEN THERE'S OUR PHILOSOPHY: DESIGNER ARTICLES BUT NO DESIGNER PRICES. THAT'S A PROMISE!

26



LORNE SPRANZ
SPRANZ

“QUALITY,
DESIGN,
PRICE,
PUNCTUALITY:
THE RIGHT
COMBINATION.”



ACCURACY, RELIABILITY AND PROFESSIONAL INTERGRITY FORM THE BASIS OF THE WIN-WIN BUSINESS OF THE PURE IMPORTER TEAM-D, SOUTH GERMANY. OUR PRODUCTS MEET THE DEMANDS OF OUR CUSTOMERS, THEY ARE HANDY AND USEFUL, INNOVATIVE AND HAVE AN OUTSTANDING PRICE-PERFORMANCE RATIO.

27



HARALD VĂTH
TEAM-D

“OUR CUSTOMERS ARE MORE RELAXED. BECAUSE A BUSINESS-MAN'S WORD IS HIS BOND.”



WE DON'T JUST LOVE
EXCELLENT DESIGN, WE
DEVELOP IT. TOP QUALITY,
DEMANDING ADVERTISING
MATERIAL IS OUR FORTE.
JUST CREATING THE
COMMONPLACE ISN'T A
CHALLENGE FOR US. THAT
BEING SAID, YOU CAN
ALWAYS IMPROVE ON OLD
FAITHFULS. PSI FIRST
IS OUR CHALLENGE.

28



REENALD KOCH
REEKO DESIGN

“YOUR
CUSTOMERS
WILL
LOVE IT:
REEKO”

29



TASTEFUL IN EVERY SENSE OF THE WORD, ALL KINDS OF INNOVATION, QUALITY AS THE OVER-RIDING GOAL: THAT'S MAGNA SWEETS. PROVIDING TASTEFUL ADVERTISING IS OUR BUSINESS. OUTSTANDING BRANDS ARE OUR PARTNERS - AND YOURS, TOO. WE'LL BE AT THE PSI WITH FIRST.



STEFFEN HEINZINGER
MAGNA SWEETS

“GOOD
TASTE
FOR
GOOD,”
ADVERTISING.



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ARTS. LYNKA, RIGHT AT THE
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BRANDS IN SALES AND
HIGH-TECH IN SCREEN
PRINTING AND DECORATION.
AN IDEAL COMBINATION.
REFINED PROMOTIONAL
GARMENTS FOR 20 COUN-
TRIES IN EUROPE. GLOBAL
ACCLAIM FOR TOP QUALITY.

30



JOHN LYNCH
LYNKA SP. Z O.O.

“REFINING
YOUR
CUSTOMERS
IMAGE.
ALSO WITH
PSI FIRST.”



COOKING AND SAVOURING ADVERTISING DELICATELY

The concept of “cooking and savouring” dominates the product presentation on the following pages. The industry also offers numerous culinarily inspired advertising ideas in this field, a field that accompanies us during two of life’s most enjoyable activities, namely eating and drinking.

Other senses are appealed to in the culinary context at first, of course. According to Goethe: “A meal should first please the eye and then the stomach” – which corresponds to the popular saying “You eat with your eyes, too”. Smell and taste are also of great importance. The advertising ideas that have been inspired by these buzz words reveal their multi-sensory qualities with regard to everything concerning the products and accessories relating to the topic “cooking and savouring”: They mostly appeal to several senses at the same time. In addition to this, they are used in a setting that is particularly popular at the moment – and enjoy even more attention as a result. Things are being cooked and eaten everywhere: We can channel hop from one cooking show to the next in the TV and private dinner parties are also enjoying immense popularity. And this is exactly the way it should be because: “You are a king at your own stove just as much as any monarch on his throne,” as said by Miguel de Cervantes. The articles on the following pages deal with this subject, too. <



SHARP AND STYLISH

Rösle presents its new steak knife set in a fine wooden box made of bamboo. The four forged knives feature a blade made of knife steel, with a pointed end and plastic handle with three rivets. Personalisation is possible via laser engraving and printing, as well as a sticker on the packaging, on the four-colour sleeve and, for orders of 1,000 or more, also on the folding box.

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

info@roesle.de • www.roesle.de



A CRACKING IDEA

Troika has a very unique idea for a nutcracker. Ray, the first high-speed nutcracker that's made of aluminium, combines a completely new idea with unconventional materials, special mechanics and a big dose of fun. Ray guarantees excitement until the big bang when the hard nutshell is cleanly cracked.

46311 • Troika Germany GmbH • Tel +49 2662 95110

d.roether@troika.de • www.troika.org



CHOCOLISSIMO

CHRISTMAS GOODIES

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WERBUNG SPASS!



Sparkles
Bestellnummer: 3760

Goodies Maxi
Bestellnummer: 3776



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MM Brown Deutschland GmbH
Eschborner Landstr. 55
60489 Frankfurt/M.
Tel.: +49 (0)69 254 271 27
Fax: +49 (0)69 975 392 680
verkauf@chocolissimo.de

www.chocolissimo.de



TRUFFLE LOVERS

Jung presents a true Christmas highlight: the mini truffle desk calendar with an exquisite selection of delicious chocolates. Inside the calendar, the lucky recipient will discover 24 quality mini truffle chocolates in the varieties Marc de Champagne, Vanilla, Egg Liqueur, Rum, Kir Royal, Cognac, Cherry Brandy, and Café au Lait – every day a treat for the palate, every day an unforgettable promotional message on the desktop. A practical foldout table stand is integrated in the back. The gourmet calendar can be fully designed in four colours for orders of 100 units or more. A large range of design options is available to choose from.

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

ENJOYING TEA JUST IN TIME

With the intelligent cup, a highlight has been added to the wide selection of over 100 patented products at Global Innovations. The cup comes with a newly-developed, water-repellent system which connects the cup to a timer. This special cup ensures that tea is only brewed for the ideal amount of time. It gets the brewing time right, down to the second. Different brewing times of different types of tea can be printed directly on the cup. The timer is detachable, which makes the cup dishwasher safe. What is more, the cup comes with a lid, which can be used as a cover or as a plate to put the tea bag down on when it's no longer needed. The cup, which is only made out of high-quality food-safe materials, comes in different sizes and shapes and can be given an individual design.

46626 • Global Innovations GmbH & Co. KG • Tel +49 6502 93086-0
info@globalinnovations.de • www.globalinnovations.de



EXCEPTIONAL DESIGN

A new and multi-award winning innovation in the sports bottle market is offered by Adoma. The aim was to develop a drinking system that impresses through its straightforward design, is easy to handle and does not require an additional lid or cap. The drinkclean – a hygienic drinking system for water bottles – was developed in cooperation with the designer Professor Gerhard Reichert. The new system already received several awards prior to the series launch, including the Golden Award “Best of the Best” at the Home & Trend Award 2012, the Focus Design Prize 2012 in Gold from the Design Center Stuttgart, as well as the Good Design Award in the USA. The handling of the new drinking system is simple: swing the tiltable nib upwards into drinking position; then turn it back to the clean locking position after use and the drinking area remains free of all types of contamination. The product can be supplied in a range of different colours.

43999 • Adoma GmbH Kunststoff- und Metallverarbeitung • Tel +49 7522 97160
info@adoma.de • www.adoma.de





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63526 Erlensee

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www.snd-porzellan.de

Oder rufen Sie uns direkt an:
+49 (0) 61 83/80 08-0



CREAMY SPREAD

The Donvier cream cheese maker by Cuisipro, distributed via Profino, allows users to create their own favourite smooth cream cheese and use it in recipes such as delicious cakes, spreads and much more. The patented design and uniquely designed sieve of the clever kitchen tool guarantee optimal results with unforgettable taste. Properly stored, the homemade cream cheese keeps in the fridge for up to two weeks. The tool's container, without sieve, can also be used as a food storage box.

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



ACCURATE DOWN TO THE LAST GRAM

Many recipes call for very small quantities of ingredients. Technoline is selling the ideal kitchen accessory for just this task: the spoon scale KW120. This device makes it possible to weigh even the smallest amounts of powder, herbs and spices directly after taking them out of the packaging, and the scale is exact up to 0.1 grams. The clearly legible digital display can be switched from grams to ounces, and its automatic shut-off mechanism helps saving energy. Thanks to its practical spoon shape, it can also be used to easily put the ingredients into a pot, pan or bowl. The scale is easy to clean and after its use it can be kept in a cutlery tray or hung up using the loop at the end of the handle. The manufacturer indicates that it makes an ideal promotional product for every household since it is always so handy to have around.

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



A TRUE SALES BOOSTER

The new decorative trays in four modern designs and three different sizes by Emsa are made to suit every lifestyle. Every size in a decor family from Modern Style to Romantic Chic has its very own design that harmonises perfectly with the other serving tools in the same colour, making an impressive set. The classic cutting boards with ten new humorous phrases like “Mettwoch” or “Catwalk” bring fresh vitality to the table and to sales. Of course, all products are scratch-proof, dishwasher-safe and come equipped with anti-slip feet.

42692 • Emsa GmbH • Tel +49 2572 13218
werbeartikel@emsa.de • www.emsa.de



STARTING EARLY

The children's knives in the Chroma Captain Cook series – available in the product range of kochmesser.de GmbH – are manufactured from high-quality, Japanese Pure 301 Steel, are ergonomically designed to suit small hands and suitable for children aged 5 years and over. Rubbery plastic inlays and knobs on the side ensure that the little hands can securely grasp the handle. The blade tip is rounded which reduces the risk of injury. The knives are unusually sharp, but this also makes them much less dangerous than blunt knives. They glide through meat, fruit and vegetables without slipping from the cut items and without the need for children to use much force. The series consists of a carving knife, chef's knife and paring knife.

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



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Victorinox AG
CH-6438 Ibach-Schwyz, Switzerland
T +41 41 81 81 211
www.victorinox.com

MAKERS OF THE ORIGINAL SWISS ARMY KNIFE



EXQUISITE ACCESSORIES

The Xindao product range includes a wide selection of accessories in fine design, such as the set named Tower & Spire, consisting of a pepper grinder and a unique cheese grater made of stainless steel and bamboo. As customers have come to expect at Xindao, the set comes supplied in the XD design gift box. The cheese grater is also available in the colours black, red and lime.

42772 • Xindao B.V. • Tel +31 70 3199900
deutschland@xindao.nl • www.xindao.com

NOW ALSO AVAILABLE IN COLOUR

Fortune cookies, for example in the colour of a product, can be ordered from Schäfer's Süsse Werbung, distributor of the brand Bavarian Lucky Keks. Whether red, green or black, the customer's desired colour can be ordered from as few as 1,650 pieces. Many samples can be found on the website shown below.

43744 Schäfer's Süsse Werbung • Tel +49 9405 5125
info@lucky-keks.com • www.Lucky-Keks.com



SERVED WITH STYLE

The cake knife by Triangle GmbH is extremely practical, combining two useful functions in a single tool. It not only allows cakes to be cut in a particularly elegant way, it's also ideal for serving the pieces. As one edge of the blade is serrated and the other smoothed, it handles hard bases with ease as well as it enables sensitive toppings and creams to be simply and cleanly separated. The knife is available in two different handle varieties. Advertising is applied on the blade. The product can either be supplied loose or delivered in attractive packaging.

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





GENUSSVOLL ANSTOSSEN MIT DEM PSI AFTER WORK DRINK



★
**ERHÄLTlich AN DER
HAVANA CLUB BAR**





FLOATING LIGHTLY

Those who would like to surprise a very special person with a very special gift will find what they're looking for at Sanders. Because the company supplies a hand-blown, double-wall thermo glass, which ensures that tea does not become cold during the steeping and drinking time. And it also makes an extraordinary visual impression: the tea appears to float in the glass. It comes supplied with a matching glass saucer. Together with Sanders Bio TeaSticks a tea set is created that's available in two sizes: for one with six Bio TeaSticks plus thermo glass and saucer or for two with twelve Bio TeaSticks and two thermo glasses and saucers.

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

A PERFECTLY COOKED MEAL

Anyone who reaches the right inner temperature when grilling meat and wants to continue to monitor the temperature on a regular basis decides if the fillet of beef turns out to be a delicious culinary experience or more of a test for your teeth. TFA Dostmann is selling a kitchen chef funk grill thermometer which has a timer and stop-watch feature; the optimal inner temperatures for different types of meat and cooking times are already pre-programmed. But of course, you can still specify the individual temperature required for your favourite recipe. An alarm signal will go off when the target temperature has been reached. An especially practical feature is the wireless radio transmission of the signal to the cook which means he can be mobile and calmly concentrate on welcoming his guests while the roast is cooking in the oven or is lying on the grill.

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



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www.psi-messe.com

Reed Exhibitions

GOLDEN DELIGHT

This promotional product is certainly worth its weight in gold and is sure to dazzle the recipient. Edible 24 carat gold flakes are mixed with vineyard peach liqueur and a dry sparkling wine in the "Goldflockentraum" by Promotion Drinks – Römer's own brand. Starting at 120 bottles (0.2 or 0.75 litre) this golden delight can be adorned with a customised label or high-quality direct printing on the bottle. What's more, the wide range of sparkling wine products at Promotion Drinks comes in many different bottle colours and sizes. New in stock: a high-quality Cuvée Sekt in an elegant, matt black bottle.

43892 • Römer Wein & Sekt GmbH – Promotion Drinks
Tel +49 6541 81290
info@promotiondrinks.de • www.promotiondrinks.de



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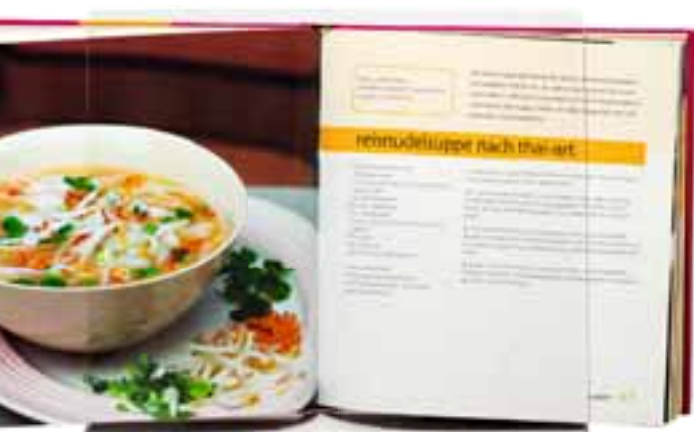
It's not only ambitious cooking freaks who should be thrilled by the great glass chopping board from Easy Gifts GmbH. Its material means that the useful kitchen aid is easy to clean and thus particularly hygienic, has a long life and many options for use (for example, as a chopping board or table mat). A promotional message is applied on the board by the supplier by means of laser engraving on the bottom right-hand corner. Delivery is performed individually packaged in the colourful cardboard box.

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

COSY TEATIMES

A present set from Multiflower contains everything for warm and cosy hours during the winter and Christmas time. Everything has been prettily packed in transparent pouches for practical handover – therefore, right from the outside, one can see the attractive little red tin with the Christmas tea, the Elisenschnitten slices, plus the honey in a jar with a lid. A custom design for the tag for promotional printing is possible from just 250 pieces.

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



PERFECT PROTECTION

To ensure that cookbooks also stay clean during use in the kitchen, E & H Design has developed a cookbook holder with splash guard. An acrylic shield protects the recipes from stains, which means that they still look like new after use. The stand consists of three-millimetre acrylic glass and can be printed upon request.

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



SNACK BETWEEN MEALS

Something culinary for long winter evenings is on offer by Multiflower GmbH. The newly created cheese set contains everything for a cosy in-between snack. The cheese can be arranged decoratively on a wooden board alongside the pretzels. Alternatively, the parmesan cheese is also ideal for use for a variety of pasta dishes. Promotional printing can be done to customer wishes on the standard design. Custom design of the lid label is possible from just 250 pieces.

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



WINE SET IN A CLASS OF ITS OWN

The current range from Giving Europe GmbH includes a wine set that should be an elegant present for Christmastime, but also for other occasions. The material used for the product, which has been named Alu-Line, is absolutely stylish in terms of quality and finishing. The wine bottle just needs to be put in position and the high-quality present is ready. Delivery includes four accessories – Giving Europe has thought of everything. A security lock ensures that it won't just spring open, thus keeping the bottle of wine intact. Requested promotional messages are possible in the form of laser engraving.

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

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HERZOGSTRASSE 79
INFO@KUELLER-TASCHENMESSER.DE
WWW.KUELLER-TASCHENMESSER.DE



SPICY TRIO

A perfect spice trio for light Indian and Asian cuisine is available at Multiflower. Three test tubes, mounted in a stand made of beech wood, can be placed within easy reach in the kitchen. A company logo can be applied directly to the wooden stand, so that it always remains in view. For orders of 250 units or more, Multiflower designs the promotional flags according to customer preferences. The test tubes contain curry, garam masala and chilli.

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

SMALL TREATS

The exquisite cake bar, which comes with a tasty chocolate or caramel-cream filling, delicate chocolate coating and an integrated festive day candle, is a perfect way to actively acquire and keep customers. This treat lets you express yourself to the person you care about without having to use a lot of words. Also for sale are the individualised Happy Cakes, which each weigh 32 grams and come with an integrated candle in one of 6 different colours. It is recommended to have both products come inside an advertising combo pack with a custom-made design; the dimensions of the pack are 92 x 27 x 41 millimetres. These treats are the ideal advertising platform for birthdays, anniversaries, and parties, or as just a way to say a big thank-you for being loyal to your company or your products.

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



-Advertisement-



LOOK FOR THE FALCON

The art of swordsmithing has a tradition going back millennia in Japan. Today, Chroma Haiku knives are made in small Japanese knife manufactories out of modern, high-quality steels. They can be recognised by the falcon stamped onto the blade and by the meguki, a small bamboo pin on the handle. There are many Asian knives that look like Chroma Haiku knives: however, a clear difference can be seen during cutting and above all when grinding. On account of their hardness, about 60 degrees Rockwell, the knives in the series are extremely sharp, take a long time to wear down and can be simply ground again. Orders are taken by kochmesser.de Import GmbH & Co KG.

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



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QUALITY BLADES

The Swiss knife specialist, Victorinox, presents new legendary household knives, including four models of small, indispensable knives with handles in four fresh, trendy colours: pink, green, yellow and orange. They are knives that no kitchen should be without, making preparatory work much easier: tomato and sausage knife with wave edge, two short vegetable knives with pointed tip (one of which with wave edge), as well as a slightly longer vegetable knife. All models have super-sharp blades and are dishwasher-safe. Their ergonomic design – combined with an appealing look and feel – make working with the knives easy and safe. Refinement is possible through etching on the blade.

44281 • Victorinox AG • Tel +41 418181211

261@victorinox.ch • www.victorinox.com

AN EXCELLENT DESIGN

Not only expedient, but also appealing to the eye, this is the way the three-part fruit-peeling set from Krüger & Gregoriades presents itself. Made out of the best stainless steel it is captivating due to its excellent finishing and sophisticated design. The set consists of a fruit knife, a corer and a fruit scraper. The packaging is done in an elegant gift box with a transparent cover.

47203 • Krüger & Gregoriades Im- + Export GmbH • Tel +49 40 73102180

info@kg-hamburg.de • www.kg-hamburg.de



CUSTODIANS OF GOOD WINE

Wine Tool from Troika is a corkscrew made out of carbon steel with a ratchet mechanism which helps you open a bottle of good wine and then close it hassle-free. Because when it comes to unscrewing, Wine Tool can handle even the toughest of corkscrews. It turns into an air-tight bottle cap with its protective covering. With this perfect wine bottle opener, you can enjoy your glass of wine even better because you won't have any stress with opening or closing the bottle.

46311 • Troika Germany GmbH • Tel +49 2662 9511-0

a.bauer@troika.de • www.troika.org



IT'S MAGIC

A DV-Pax Lutec brings spices to the kitchen with the innovative and book-shaped spice box called Magic Spice Box, which is made out of tinplate. Inside the shaker there is a tiltable, food-safe plastic container that has stamped spouts and plastic openings incorporated into the body of the container. The container can be taken out to fill it up. When tilted, a shaker lid with 13 holes appears. The spice container can even be used to dose your spices precisely while only using one hand. It can be used to hold spices, salts of any kind, and even sugar toppings for baked goods, such as sugar pearls, chocolate sprinkles and much more. It saves space in the kitchen and ensures a consistent look on your spice rack.

46850 • ADV Pax Lutec • Tel +49 7123 380070
info@pax-lutec.de • www.pax-lutec.de



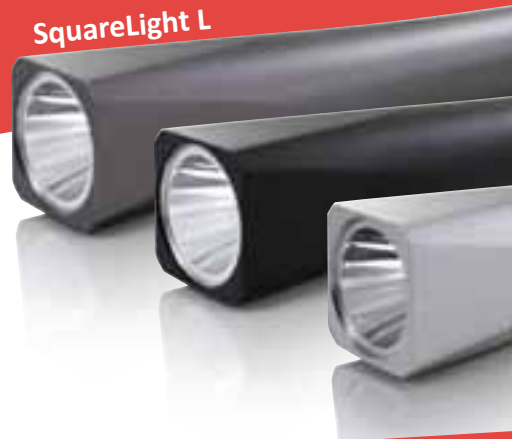
ALWAYS GOOD TEMPERED

The practical collapsible thermometer called Thermo Jack from TFA also now comes in black and in blackberry red. The prick thermometer is ideal for measuring household temperatures ranging from minus 40 degrees Celsius to 250 degrees Celsius. The sensor simply needs to be folded out and inserted into whatever needs to be measured. It can be used as a reliable way to check the temperature of baby food or bathwater, while preparing treats made out of sugar and chocolate or preserving marmalade, or for measuring the inner temperature of roasts – which is important when using the popular low-temperature cooking method – and for checking the drinking temperature of wine and other beverages. And the device gives accurate results in a short period of time. When not in use, it can be folded up easily, which will automatically turn it off. Thermo Jack is splash-proof (IP65) and compatible with both HACCP standards and the EN 13485 standard.

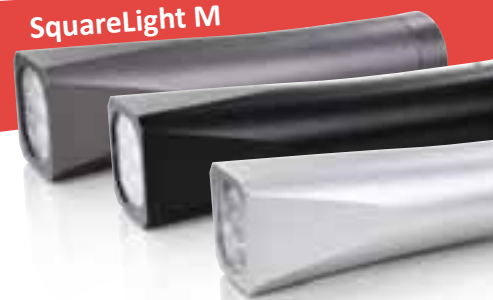
41875 • TFA Dostmann GmbH & Co. KG • Tel +49 9342 308-0
info@tfa-dostmann.de • www.tfa-dostmann.de



SquareLight L



SquareLight M



RoundLight L



RoundLight S





NOSTALGIC ENJOYMENT

Bobby, James and Eddy are the names of the three-piece, retro-style set which is made up of a sugar bowl, napkin dispenser and bottle carrier. The set is available from Stiefelmayer-Contento and is either made out of metal or stainless steel. It features coloured enamel, and can have an advertisement placed on it using digital printing upon request. An imprint is the ideal way to put a colourful image of a company logo or an advertising message on centre stage. The sugar bowl called Bobby has a hinged lid with colourful enamel and is an original table accessory for holding sugar or sweets inside. Jimmy, Johnny and Eddy, which are made out of powder-coated and galvanised zinc sheeting, have a retro-style and are just the thing to have around on hot summer nights: These bottle and cutlery holders look absolutely great at any party. Last but not least, the practical napkin dispenser called James is just vying for customers' attention. It will always be on hand when it is needed and it looks fabulous as a napkin holder on any table. The napkin dispenser is made out of metal and comes with 50 Contento napkins inside.

45280 • Stiefelmayer-Contento GmbH & Co. KG • Tel +49 9342 9615-0

info@contento.com • www.contento.com

COMMUNICATION WITH SPICE

Add spice and bite to communication with customers, business partners or trade show guests: with the spice packs from emotion factory. The transparent packs are filled with dried chilli peppers, upon request also with other spices such as pepper or salt. An individual advertising message can be applied to the fully printable promotional card which is attached to the top of the transparent bag. An ideal mailing supplement!

45997 • emotion factory GmbH • Tel +49 7042 81550

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



MESS FREE COOKING

Cooking aprons, such as those in the Spreadshirt series, are practical accessories which ensure that hard work in the kitchen is rewarded by an enjoyable feast instead of arduous stain removal. Customised with individual designs and texts, the aprons also look very smart. The range available via the e-commerce platform for on-demand printing not only includes T-shirts and bags but extremely sturdy and easy-care cooking and bistro aprons in different colours. Personalised, high-quality plotter printing on the front guarantees a professional performance as star chef and also turns the aprons into a creative promotional gift.

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

aku@spreadshirt.net • www.spreadshirt.de

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SourcingMachine is a division of CGASA





TRICK OR TREAT

Loosely based on the motto "Trick or treat!" Kalfany delivers one more likeable reason to remember a business partner, customer or product with a smile. For, just right for Halloween, the sweets specialist presents a new standard fruit gum mixture in special shapes such as spider, bat, pumpkin, ghost, skull and witch. From 5,000 pieces the promotional fruit gum bags can be printed in one to four colours in a custom design in the 85 x 60 millimetres size with an action motto or company logo.

42706 • Kalfany Süße Werbung GmbH & Co. KG • Tel +49 7643 8010
vertrieb@kalfany-suesse-werbung.de • www.kalfany-suesse-werbung.de

ACCESSORIES FOR BUFFET EXPERTS

You can enjoy cheese like you do a good wine: Good types of cheese from France, Spain or Italy are a delight to anyone with a fine palate in Europe. And when placed on or in food, cheese refines the taste on and in many dishes. Reflects has incorporated the cheese grater set called Reflects-Toulon into its product line, which will add a special touch of cheese onto dishes in many households. It comes with two practical cheese graters so that you can choose to grate cheese either coarsely or more finely. This set is also very useful for being used at a buffet and as culinary accessory in restaurants. The company from Cologne indicates that it becomes a real eye-catcher when finished with attractive laser engraving.

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



-Advertisement-

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TIME TO SURPRISE

MORE INFORMATION:
www.psi-messe.com

Reed Exhibitions

SAMMY SAMOA

Sigikid's insulated bottle with the secretive and exotic name Sammy Samoa is a smart thermos bottle for little hands, and it is listed under the product number 24379. The ingenious and yet simple push and pour cap guarantees very easy handling because the spout simply has to be pulled up and then it is ready to drink. Moreover, the cap can also be used as a practical cup. The drinking bottle, which is made out of stainless steel, can hold 0.3 litres of liquid.

45202 • sigikid H. Scharrer & Koch GmbH & Co. KG
Tel +49 9201 70116
www.sigikid.com • carmen.zapf@sigikid.com





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Tore Lindfors, tore@promotion.nu +46 40 97 65 50

FACTS

TARGET GROUP: Distributors
of profile and promotional
products.

FREQUENCY: 4 numbers
per year

EDITION: 3 000 copies
FOUNDED 1996

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+49 (0)5031 / 7036-0 info@alta-seta.de www.alta-seta.de



CLASSIC TASTE

The Morosina coffee maker by Profino makes an immediate impact due to its shapely, flowing design in vibrant colours. What's more, the quality of the coffee is also remarkable, because Morosina uses the classic, tried-and-tested coffee making process. The product is available in three new colours: purple, gold and anthracite, and is made of top quality aluminium which guarantees ideal performance characteristics. Morosina can be ordered in two sizes: for three or six cups.

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

THE THREE SHARP HELPERS

You don't have to be a head chef to know how important it is to have a good knife at hand when you are preparing food. The three-piece ceramic knife set called "Cera-Trio" from Topico helps you cut and peel meat, fish and vegetables. The bread knives, all-purpose knife and potato peeler all feature ceramic blades. They do not rust, they are odourless and tasteless, and are very hygienic. The strength of the blades is similar to that of a diamond. And the knives come in a gift box with a protective cap so that the ceramic blades stay sharp for a long time.

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



AN ATTRACTIVE GIFT BOX

Vanilla Season, which is for sale at Schwarzwolf from Viersen, Germany, is true to its claim and offers special quality for special occasions. Schwarzwolf's product line features elegant cutlery with a style of Japanese blade art, the Bondi Set with a vacuum bottle cap, and the cutter and wine thermometer for wine connoisseurs. It also includes a product called Bamboo, which is an attractive and functional pepper mill for adding fresh pepper to your food. This kitchen utensil is packaged in a Vanilla Season gift box. Schwarzwolf recommends using pad printing or the CO2 laser method for upgrading.

47996 • Schwarzwolf GmbH • Tel +49 2162 9184970
verkauf@schwarzwolf.de • www.schwarzwolf.com/de





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Entdecken Sie alle Möglichkeiten des LEF-20 auf www.rolanddg.de/LEF-20.



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SHAKEN – NOT STIRRED!

Cocktails have never been out of fashion and are continuing to enjoy great popularity. However, they're not always a success, because the right "tool" is not to hand. With the chrome-plated cocktail set from Macma, help is now available. Here the supplier has stowed shaker, measuring jug and strainer in a black box with a transparent lid. The customer logo is applied to the top third of the shaker by means of laser engraving.

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

AN OPTIMAL ADVERTISING MEDIUM

The high quality, innovative and dynamic appearance of the writing instrument Optimus from DreamPen is a testament of the excellent creations of functional promotional products which come from Poland. Custom-made models of Optimus are sure to create quite a stir as a striking advertising medium when they come in the version combined with Clip4you, which is a special clip that can be completely personalised in terms of colour and shape. A very tasteful promotional product is created when the pen is combined with metal applications or shiny accessories and then finished with one of the many different personalising options being offered by DreamPen. The option of engraving the metal clip enables the writer to place this confidently-stylish and prestigious object at the centre of an advertising campaign.

45720 • DreamPen • Tel +48 68 4772230
dreampen@dreampen.pl • www.dreampen.com



-Advertisement-

SAVOIR VIVRE

Anyone who knows how to cook creatively with their own mix of herbs, knows that these small natural treasures make a subtle and yet important difference. The exquisite duo-grinder set for kitchen chefs promises cooking with finesse and it is available from Spranz. This high-quality product features a ceramic crushing mill and has a body made out of real glass. It comes delivered in an attractive design box. More creative and custom-made promotional products for this and many other topics are showcased in the latest Spranz Collection Catalogue.

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





A BEER LOVER'S DELIGHT

The glass specialist Rastal puts an end to the search for novel and innovative gift ideas with its new beer tasting set Bruegge. The arrangement includes two sampling glasses with integrated beer colour scale, detailed tasting instructions and an evaluation sheet as a template. The graceful tulip shape of the glasses allows the specific beer aromas to fully unfold and be carried to the mouth and nose. The tasting documents include the different evaluation criteria, thus making it easy to find the right descriptions. Supplemented with individual notes, it makes subsequent discussions all the more interesting.

41829 • Rastal GmbH & Co. KG • Tel +49 2624 160
werbeartikel-service@rastal.com • www.rastal.com

STYLISHLY COVERED

The fleece blankets from James & Nicholson, which are available from Daiber, are soft, fluffy and warm. The specialist for advertising textiles currently has seven blankets for the gastronomy and hotel industries in its product line, ranging from velour fleece and micro fleece to multi-functional blankets. Especially exclusive is the Cosy Hearth Blanket, which has a laminated reverse side made out of Sherpa fleece. The velour blanket features a chain-stitch border and exudes high-society flair with its muted colours and white anti-static reverse side. This blanket has the dimensions of 130 x 180 centimetres, which makes it ideal for using it for guests in the gastronomy industry or for cosy moments at a mountain lodge. On the other hand, the new lifestyle fleece blanket called Urban Style Blanket appears more suited to urbanites; both sides of the blanket have a graphic design in trendy interior colours on them, and the blanket is available in five different colour variations. With its dimensions of 150 x 200 centimetres, it is perfect for using it on outdoor terraces at cafés or bars.

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



PROTECTED IN STYLE

Maprom GmbH, promotional textile manufacturer and wholesaler, is specialised in the importing, manufacturing and refinement of promotional textiles. The wide product assortment also includes an extensive collection of aprons, which can be supplied in numerous varieties, styles, colours and shapes. Through many years of direct import, the items can be offered at attractive prices – a high level of availability from stock also guarantees fast delivery times. Printing and embroidering is performed in-house.

47372 • Maprom GmbH • Tel +49 5271 97190
info@maprom.de • www.maprom.de

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A RAZOR-SHARP JAPANESE KNIFE

Schwarzwolf has an exclusive Santoku kitchen knife made out of Japanese steel in its product line called Kobe. The word Santoku refers to the three virtues or uses of a knife, namely slicing, dicing and chopping. The thin, very sharp and smooth blade prevents juices from seeping out while cutting meat and fruits. It comes packaged in a Vanilla Season gift box. It is recommended to use the CO2 laser method when personalising the product with an advertising message.

47996 • Schwarzwolf GmbH • Tel +49 2162 9184970

verkauf@schwarzwolf.de • www.schwarzwolf.com/de



GUARANTEED SNACKING FUN

PopSome from Vacu Vin, which is available at JH Innovations, is a practical and attractive dispenser for snacks such as nuts, gummy bears or other sweets. The colourful top and the patented Oxiloc locking system were developed specifically for sealing the bowl and keeping the contents fresh. When the flexible top is pulled off with a jerk, the contents can flow through the opening and be dosed easily without having to use a finger to touch the contents. Afterwards, the container can be closed with the airtight lid. This nut and sweet dispenser is ideal for parties because it guarantees that guests will take out the snacks in a hygienic way. It comes in various colours, is dishwasher-safe and can have a logo imprinted on it.

48291 • JH Innovations GmbH • Tel +49 621 74814-66

info@j-h-i.com • www.jh-innovations.de



FOR PASTA FANS

Kellermeister Manns GmbH has the right present in its range for virtually all occasions and cases. Fans of Italian table culture have also been thought of. In the new pasta set, two innovative spaghetti forks in stainless steel, two high-quality gourmet pasta dishes and one pack of original Italian spaghetti (1,000 gram) have been combined. The square shape of the plates is a real eye-catcher and the forks are real innovations. On the downwards movement along the coil they rotate automatically – the first semi-automatic spaghetti forks! Kellermeister Manns offers various options for applying a promotional message.

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



FOOD FOR THE SOUL

The new series of spices called Soul-Food by Feuer & Glas guarantees a delectable meal in all seasons of the year. The eight different spices, as well as a shopping list and the recipe come supplied in an elegant wooden box. An extensive choice is offered, with a current selection of 86 delicious dishes.

48984 • Feuer & Glas OHG • Tel +49 67728530
service@feuerundglas.de • www.feuerundglas.de

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



SWEET MOMENTS

Things always get really cosy when something sweet is involved. This is where the ceramic chocolate fondue for two persons from Macma is exactly right. In addition to the bowl the set contains two fondue forks and the tea light. According to customer wishes Macma will print a promotional message directly onto the fondue bowl.

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

HOBBY CHEFS WATCH OUT!

Giving Europe makes the hearts of hobby chefs beat faster. No wonder, because no kitchen should be without the flambé tool with the memorable name Crème brûlée. The practical kitchen helper made of sturdy plastic is suitable for gas filling (approx. 0.1 litre capacity). Furthermore, the product comes supplied with four elegant serving dishes made of ceramic. A promotional message can be applied on request using pad printing.

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



SPEEDY KITCHEN WORK

The triangle julienne cutter makes it easy to create perfectly sliced vegetable spaghetti. The practical kitchen aid is simply pulled along cucumbers, carrots or zucchini using light pressure. This allows salads, side and main dishes to be prepared quickly, easily and without much effort in a whole new look. Sometimes healthy food can be so simple! Different handle varieties are available to choose from. A company name or logo can be applied upon request. The product can either be supplied loose or delivered in attractive packaging.

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



ONCE RIGHT AROUND THE WORLD

A chocolate around-the-world trip comes true with chocri GmbH. Twenty-four different mini bars sweep you away to three selected continents and once around the world. The spice of Africa, the diversity of Asia and Europe's gourmet culture await. Goji berries, cocoa bean pieces, strawberries and other surprising ingredients sweep one away into the expanses of the chocolate world. In addition to acceptance in the full chocri design the around-the-world box can also be printed in the custom design. A flyer can also be inserted or alternatively placed on top of the box.

48877 • chocri GmbH • Tel +49 30981961922

alexander.ertner@chocri.de • www.chocri.de

SCENT(ED) EMOTIONS

With the scented spice sachet from emotion factory GmbH, filled with gingerbread or mulled wine spices, every Christmas message will appeal directly to the recipient's taste buds – where the pleasantest emotions and anticipation for the festivities will be awakened. Cost-effective light-weights, the little bags are winners as mailing companions to all Christmas correspondence, or also as ideal, cost-effective give-aways, on trade open days, for example.

45997 • emotion factory GmbH • Tel +49 7042 81550

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



ITALIAN FLAIR

As every year the company Die Olive- und mehr GmbH is offering products with Italian flair. At the same time, the panettone from the Loison family-run company is the attraction among the sweet items, specifically for Christmas time. The manufacturer keeps a strict eye on high quality and the best ingredients. Added to this is the beautiful packaging, which lends the products a certain something.

48993 • Die Olive- und mehr GmbH & Co. KG • Tel +49 6721 185300

info@olive.de • www.olive.de

PROMOTIONAL PRODUCTS WEEK

A SMASHING SUCCESS

The first Promotional Products Week in Great Britain was a huge success. This Week, originated by the British promotional products association BPMA, was held from 16 to 20 September and was promoted with many different campaigns and events throughout the country to make the general public more aware of promotional products as valuable and full-fledged marketing instruments. It started off with the "Big Tweet", when the BPMA called on all its members and their customers to tweet about the various Promotional Products Week campaigns. Many different companies got involved during the week and started a wide range of campaigns, such as the Facebook competition of the BTC Group, which called upon its fans to take a selfie with a BTC team sticker at a well-known location and post the photo on Facebook. Companies such as Everything Environmental and Allwag Promotions compiled and distributed information and product packages. Other companies promoted Promotional Products Week on social networks, printed info flyers and sent out e-mails to support promotional products as marketing tools. Around thirty design students went around in branded T-shirts and sweatshirts, as well as an entire arsenal of promotional products, to meet with representatives of marketing associations and institutes, and also visited large advertising agencies. Regional and national media reported on the various campaigns during Promotional Products Week, thus very effectively drawing attention to them. Gordon Glenister, general director of the BPMA, was delighted at the success of the events, saying, "We are overjoyed at the way the first Promotional Products Week went off. It was important to us to set an example in the world of British business, and we were quite successful in this. Plans for next year are already being made."

www.promotionalproductsweek.co.uk – www.bpma.co.uk



Design students had fun with promotional products.

BRAND AMBASSADOR

VOLKER DONSACH AT JCK

Volker Donsbach has recently begun his duties as business development manager of the promotional product business division at JCK Quakenbrück. Prior to assuming his new position, he worked at the Dutch promotional product supplier PF Concept for 20 years. While he was managing director for their German limited company, he made significant contributions towards the ongoing development of the company. Donsbach will continue to be present in the promotional product industry as a brand ambassador for the promotional product manufacturers Daiber, Fare, Halfar, Karlowsky, mbw and SND, which are all a part of JCK Holding Company. His duties include the acquisition of new customers in the domestic and international promotional products industry, in addition to developing strategies and marketing activities for the six independently managed companies and the pooling of their interests at associations and institutions.



Volker Donsbach

COGS AWARDS 2013

WILLSMER WAGG AWARDED RUNNER UP

Willsmer Wagg attended the Cogs Awards on 20 September held at the Vinopolis London. The Cogs Awards are the leading marketing services awards for companies and individuals who work behind the scenes of the best promotional marketing campaigns and provide outstanding service, above and beyond what is expected of them. The partners for The Cogs Awards 2013 were bpma sourcing and PlayPrint. Willsmer Wagg was awarded runner up in the promotional merchandise category. Debbie Willsmer, managing director, said: "I was really surprised and delighted when we were nominated, and



Gordon Glenister, director general BPMA, Debbie Willsmer and Matt Forde, compare for the awards (from left).

I am thrilled to accept the award on behalf of myself and the team. We always work very hard to source the right products for our clients brand and promotion, always putting ourselves in our their shoes and providing first class customer service. To be recognised by our clients and industry promotional marketers is a great achievement and honour. We have recently rebranded and launched our new website and will continue to increase our portfolio of services to provide first class support to our ever growing client base."

www.willsmerwagg.com

STRATEGIC PARTNERSHIPS IPPAG SETS FULL FOCUS ON MULTATIONALS

With the appointment of Rob Wilmer as global account director, IPPAG Global Promotions amplifies their activities towards multinationals as a global full service provider for promotional merchandise. Based on successful strategic partnerships with several multinationals, the board of IPPAG Global Promotions is very optimistic to become one of the world leading suppliers of global full service



concepts in the promotional industry. CEO Mike Oxley said, "We had a vision how business would evaluate over the years, and invested heavily in IT tools and other resources, based on 20 years of experience. We are very excited that we found the perfect connection to multinationals procurement and marketing needs." IPPAG Global Promotions runs now successfully several global service contracts, supported by more than 60 offices all over the world. www.ippag-global-promotions.com <

POWERFUL PARTNER WWW.DREAMPEN.COM

In our last issue in October 2013, we presented the Polish stationery specialist DreamPen under the heading "Powerful partner". Unfortunately the contact link at the end of the article was incorrect. Instead of the country code ".de", the correct ending should read ".com". The correct web link is: www.dreampen.com <

THE SENATOR SERVICE APPROACH CONTINUES "NICE. FAST. PERSONAL."

As part of their new service approach "Schön. Schnell. Individuell." ("Nice. Fast. Personal.") Senator GmbH & Co. KGaA offers further strategies for increasing service quality. Relocating the Mugs by rou bill range to Groß-Bieberau in Germany has been successfully completed. Now the East-European market will be integrated into a centralised customer service by Senator Germany. Since the beginning of September, Senator is successfully offering personal customer service across all ranges in Germany and has completed the first step in their new service approach. On 1 October 2013 the company's headquarter reported the successful completion of the relocation for their mug range to the main plant in Groß-Bieberau. This sets a further mile stone in the implementation of their new understanding of service. Re-aligning competencies to one location enables an even more efficient use of logistic processes, which the company will increase continually in order to further increase service quality. At the beginning of the year Senator's new standard delivery service made the headlines already. The company guarantees to deliver up to 5,000 pieces of nearly the complete plastic pen range, individually printed, within 5 days. This sets new milestones in terms of speed.



NOW SERVICE ALSO FOR OTHER EUROPEAN COUNTRIES

The highly efficient logistics behind it, now make it possible to service other countries from the headquarters in Germany. Service and delivery to customers in Bulgaria, Romania, Estonia, Latvia and Lithuania, as well as the Czech Republic and Slovakia will from now on be looked after by the supply and logistic teams in Groß-Bieberau. In order to maintain intensive and efficient communication, customers in Poland are still managed by a local marketing and operations team in order to use local presence for better personal customer contact.

EFFECTIVE STRUCTURES

"Customer satisfaction is of course at the core of all our activities", reports the headquarters in Groß-Bieberau. "All measures initiated, which are supported by a total investment of several millions, have the goal to implement simple and effective structures, which optimise the information flow to the customer. Completely in line with the new Senator Service approach: Schön. Schnell. Individuell." www.senatorglobal.com <

MERKEL GMBH

NEW ADDITION TO THE TEAM

Désirée Bicheler, a qualified industrial management assistant, has been enhancing the team of textile finisher Stickerei Merkel GmbH in Eningen, Germany. "We are happy to have another support and enrichment in our team and hope that Désirée Bicheler will enjoy settling in and have lots of success with her new tasks," said Managing Director Andreas Merkel. www.stickerei Merkel.de <



Désirée Bicheler

22 AND 23 JANUARY 2014 IN COVENTRY, UK

TRADE ONLY NATIONAL SHOW

Trade Only Ltd, organisers of Trade Only National Show have announced that they are delighted with the progress being made by the 2014 event. Now in its 8th year, this established show will be held on 22 and 23 January 2014 at the Ricoh Arena, Coventry, UK. New longer opening hours will operate with the show opening at 9.00 a.m.



The Trade Only National Show has been hailed as the most successful promotional products show ever held in the UK.

on both days. Visitor pre-registration is open up against last year on a like for basis. Many top 100 distributors have already committed to the show, many bringing their whole teams.

THE FACTS

- The show will feature more than 330 exhibitors and brands with more than 40 new exhibitors for 2014. For many exhibitors the show will be their only national UK promotional product show of the year including: Listawood, Senator Pens, BTC activewear, BTS, United Brands, Desktop Ideas, Laltex, Pencarrie, Adproducts and Bizz Badge and many more.
- Full details of the Power Sessions programme presented by the Cliff Quicksell will be announced shortly, in the state of the art Hall 5 theatre.
- The Worx! live demos area has been revamped and will include demonstrations of Glass working, embroidery, direct to garment and direct to product printing, to name but a few.
- Details of the highly anticipated lunch time key note round table discussions will be announced shortly.
- Ticket sales for the event of the year, the bpma Annual Awards Dinner on the middle night of the show are selling well on a first come first served basis.
- The second bpma Education Day sponsored by the show taking place at the Ricoh Arena on the 21st of January with several delegates already having signed up.

Event Director Nigel Bailey said, "We started the Trade Only National Show nearly eight years ago now with the concept of a show that was open to the whole industry. A show that would provide suppliers with a cost effective means of reaching the maximum number of distributors, one that would enable distributors to meet all their key suppliers and source new ones. A show where they could be the first to source the latest products from all the industry's leading suppliers. A show where business could be done." The show welcomes attendees from 50 countries worldwide.

www.tradeonly.co.uk/shows/tons

SWITCHER

START FOR THE ONLINE SHOP AND WEB OFFENSIVE

As part of a comprehensive plan to pursue a new direction for the area of social media and its internet presence, the Swiss textile manufacturer Switcher launched its completely revamped website in September. The new website features a modern, user-friendly online shop. The company's "web offensive" is intended to make its product world more accessible and enjoyable. The latest collections, which include plenty of basics such as shirts, polo shirts and jogging pants, come in a wide array of colours and are complemented with seasonal products. Marc Joss, the sales & marketing director at Switcher, explains the new approach: "With our new digital presentation, we can reach more people and can share Switcher's philosophy with them. The launch of the B2C site is just the kick off to other activities: In the next few months we will also be completely restructuring our B2B platform and will be furnishing it with innovative tools." The



new website combines a shop, social media and communities with each other. The shop will also be accessible for other European countries including France, Sweden and Spain, in addition to the German-speaking countries. The competitions "Design your respect" and "Geelee" have been introduced to mark the launch of the site. In the first competition participants can let their creativity run free and design the motif which they think best expresses the word "respect". The entry deadline is 30 November 2013. The "Geelee" competition centres around the contents of the Geelee bag.

www.switcher.com

Für Profis.

Die Zukunft der Werbeartikel-Branche gestalten.



UNSERE ZIELE.

- Starke Positionierung des Werbeartikels im Marketing-Mix
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- Markante Etablierung eines Qualitätszeichens für die Branche
- Kommunikation, Branchenaustausch auf verschiedenen Plattformen



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IHR QUALITÄTSSIEGEL.

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

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The collection of Elevate reflects a modern combination of leisure time, outdoor and urban trends.



The Cover of the "Label" Catalogue.

PF CONCEPT WITH FOUR NEW PRODUCT WORLDS

ACTIVE LIFESTYLE WITH ELEVATE

The European promotional products allrounder PF Concept has been pursuing a demanding reorganization since 2013. This Dutch multi-specialist is restructuring its portfolio into four "product worlds" tailored to four different market segments.

The segments are divided into Value (low-priced), Gifts, Apparel and Customisation. The aim of this structure is to offer the European promotional products industry comprehensive, unique services. Each of the four segments is served by one of the four PF Concept product worlds, including a specific portfolio, target-group-relevant finishing techniques, precisely fitting delivery services and marketing tools. "Bullet" presents a comprehensive range of fitting give-aways. Under "Avenue", customers will find exclusive quality items of well-known brands. Anyone looking for the individual touch will find what they are seeking at "World-Source". "Label", whose own label "Elevate" is presented here separately, con-

vincingly combines fashion with promotion.

ELEVATE – HIGH VALUE AND LONG LASTING

This year, PF Concept began offering its own textiles label Elevate to the European market. This lifestyle-related fashion and sportswear collection combines innovative design and high-quality fabrics with an urban style. In keeping with the slogan "Life and sport and sport lives in life", Elevate presents a wide variety of trendy, high-quality promotional textiles, such as T-shirts, polo shirts, sweatshirts, fleece, soft shell and down jackets, parkas and caps. Bags, backpacks and sunglasses can likewise be found in the product portfolio. PF Concept relies on time-tested manufacturing meth-

ods and modern fabrics. This guarantees that the apparel is extremely comfortable and long lasting.

NEW TRENDY STYLES

The collection reflects a modern combination of leisure time, outdoor and urban trends. Universally appealing styles made of up-to-date performance materials and components, including Oeko-Tex worldly materials and YKK-Full zippers, underscore the PF Concept's passion for design, innovation and individual expression. In 2014, the collection is going to be expanded to accommodate new, trendy styles and colours. For this year's European launch, Elevate even won two Red Dot Design Awards.

www.pfconcept.com



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www.psi-messe.com



Das Zeichen für verantwortungsvolle Waldwirtschaft

FAIR TRADE IN GERMANY

THE “MERCEDES STAR” FOR PROMOTIONAL PRODUCTS

“We are modern, progressive, cooperative and strong, and we remember the weak.” This is what the Fairtrade seal stands for, according to Dieter Maier, the managing director of the company German’s Best. Maier offers his customers promotional sugar with a fair trade seal and is experiencing increasing demand here.

The blue, black and yellow seal is an “effective symbol”, something like the “Mercedes star” among product labels, says Maier. It symbolizes credibility, he says, and people know: “The money will go where it is supposed to.” Behind this seal in Germany is the non-profit association TransFair, founded in 1992. Its members hope to improve the living conditions

of disadvantaged producer families in Africa, Asia and Latin America through fair trade. TransFair has not gone into trade itself, though, but awards the Fairtrade seal on the basis of licence agreements. In Germany around 2,000 Fairtrade products are currently available – these are very predominantly foodstuffs, however. In this country, products with the Fairtrade seal

were sold for over 500 million euros in 2012.

CONTROLLED STANDARDS

In their production, Fairtrade products follow a standard that stipulates responsible behaviour with regard to society, the economy and the environment. Long-term supplier relationships are established with the growers and they are paid a price that en-



Wipfler
Augenoptik



Peter Klett, Green Promotion.



ables them to implement sustainable production. In addition to this, there is a Fairtrade premium that the communities of producers invest in projects for education, health or infrastructure. An independent certification body checks on site whether the producers and distributors are complying with the Fairtrade standards.

HIGH MARKET POTENTIAL

Market considerations speak in favour of selling Fairtrade products: while for conventional sugar there is strong competition and competitive prices have to be offered, Maier sees great growth potential for Fairtrade sugar. At the same time, sales of high-quality promotional products are tied up with a good economic climate, since they are the first thing to be cut during a recession. In order to be able to put the seal on its products, German's Best had to enter a licence agreement with TransFair. The licence fee depends on the product category; for sugar it is € 0,08 per kilogram. The distributor has to verify the quantities sold and that they originate from certified production. At German's Best, the raw materials and products – sugar sticks, sachets and

pyramids – are stored separately to this end. Peter Klett, owner of the Heilbronn company Green Promotion, sees a trend towards higher quality promotional products. Many companies, he says, now publish sustainability or CSR reports, which forces them to fulfil their duties in their choice of promotional products. Green Promotion focuses entirely on sustainably and ecologically produced promotional products and sells just over half of its products to non-governmental organizations and the public sector – such as the growing number of Fairtrade local councils. Of the company's products, the chocolate and the cotton bags bear the blue, black and yellow seal.

FEW NON-FOODS

Peter Klett sells sustainable products out of personal conviction: "With every seal it is really important to me that the producers, the people in the production chain, are authentic and put it all into practice in their own lives, too." He would not buy from an organic supplier who drove up in a Porsche Cayenne. Klett goes on: "If they had an old Mercedes W114 or W115, that would be OK, though." He knows the choc-

olate producer and the German cotton supplier personally. Klett is planning to travel to India soon to look at the local cotton production.

EVEN GREATER POTENTIAL

Peter Klett finds it sad that the Fairtrade certification of new non-food products is moving "rather sluggishly". This situation is familiar to TransFair spokesperson Maren Sartory: "As far as the product range goes, there is definitely still a lot of potential." Excluding flowers, non-food products make up 8 per cent of the range with the Fairtrade seal. With flowers, the proportion is 23 per cent. In the non-food sector, wood, sports balls and textiles are so far available. And it takes time to develop standards for new product groups, says Sartory. Fairtrade certified cosmetics are soon to be on offer. And Fairtrade gold, already sold in the UK, will be available in Germany in the foreseeable future ... although probably rarely in the promotional products sector.

Achim Halfmann, CSR News

www.germansbest.de

www.greenpromotion.de

www.csr-news.net





FIRE AND LIGHT

SHINING ADVERTISING APPEAL

“Then God said, ‘Let there be light.’” The creation of light plays a major role in many myths about Creation. This is not surprising because “fire and light” indicate the beginning of man’s development and are as fascinating today as they were in ancient times.

Light conveys the observable to the eye, the eye conveys it to the consciousness of man”, Johann Wolfgang von Goethe wrote in his Theory of Colours in 1810. And he also called for “more light” shortly before he passed away. The list of quotations which have been devoted to the topic of light over and above the mere physical description as a high-frequency electromagnetic wave fills libraries and document the importance of this phenomenon for human life as well as human experience. However, also beyond literary or religious spheres, it was largely unclear on the part of science right up to modern times exactly what light is. Some believed that brightness filled a room without any time delay and that “beams” emanated from the eyes and scanned the surroundings during the visual process. However, according to some ideas from ancient times light from the source of light is propagated at a finite speed. Galileo Galilei was the first person to seriously attempt to measure the velocity of the propagation of light – though without success. The products that we have compiled for you on this remarkable topic, in contrast, are very promising.





ADVERTISING FOR BRIGHT SPARKS

Thanks to Chronos, the new electric torch series from elasto form, the customer will be able to have a clear view of things. The large torch in the series has a 1-watt bulb with a brightness of 70 lumens and three different illumination functions. The functions are normal, bright and flashing. Made with a high-quality aluminium casing and fitted with a black wrist strap, the torch, which is available in two further sizes, additionally has a rubberized push button. It can optionally be given a multicoloured finish by means of pad printing.

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



A CLASSIC FOR THE WINTER

Promotional matchboxes that are filled with extra-long matches for candles, the fireplace, the Advent wreath or the Christmas tree are particularly appropriate in the colder months. For example, those available from AS Advertising Support in the lengths 7.5, 10 and 17.5 centimetres. The minimum order quantity is 1,000 units. And since Christmas is already just around the corner, use of the matches as a promotional product should be planned and ordered in good time. The custom printable booklets and boxes excel with their distinctive and lasting practical value for the customer.

42676 • AS Advertising Support Werbeträger Vertriebs GmbH • Tel +49 4104 9198356
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CANDLELIGHT LOGO

The original table lantern that emotion factory has available for the promotional products sector consists of colourful glass on the inside and frosted glass on the outside. The special thing is that the inner glass of this durable Christmas present, which can also be used in catering or for the hotel lobby as a high-quality decorative element, can be completely custom designed according to the customer's wishes. For example, with their own logo or a message. As soon as it is burning, the logo flickers by the light of the candle and looks stylish and charming on a desk or as a coordinated decoration on the counter at the reception.

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

ILLUMINATING TRAVEL COMPANION

The LED lamp called Palermo from Giving Europe is a little friend with a big luminosity: the lamp is a useful companion not only in your car but also at a hotel or while travelling. Six LEDs provide for a powerful brightness. Palermo is available in the three trendy colours of red, cobalt blue and silver. Fitted with a handy wrist strap, this promotional product is supplied including batteries. Advertising can be applied with pad printing, laser engraving or digital printing.

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



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GREETINGS FROM ROME

Send a glittering Christmas message from the Eternal City with the wonderful Rome-inspired, chrome-effect tea light holder complete with mini snowman from Easy Gifts. The attractive Christmas scene will make a sparkling addition to any room, and the customer's advertising slogan can be applied with a sticker. The holder is supplied in individual gift packs. The tea light is not included.

47300 • Easy Gifts GmbH • Tel +49 911 81781111
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CUDDLY FOR KIDS

The beiniomed Moorsonne originated from joint cooperation between bb med. product GmbH and the toy brand sigikid. The Moorsonne owes its attractive and child-friendly appearance, however, to the ten-year-old son of the managing director of bb med. product. The boy's goal was to make the world a little cuddlier for children. The result: a high-quality branded product, the Moorsonne, consisting of a soft fabric cover, combined with a moor mud pack. Not only can this serve as a comfort blanket to support children's sense of well-being, it is also ideal to use for heat or cold therapy in the case of things like stomach ache, bruises or mild fever. The patented medical device, which is available from six units upwards and additionally conforms to the strict standards for toys, is easy to use. To accompany it, exciting stories about the Moorsonne are available as a download at www.beinio.com. On request, an individual hangtag is available.

45934 • bb med. product GmbH • Tel +49 2824 208326
jennifer.nellessen@bb-kalkar.de • www.beinio.de

LIGHT AND ECONOMICAL

The mobile chip LED spotlight, new from Hugo Brennenstuhl, comes with a mobile high-powered light with a special light diffusion that gives off a beautifully clear light, right after it is first plugged in. This product also scores highly on the energy-saving front: its energy consumption is about 80 per cent lower than a conventional light source. The lamp is swivel-mounted and can be locked into place. The safety glass on the light, fixed to a tubular steel frame, is impact resistant and maintenance-free. Classified in protection class IP 65 which means it is dustproof and spray-resistant, the light is suitable for indoor or outdoor use.

41141 • Hugo Brennenstuhl GmbH & Co. KG • Tel +49 7071 8801171
werbemittel@brennenstuhl.de • www.brennenstuhl.de



MODERN DESIGN

The new patented light developed by Richard Cermak has many advantages: apart from the guaranteed quality of a German-made product and a modern design, the silver CE-Light 260 penlight also has a white, ultra-low energy LED with a working life of 100,000 hours. With a minimum order of 1,000 units, the lamp can be supplied in any colour. The light can be switched on in temporary or continuous mode, and is also fitted with an innovative, sturdy clip marked with the CE and German logos, so it can be attached to trouser bands or key rings. Thanks to the cap, it can also be kept safely in your coat pocket, and can be secured further with a twist of the lamp head. The light is supplied with two Varta AAA/1.5 V alkaline batteries which will guarantee illumination for around 100 hours. The light can be laser-engraved or custom-printed. Cermak also offers an assortment of laser presenters, red- or green-beam laser pointers and LED logo lights.

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



MEGA LIGHTER FOR EXPERT BARBECUERS

BurniXXL BBQ" is a real eyecatcher. The Metmaxx jumbo lighter, available from Koblenzer Spranz GmbH, has a large advertising surface and a gigantic gas tank, as well as a telescopic swan neck. Suitable for use with storm lamps or barbecues, the lighter comes pre-filled, is refillable, and has a flame adjustment function. Childproofed according to ISO standards, the product comes in a wooden case with a metal plaque, packaged in a designer box. In the latest Spranz catalogue, available on request, you can find a selection of related products and lots of other ideas.

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

info@spranz.de • www.spranz.de

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www.culto.com



GLOWING BAGS FOR THE NIGHT

The nights are drawing in and, especially in the darker months, companies can now draw attention to themselves in an effective and lasting way with a high-quality bag from Riedle: this bag from the manufacturer famous for its high-quality paper carrier bags is particularly eye-catching in the dark, thereby drawing increased attention. This is achieved with paints that gleam in the night, being caused to glow by the UV components of natural or artificial light sources. With these glowing bags, Riedle is presenting a further variant and thus supplementing its portfolio of finished materials, which already include UV coatings, hot foil stamping and glossy plastification. The glowing bags can be produced in print runs of 500 units upwards.

45202 • Bags by Riedle • Tel +49 7139 931523-410

www.bags-by-riedle.de • info@riedle.de

VERY BRITISH

Stafford, an attractive LED candle from the Easy Gifts range, will create a cosy atmosphere in any room. With a colour-change function and wax body with LED flame, it makes an eye-catching sight and will give lasting enjoyment to the customer. The suppliers, based in Franconia, can customize the candle by affixing an adhesive to each pack. Delivered to the customer in individual packs which contain a button cell battery.

47300 • Easy Gifts GmbH • Tel +49 911 81781111

info@easygifts.de • www.easygifts.de



BRIGHT IDEAS

At Lumitoys you'll find all manner of things that blink and flash, the perfect way to put your advertising message in the right perspective. The company's product range includes items suitable for a whole host of uses, from promotional products to corporate gifts, decorations to product displays. Delivery is fast and straightforward: many of the products are available straight from the warehouse, and the German-based manufacturer can also add stickers or custom-print the products at its in-house printing works. These lighting experts can also create special made-to-order products thanks to their long-standing collaborations with partner firms, for existing lines and also for completely new products. For more information visit the company's website: www.lumitoys.de.

46095 • Lumitoys GmbH • Tel +49 2331 377545-0

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FOR CREATIVE TECHNICIANS

The products from fischertechnik not only stand for creative play and craft ideas that are manufactured and finished exclusively in Germany but also for the attribute of being a trendsetter in the field of green toys. With the fischertechnik construction kit Profi Oeco Energy, consisting of 370 components, children can learn how renewable energies are produced. The generation, storage and utilization of electricity from the natural energy sources of water, wind and sun is vividly explained by means of the 14 models and the accompanying educational booklet.

48315 • fischertechnik GmbH • Tel +49 7443 12-4395

info@fischertechnik.de • www.fischertechnik.de

LIGHTING POWER FROM LICHTKRAFT

Small, convenient, highly luminous: these words describe the high-quality aluminium torch from Krüger & Gregoriades in Hamburg. It is equipped with nine high-performance LEDs from Lichtkraft. The lamp, which lasts for an average of 25,000 hours and has a brightness 25 lumens, is switched on and off by means of a rubberized button. Fitted with a wrist strap, the product is packaged and supplied, along with batteries, in a classic zipped case that can also be used for glasses.

47203 • Krüger & Gregoriades Im- + Export GmbH • Tel +49 40 731021-80

info@kg-hamburg.de • www.kg-hamburg.de



-Advertisement-



BLUE-LIGHT RACER KEY RING

The Light Racer key ring, available from Troika, is a shiny metal racing car that emits an eye-catching blue light from an LED. But the Light Racer isn't just a sparkly silver key ring attachment – thanks to the blue flashing light it'll take the user out of the dark and straight to pole position!

46311 • Troika Germany GmbH • Tel +49 2662 9511-0

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info@walz-ulm.de



RESPITE FOR THE SOUL

With their new, original present, Römer are providing pure relaxation – either for the customers themselves, or for the person who is given the set: both the little book included in the set and the two golden-brown tea light holders will bring peace to the room. The tea lights required for this are included in the gift idea. The little book and the tea light holders are packaged in a visually appealing way in a black box with a transparent window.

43892 • Römer Wein & Sekt GmbH • Tel +49 6541 8129-0
info@roemer-praesente.de • www.roemer-praesente.de

BRAND NEW FIRE-WOOD

Reiner Fichtner, famous for classic promotional products made of wood, has a new lighter accessory for the promotional products market at the ready: the stylish real wood case will turn any plain BIC Mini disposable lighter into one of a kind. Thanks to the pleasantly rounded shape, the case lies comfortably in the hand. An ideal gift for all cigarette, cigar and pipe smokers, as well as amateur barbecuers. The product can be promotionally customized with a laser logo, according to the south German company.

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



IMPRESSIVE COVERAGE

The powerful LED pocket light from Krüger & Gregoriades, complete with fast-click attachment for bikes, buggies, nordic walking sticks or wheelchairs, has an extremely bright 1.5 watt Cree LED (160 lumens). Made from plastic with a rubberized surface, it is also splash- and waterproof, and is attractively designed with a high-quality finish. Another plus point is that the lamp can be used comfortably with one hand. With its impressive zoom function, the beam can extend to a range of up to 200 metres and can focus or defocus at lightning speed, thanks to the spot-to-floodlight switch. You can also switch between the reading light, high-powered beam and flashing functions. Average life approx. 40,000 hours. The Hamburg-based manufacturer has also announced a 3.5 watt Cree LED version, available from 2014.

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



SMOKE-FREE GRILLING

This patented digital infra-red grill, available exclusively from Global Innovations, is marketed as a premium product. Smoke- and odour-free, it is ideal for cooking au gratin, scalloping, or for keeping food warm. The infra-red rays penetrate deep into the food, cooking it from the inside while leaving the outside nicely browned. It's also a healthy way to cook: the vital nutrients are retained, as the food is not exposed to harmful flames or rays which can have a carcinogenic effect. This newly-developed infra-red technology even lets you "barbecue" in your home, as the drops of fat are collected in a drip tray and channelled into a container placed underneath. This innovative product is also held in stock, available in small quantities.

46626 • Global Innovations GmbH & Co. KG • Tel +49 6502 93086-0

info@globalinnovations.de • www.globalinnovations.de



USEFUL READING ASSISTANT

The Alu-Light from Giving Europe is a useful assistant in the form of a reading lamp that will shed light on the text. It excels with its functional design and can be folded away to save space, meaning that it is also perfect for taking away on trips. Made of robust metal, the lamp has an automatic opening mechanism and a clamping function for the pages of the book. It is supplied with the appropriate batteries, according to the information from the north German company. Advertising can be applied by means of pad printing.

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

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ADJUSTABLE BARBECUING

For the promotional products sector, Esbit Compagnie has at the ready a fold-away, modifiable charcoal grill that can be adjusted at three levels. On the beach, in the park or on the roof garden – there may be preferred seasons for barbecuing, but it is not restricted to special venues. Made of stainless steel and fitted with a windbreak, the charcoal grill is an ideal and appealing promotional gift with a personal touch. Its small measurements when packed up make it easy to transport. The carrying bag has a water-proof inner coating, as does the charcoal bag made of nylon. In addition, the padded shoulder strap of the zipped bag can be individually adjusted.

48003 • Esbit Compagnie GmbH • Tel +49 40 85310631

esbit@esbit-marketingtools.de • www.esbit-marketingtools.de

VERY ATMOSPHERIC

The original logo storm lamp from JH Innovations consists of a colourful inner glass, a frosted outer glass panel and a tea light in the middle. It doesn't just create an atmosphere at Christmas, but can be used to warm up any other festive evening as well. The German-based suppliers say that the inner glass can be designed to the customer's specifications.

48291 • JH Innovations GmbH • Tel +49 621 74814-66

sabrina.beer@j-h-i.com • www.jh-innovations.de



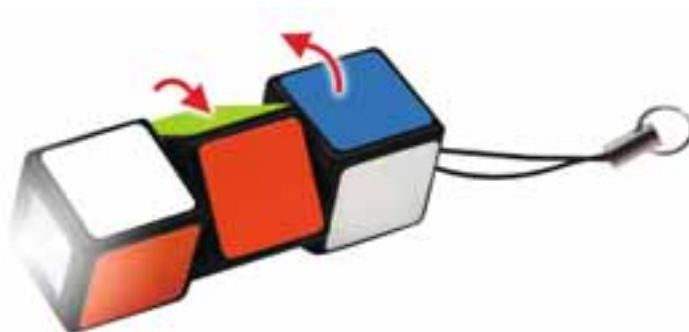
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CLEVER GIVER OF LIGHT

The original Rubik's electric torch, available from e!xakt Internationale Werbemittel, can have photo-quality printing applied to all sides, just like all the other Rubik's Cube products. By twisting the top cube, the LED lamp, which is supplied with the three batteries needed for operation, can be turned on and off. The cord that is also supplied additionally allows it to be attached to a bunch of keys: the ideal place for a promotional gift as it will remain constantly in people's field of vision.

44457 • e!xakt Internationale Werbemittel GmbH • Tel +49 6126 951175

a.friedrich@e-xact.de • www.e-xact.de



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Rollenlänge:	40 lfm (ausreichend für ca. 15 Biertische)
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Druckfarben:	CMYK (6-Farben) Solventdruck
Auflösung:	720 dpi
Lieferzeiten:	kurzfristig

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FLAME-FREE FLICKER

Playing with fire is dangerous, as any child knows. But there's no danger with the cylindrical Big Glint and Small Glint storm lamps from Inspirion. Both are fitted with an LED tea light, are easy to activate (the switch is on the bottom of the tea light), and create a homely candle effect without any flames. These attractive candles have the added advantage of being free from smoke and wax drips. The plastic storm lamps can also be customized with an "illuminating" Christmas message.

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

info@inspirion.eu • www.promotiontops.eu

FRAGRANT AND RELAXING

The massage candles from the company Kundenpflege combine the scented candle and massage oil in one. The wax begins to flow in just a few minutes, is pleasantly warm and becomes a massage oil that is easy to rub into the skin. The luxurious combination of high quality plant essences and fragrances is sure to create a sensation of relaxation and wellbeing. The massage candle comes in three different shapes and fragrances, and is the ideal gift for those cold winter evenings. Other interesting promotional gifts and wellness sets can be found at www.kunden-pflege.de.

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

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



CREATE A COSY AMBIENCE

This luxe effect stone candle holder from The Gift Groothandel will create a harmonious atmosphere on balconies, terraces or cosy living rooms. The set contains three different holders with three green tea lights that infuse the understated grey of the stone holder with a pleasant light.

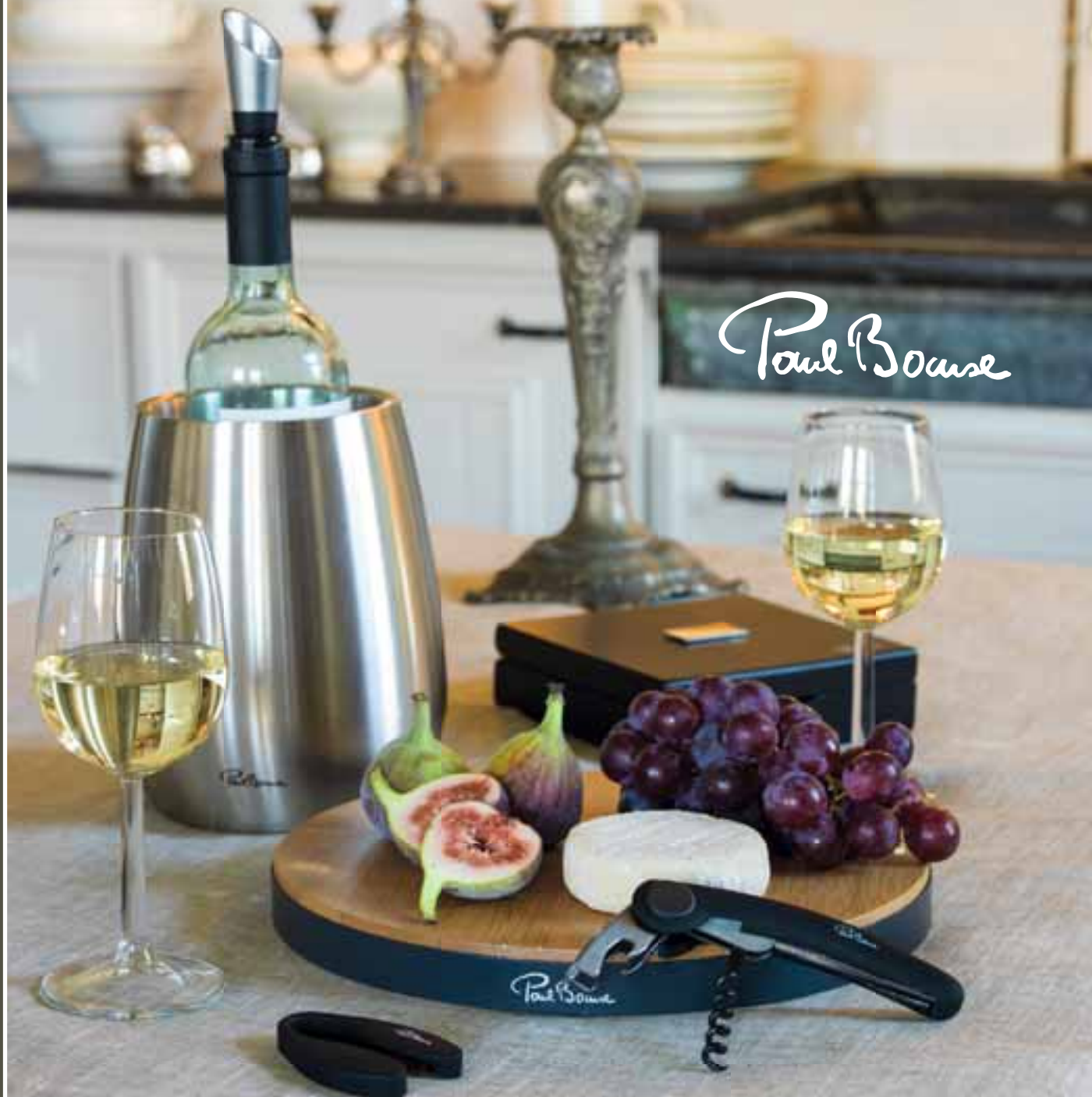
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Pocket Lamp from Troika is an incredibly handy mini LED lamp in the shape of a pendant lamp, that's sure to be especially popular with ladies – it's the perfect way to cast light into an overstuffed handbag! But this practical lamp, designed by ding3000, can also be used in briefcases and rucksacks – it adds the final touch to any bag or holdall. No need to rummage around for ages, with the Pocket Lamp you're sure to find what you're looking for. The design highlight is the easy-to-use on and off switch, according to Troika, the manufacturers.

46311 • Troika Germany GmbH • Tel +49 2662 9511-0

a.bauer@troika.de • www.troika.org

SLIM LIGHT

Anthing you carry around with you either adds weight, bulk, or takes up space in your hand or pocket. But this silver plastic pocket card light from Macma isn't just compact and ultra-flat, it also looks extremely elegant, and with two white LEDs gives off an extremely bright light. The advertising effect hasn't been overlooked either: the Nuremberg-based manufacturer has left plenty of space underneath the button to customize the light with a logo.

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-Advertisement-



BRAND-NAME LAMP FOR PROS

Anyone searching for an inexpensive 1 watt high performance torch with brand-name LEDs by OSRAM will make a find with Spranz. This product, which is from the specialists of "designer products without an extra designer charge", is waterproof and has surge protection. The power lamp is delivered with a belt case. Moreover, three AAA batteries are included in the package. More items in connection with this and many other topics can be found in the current Spranz collection.

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Zippo & Kläuschen, available from Kellermeister Manns with item number 40677, brings light where there is darkness! The illuminating promotional combination for the season of dark nights can be customized in four colours on the label, sleeve or tag. Single-colour pad or laser printing is also possible. The excellent quality of Zippo lighters is beyond all doubt, and combined with the pair of Santa candles, this gift makes an original Christmas present.

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GOLD RESERVES

Who wouldn't want to receive a gold bar as a gift? At first glance, the automatic metal lighter from German-based company Macma really does look like a miniature gold bar, with the same eye-catching shape. This refillable gift is individually packaged in a black box with viewing window. Macma can engrave the customer's promotional message on the back of the lighter.

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Gerlinde Thelen (left) and Corinna Schreieck in pasta production.



GUTTING PFALZNUDEL GMBH

SPECIALIST IN DESIGNER PASTA

Located in the Southern Palatinate, the “Tuscany” of Germany, is the headquarters of Gutting Pfalznudel GmbH. Together with 18 members of staff, managing director Gerlinde Thelen and her daughter Corinna Schreieck produce pasta for gift and promotional purposes with a high potential for innovation and a good dose of inventiveness, according to the motto “Pasta makes people happy”.

From “normal pasta” to prize-winning designer pasta – reaching this goal was no easy task for Gutting Pfalznudel. “The first years were very hard; it took time for the product to establish itself on the market. In our agricultural business with its poultry farm, we offered pasta as a side product, as it were, if there were eggs left over,” explains Corinna Schreieck. Origi-

nally a musicologist, Corinna Schreieck today manages the business, as a pasta designer, alongside her mother. 1986 was a defining year: with an investment in the pasta production facilities, the company’s main business shifted to pasta. This is where Heinz Thelen, Schreieck’s father, comes into play: he is from Cologne and found the endless monotony on the pasta shelves just

plain boring. His idea of pasta in the shape of grapes took two years to develop. But it was another few years before the first big order came: in 1997, the company designed its first pasta in the shape of company logos, products or services as advertising media for companies. The first pasta of this kind was the handle of a mixer tap for the company Hansgrohe Armaturen.

CRAZY PASTA OF ALL KINDS

"We were a little ahead of the times," Corinna Schreieck today looks back. "In the middle of the 1990s, it was not a matter of course to explore new avenues. The customers and consumers have to cooperate in that." And they certainly did: the company found partners, such as the music dealer who ordered musical note pasta as a gift item for music lovers, or the Harz Narrow-Gauge Railways who requested locomotive pasta. Then things started happening fast. Today Gutting Pfalznudel offers pasta in over 200 different shapes, e.g. pasta shaped as grapes, tractors, teeth, bicycles, bees, musical notes, spectacles and anniversary numbers. And: every week about one new shape is currently being added. Besides this, there are custom-made items as promotional products for companies and institutions, such as logos, lettering and product representations. For the gourmet sector, the company additionally produces pasta with unusual flavours, such as chocolate, truffle, olive, porcini mushroom, lemon and wine pasta. Last but not least, there is pasta as a souvenir, i.e. city landmarks, such as the Eiffel Tower, the Brandenburg Gate and Hamburg's coat of arms.

TOP QUALITY

The designer pasta is characterized by an extravagant choice of colours – alongside yellow, red, green and black, there is also blue, magenta and orange – and unusual flavours. The vegetable powder for colouring the pasta is of the highest quality, without artificial colours, chemical additives, flavour enhancers or preservatives. SSSE durum wheat semolina forms the basis. As the hardest kind of durum wheat, it provides for top cooking stability and swelling capacity in the pasta. The dough is dried for a total of 30 hours at a low temperature. This gentle technical process is an important criteria for the quality.

NOTHING IS IMPOSSIBLE

When the customer's order arrives, Corinna Schreieck starts by making a hand drawing: "Some shapes have to be stylized and letters have to be connected in order for the text to be recognizable. For example,



Pasta for promotional and gift purposes to suit all tastes and meet the highest standards.

a bar was added to the Volksbank logo, otherwise the piece of pasta would have been unstable and looked 'sloppy' after cooking." Gutting first presented pasta as a promotional product at the Marketing Services 2001 in Frankfurt, the international trade show for marketing and communication. "Pasta as a promotional product was an immediate sensation at that time. With a good and striking idea, you are at the very forefront of things," says Corinna Schreieck, still excited about it to this day. Since October 2006, Gutting Pfalznudel has been a member of PSI. Customer requests for company-specific promotional pasta can be realized within four to six weeks. Today the company sells 60 per cent of its pasta as promotional products and 40 per cent as shaped pasta via wholesalers, the gourmet sector and direct sales.

HIGHLY DISTINGUISHED

The awards that Gutting has so far received read like a "best of" list: since 1991 the CMA label as the first producer of dried

pasta, the Goldenes Gütezeichenband regularly in succession, the CMA packaging award, the highest distinction in the Promotional Gift Award for outstanding promotional products (gold medal), best-practice company of Rhineland-Palatinate (RLP), "Mutmacher der Nation" (Entrepreneurs that Inspire the Nation) 2005, federal state winner in RLP, world market leader seal for designer pasta, entry in Dr. Langenscheidt's "Lexikon der Weltmarktführer" (Encyclopedia of World Market Leaders), and then in 2012 the Querdenker-Award (Lateral Thinker Award). "We are particularly proud of the distinction from Gault Millau for the quality of the pasta. The testers said our pasta tasted as if it had been individually produced by hand," says Corinna Schreieck. And so the company's future also looks more than bright. "We are reliable and fast, and word about that has spread in the industry." If anyone has exotic wishes, the response is: Go to Gutting, they'll do it! www.pfalznudel.de





40 YEARS OF HEPLA-KUNSTSTOFFTECHNIK

STORY OF SUCCESS

The 17th of July this year marks the 40th anniversary of the founding of Hepla-Kunststofftechnik GmbH & Co. KG. Over this 40-year period, the company from northern Hesse, Germany has made a name for itself Europe-wide with a mixture of promotionally effective giveaways that is both varied and creative.

Anyone in the promotional product industry who is looking for value-for-money plastic giveaways such as chip holders, flight tags, ice-scrappers, bottle-openers, parking discs, rulers, clipboards, shoe-horns, fly-swatters, ashtrays, ballpoint pens or memo-pad boxes is sure to come across the wide plastic range from Hepla. The company's high degree of recognition in the European promotional product sector is the result of the interplay of competence, reliability, strict loyalty to wholesalers, a

big-selling range of products, and many years as a presence on the market.

Hepla's success story began 40 years ago, when Jürgen Schwab and a partner had the idea to market an Italian desk set. At first, private individuals were the target group, but after a short while Jürgen Schwab noticed that the product was very well received by banks and building societies. After about two years Jürgen Schwab split from his partner and, with a widened range of giveaways and sample cases specially

prepared for him, intensified his partnership with banks and building societies. The demand at the independent branches was still very big at that time – and not only on World Savings Day. Due to the centralisation of the banks it got more difficult after a few years, with price often being the decisive factor. Jürgen





The successful Hepla Team on site in Homberg, northern Hesse.



Hepla is a longstanding exhibitor at PSI Düsseldorf: Here is the booth in 1998.

Schwab decided not to sell directly any more, but to produce promotional products himself by means of injection moulding and distribute these products via promotional product dealers.

IT GREW FROM THE MEMO-PAD CUBE

The first product was the classic memo-pad cube, which is still one of Hepla's top-sellers today. Over the years many more injection moulded products were added to it, and number more than 380 today. Production was carried out in partnership with a contracted injection moulder, confectioning and finishing (screen and pad printing) was done in the garage at home and in other, rented garages. Rubber stamps were still used back then, employed to put the print motif on white paper and then copied with a camera – extremely elaborate and barely imaginable today.

CONTINUOUS GROWTH

The company grew continuously, meaning that the space in the garages was soon no longer enough. Therefore, in 1978, the foundation stone was laid for a private building with large basement areas, in which the printing shop could have more room. A warehouse was rented to cover the constantly rising demand for goods. 1985 saw the publication of the first 20-page main

catalogue: countless products have been photographed and countless catalogue pages designed to date. The current, 164-page, four-language catalogue presents more than 600 different products, of which almost half are "made in Germany by Hepla". Naturally, the whole range is also available online via the Hepla Web shop or the numerous dealer Web shops.

FLEXIBLE IN-HOUSE PRODUCTION

In 1987, the premises were bursting out of their seams and Jürgen Schwab opted for a new development in Homberg's industrial area. The office, warehouse and printing shop spaces were considerably expanded. To this day Hepla operates one of the biggest screen, pad and digital printers in northern Hesse, as the major part of the promotional products on offer is finished at Hepla and sent to industrial customers in strictly neutral form. The major interest in Hepla products resulted in the building of a second warehouse / production hall in 1993. This made around 2,300 square metres of production and warehousing space available for 2,500 palette positions in high-shelf storage, 400 square metres for the printing shop and 300 square metres office space. In addition, the first injection moulding machines were purchased, so





Hepla employees spent some adventurous hours on the anniversary daytrip.



that plastic products could also be produced in-house. The machine park has been constantly expanded since then, the mixture of in-house production and imported products maintained. The flexible in-house production, in particular, is a very big advantage to this day, as it enables fast availability or, from the right quantity and at the customer's request, the making of products in the industrial customer's CI colours.

EUROPE AND ASIA

1997 saw the establishment of a Spanish branch and, in 2000, a distribution office opened in France. These were excellent starting points for optimising collaboration with the Spanish, Portuguese, and French and Belgian customers and enhancing it continuously to this day. Hepla has since then exhibited at many trade shows, also in other European countries outside Germany. In 1998 the first business trip to Hong Kong took place, the first trip to China came a year later. "If you visit Guangzhou now, you can hardly imagine how it was back then. Thousands of bicycles, the car that picked you up from the airport was constantly beeping to clear a way through the masses of bikes. The factory tours were like adventure holidays and the workers in the factories gave the 'long-noses' curious looks," remembers Jürgen Schwab, who

opted to offer imported products from the Far East as well, besides the in-house production. Therefore, a dedicated office was opened in China and a Chinese partner with its own tool construction and production was found – the successful collaboration with this partner continues to this day.

SUCCESSFUL BUSINESS HANDOVER

By taking up lanyards in the product range in 2003, Jürgen Schwab proved that he has a "nose for these things" once again, as the key fobs developed from a trend item into an established promotional means and are still one of the top products today. In April 2006, aged 61, Jürgen Schwab sold Hepla to Diana Meier and Knuth Fischer. The graduate white-collar industrialist and the qualified designer, who has already been designing products for Hepla for many

years, had been working at an advertising agency for the company for 15 years. Both of them are enthusiastically and very happily dedicated to their new task. The positive trend in recent years backs them in all they do. For the employees from the idyllic little timber-framed town, the overwhelming majority of whom have been working for Hepla for many years, the company's handover to Diana Meier and Knuth Fischer was a clear sign of the company's perpetuity, which is very important in a somewhat structurally weak region like northern Hesse. Ties with Homberg as a location are close and are also demonstrated through the "Ahle sausage", the local Mettwurst speciality, which has already achieved cult status as a treat to regale booth visitors at PSI in Düsseldorf.



The first product was the classic memo-pad cube, which is still one of the top-sellers at Hepla today.



The company handover took place in 2006 (from left):
Knuth Fischer, Diana Meier and Jürgen Schwab.

LOYAL CUSTOMERS

In 2010 the administration, and in 2012 the printing shop were expanded to include the digital printing area. Digital printing was a presence for the first time at PSI 2013 and extremely well received by customers. So – in 40 successful years, Hepla has developed from a garage operation into a globally active company with almost 100 employees – and is looking forward to many more successful years with its trade customers. To mark the anniversary, customers received a special discount on all orders in July as a token of appreciation for their many years of customer loyalty.

SUCCESSFUL ANNIVERSARY CELEBRATION

The Hepla workforce celebrated the company's birthday on 20 July in dazzling sunshine at the Eder lake. The 70 participating employees split themselves into two groups in the morning. For the "non-dizzy", the visit to the tree-crown path was the opportunity to experience new insights and outlooks at a 30-metre height. The ones

who like it "wild" were in their element at the wild animal park. After a collective lunch, interesting details were there for the learning during a retaining wall tour. The day was rounded off by a convivial cruise on the Eder lake at the foot of the Waldeck Castle. Incidentally: If you've been wondering what Hepla means – it's the abbreviation of "Hessenplast".

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Walter M. Gehlen

GERMAN DESIGN AWARD 2014

OLAMI MINI-SALAMI NOMINATED

Following the red dot design award in 2012, a jury of design experts is now deciding for the second time in favour of Olami and nominating the mini-salami for the German Design Award in 2014. This nomination is now putting Olami in a top position in the food packaging design segment, which is becoming ever more important.

We cannot simply stick these little delicacies in paper bags, so we were looking for a luxurious yet compact mobile package," says Walter M. Gehlen, one of the Olami initiators. The artistic director of the Cologne Art.Fair develops and sells the product together with master butcher Siegfried Marhöfer, who took over the recipe for the mini-salami from his grandfather and further developed it. The product's shape soon gave birth to the idea of keeping the sausage in a Havana cigar box. "The cigar box is the mother of all packages and was always the epitome of luxury for me," says Gehlen. Accordingly, the packaging pendant for Olami has a

high-quality look, with burned-in lettering and a tear-off banderole made of rough natural paper with elegant, straightforward typography, all fine well-matched elements to give the product a young yet high-value and modern flair. Moreover, there are six different flavours of salami to choose from, including "Carlotta likes it classical", "Rose loves rosemary" and "Wilma loves Warsteiner", with a dash of the eponymous brand of beer.

DESIGN, QUALITY AND EXCLUSIVENESS

Thanks to its high-quality package and the resonance it has received so far, the product has been able to reach a position where



it draws a great deal of attention in its competitive environment. "We have taken a product from the butcher's shop and refined it to give it upmarket acceptability: a modern, cosmopolitan product with a twinkle in its eye. And this is certain to be due to the packaging. A newcomer in an established market only has a chance if it can find a niche where there is hardly any competition. To do so, however, you have to create entirely new benefits. And this is what we were able to do successfully with Olami. Its design, quality and exclusiveness create a new consumer experience for the mini-salami, a well-known, well-established product," is how Walter M. Gehlen summarizes the marketing strategy.

USED AT TRADE FAIRS AND EVENTS

So it is no wonder that Olami is a popular snack to serve at large receptions in evening dress with more than 1,000 guests, such as the awarding of the Henri Nannen Prize, heretofore a no-go area for mini-salamis. And Olami has already started to conquer the promotional product market, where the gourmet salami is being used by many companies at trade fairs and other events to enhance customer loyalty. "The product experience begins with unpacking," says Gehlen. "And an uncompromisingly design package is a good way to make a great mini-salami into a high-quality yet useful present."

CONTACT

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MARCUS SCHULZ AND THORSTEN SCHMIDT

THE ONLINE PIONEERS

Hamburg-based Giffits is celebrating its fifteenth anniversary this year. This full-service provider for promotional products was one of the first specialists in the promotional products business to make use of the advantages offered by digital technology and to concentrate exclusively on the online trade. In the course of time, this grew into a shop with an exemplary structure and 80,000 items so far, thus providing an overview of “the whole world of promotional products”. Behind this ambitious business model are the Giffits “movers and shakers”, Marcus Schulz and Thorsten Schmidt. They recognized this opportunity at just the right time, and now serve 35,000 corporate customers throughout Germany.

Marcus Schulz and Thorsten Schmidt at first did not dream that their idea would grow into a prospering company. But both had the imagination and enthusiasm necessary to create something new. And they had the good fortune of coming up with the right idea at the right time.

OPEN ON ALL SIDES

We meet the two for an interview at Giffits headquarters at Weidestraße 122b in Hamburg’s Alstercity with a view of the Hanseatic city. “This view matches Giffits, for we find new things exciting, always keep our

eyes open on all sides and take on challenges with a fresh, open mind. We make sure that our view is not blocked and can be responsive to even the most unusual wishes of our customers,” Thorsten Schmidt says, transposing the lovely view to entrepreneurial drive at Giffits, which began fifteen years ago literally “in the basement”.

FRIENDS SINCE COLLEGE

The true beginnings, however, lay even further back. Thorsten Schmidt and Marcus Schulz had got to know each other while they were majoring in business adminis-

tration in Hamburg in the nineties, studying together and becoming friends in the process. This friendship is still the basis of their successful business partnership. Even at college, they started to get interested in digital media, which at that time was still in its infancy, and headed training courses in data processing for various companies. After graduating, they went looking for a business they could get into together.

FULLY DEVELOPED CONCEPT

“But the link to the promotional products business came rather by accident,” Mar-

cus Schulz says. "At first we had an idea of starting up an agency for promotional products, even though at this time we had no idea that there was such a thing as the professional promotional products trade. What we did know, though, was that its promotion has to be backed up by a fully developed concept. Who and what does the company want its promotion to reach? What kind of message is to be conveyed? It was clear to us that a promotional product carries the image of the company, basically rather like a little visiting card. So first the concept, then the corresponding promotional product."

THE GIFFITS "RIDE" GETS STARTED

Accordingly, the company got off to a well-planned start in 1998. First they had to find a name, agreeing on "Giffits", a contraction of "the gift that fits". "Before we got started we gave some thought to various benchmark data and wrote up a business plan," says Thorsten Schmidt. "Then we bought ourselves a computer and started out working from the basement to begin with."

THE FIRST TOP SOLUTION

Giffits' first project turned out to be as exciting as it was lavish. Thorsten Schmidt remembers, "We had the opportunity to get a cruise line company interested in our approach. Our concept was apparently as understandable as it was convincing, so that we got the contract. It was for a literary logbook with appropriate short stories, poems and texts to accompany the passengers on their itinerary. The book was quite sophisticated, designed with silver embossing and gimmicks added into it. Even looking back, it is still one of our top solutions."

FUNDAMENTAL EXPERTISE

Other, similar projects were added gradually. Yet at the same time as customers' interest was growing, demand for the more "mundane things" from the world of promotional products, small individual lines of goods, was also increasing. "The first products we supplied were developed and produced entirely on our own. This made us familiar with the material right from the

start, so we know what matters and can inform our customer that much better," says Marcus Schulz, and continues, "Even behind the scenes, we always pay attention to a healthy, ideal flow. Some of our supplier contacts in Europe and Asia have been around for many years and are laid out very much like partnerships. We are personally acquainted with all the suppliers and their production facilities."

NOT AFRAID TO GO ONLINE

But let us get back to the roots of the online trade in promotional products. As already mentioned, the need for traditional promotional products grew, which is why the two business associates decided to go further in this direction of development. "This was the stimulus to find a more intelligent solution," says Thorsten Schmidt. And this is also where their proximity to the digital world would pay off. "For us, data processing was no longer uncharted waters, so we put together our own little website. At first the idea of online marketing was not the main focus. This came rather from the outside. Marcus came to me one day with the idea of trying online marketing by way of search engines. At the beginning, this was real pioneering work, so we designed an inquiry form for customers to get in contact with us. From then on, more and more inquiries arrived by e-mail and gradually replaced cold calling."

THE RIGHT IDEA AT THE RIGHT TIME

Encouraged by their success, Schulz and Schmidt decided to expand their online presence. They say their further growth was "kind of like a game of ping pong": Schmidt's and Schulz' innovative ideas were well received by Giffits' customers and suppliers, which in turn inspired the two managing directors to come up with new ideas, and so the company grew back and forth and bit by bit between Giffits and its business partners. "Of course, we profited from having the right concept at the right time. Just as the digital world was opening up new possibilities through the development of the internet, we took the opportunity of harnessing this potential," Schulz says. "That's when the pieces of

the puzzle started coming together. We were the right age, had the right background thanks to our data processing skills and were ready to keep on pursuing this route," Schmidt adds. Thus they managed to successfully establish an online-based promotional products business before anyone else and were thus rather like pioneers in this way of doing business.

THE BEST POSSIBLE PROMOTIONAL PRODUCT

From its beginnings in the basement office, the company went steadily upwards – with minor interruptions due to the business cycle. The initial student assistants were followed by permanent marketing people. The years after 2003 were decisive, Schulz says, "Owing to the rising number of staff, we had to create new structures and solve many problems that growth entailed." But the additional growth was organic in nature. "One building block segued into the next, including many very successful projects," says Schmidt. Today, 75 Giffits colleagues work at the company's Hamburg headquarters providing intense care for the customers of the online shop. "Each of our customers is unique and no one company is the same as another. We come to grips with this and have made it our job to offer the best possible promotional product. Keeping up a dialogue with our customers is very important to us, for we can only offer the best possible promotional product if, for instance, we take consideration for the lead time, rapid availability, budget or special wishes," Schulz emphasizes.

MANY SERVICES

From the very outset, www.giffits.de was intended to create a platform where customers can find a full range of promotional products and finishing options. The shop today offers visitors a chance to choose from various online services. Aids to decision-making and targeted search features have been implemented, and an online calculator enables cost comparisons. The full service section offers procurement, logistics, webshop solutions with highly integrative computer-aided processes and book-

THORSTEN SCHMIDT IN PERSON

What was your first thought this morning?

I thought about which first thought I could write about on this form. So my first thought was about my "first thoughts".

When is a day a good day for you?

When an idea has been successfully implemented.

What gets you in high spirits?

When many ideas have been successfully implemented at the same time.

And what drives you crazy?

Errors that are repeated.

What are you more willing to excuse?

Errors that happen although everything had been thought through thoroughly.

How can you forget time?

With my family and playing sports.

Four weeks of involuntary leave of absence. Where are you off to?

That depends on the time of year and with whom. After my studies I toured through Australia with a backpack. I would like to travel there again with my family.

What do you like to spend your money on?

On my wife and my children.

Do you let yourself be tempted by advertising?

I am tempted by advertising for products that interest me.

When is a promotional product a good promotional product?

When it has a meaningful use and is a quality product.

What is the best one you have ever received?

I cannot say what the best one was but when I was a child, I received a mini microscope with light, which I still have today.

What annoys you relating to promotional products?

That too little attention is paid to good advertising and too many inferior products are on the market.



The pioneering work begins. Thorsten Schmidt (left) and Marcus Schulz after founding Giffits.

keeping services. "Our customers want to work efficiently when buying promotional products. Our tools are designed to make this possible," says Schulz. The investments in additional services have paid off, Schulz continues. The most successful years in the company's history were 2011 and 2012. The forecast for 2013 is also positive. The strategy of fulfilling customers' every wish will continue to be pursued in the future. The product range has been expanded to include, for example, fair trade items and mobile accessories. When it comes to services, the focus is on aids to decision-making and, increasingly, on infotainment.

COMMUNICATION STRATEGY

At present, Giffits has online shops in seven countries and has begun expanding its online offering throughout Europe. Fair play is counted on to enhance growth, as are responsibility for the environment and the use of high-quality advertising media. To demonstrate this commitment, the Code of Conduct of the Association of the German Promotional Products Industry (GWW) was signed in 2012. But the centre of attention is, as in the beginning, the philosophy behind the name Giffits. "For we see promotional products not only as gifts, but also as part of a communication strategy. No company can afford to give anything away, but would like to achieve an acceptable return on investment from every advertising effort," Schmidt emphasizes.

CONTINUING ON THE PATH

Over all the years, the two have remained friends, aware of their strengths and alternately complementing each other. "Thorsten and I are still able to pass the ball back and forth, as we did in college, and enthusiastically press ahead with what has already been developed," Schulz emphasizes, adding, "We would both very much like to continue on the path we are following for a long time together."



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New address:

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INNOVATIVE PROMOTIONAL PRODUCTS



PAPER TURNS INTO SCULPTURE

A creative new development has enabled Karl Knauer to turn the popular notepad into an individual design object. The note sculpture has style, is of high value and very effective, has lots of room for advertising and keeps its shape in the best quality. The design of this patented notepad advertising medium thus becomes an eye-catcher on every desk. The product comes in two sizes and various long-lasting shapes. The motif printed on the edges can be designed to customers' specifications, the supplier provides a selection of designs for the twisted advertising space.

41794 • Karl Knauer KG • Tel +49 7835 782300
werbemittel@karlknauer.de • www.karlknauer.de

SWEET TREATS FOR THE END OF THE YEAR

Products from the advent calendar experts at CD-Lux meet the highest demands in terms of price-performance ratio. The cult classic Santa Claus from Lindt & Sprüngli is packaged by the provider in a high-quality and custom-printable carry bag. The new "Sweet Christmas" Christmas tree-shaped treat is an eye-catcher – its filling consists optionally of chocolate bars from Sarotti or Lindt & Sprüngli or exquisite Lindor pralines. The Christmassy range is completed by cinnamon stars from Bahlsen, Toblerone triangles in flat bar format, or aromatic tea, packaged in a custom-designable promotional box.

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



A BEAUTIFUL SHINY APPEARANCE

The company Geiger AG is now counting on the new plastic binder called Shiny for giving its customers some creative flexibility when it comes to the design of their plastic binder. The modern material scores lots of points with all of the advantages that reliable material plastic has and it also opens up completely new opportunities for using promotional imprints. It can be imprinted with four colours and they will really radiate, thanks to the high gloss UV finish. The rounded corners guarantee a very high quality appearance. The Shiny Flex version not only offers you creative freedom, but it also features a flexible cover, which is a modern alternative to the well-known hardcover.

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





Weihnachten und Advent Zeit zum Genießen

- „Naschtüte“ mit Schoko-Weihnachtsmännern, Nüssen und Lebkuchen
- „Bratapfel-Set“ mit Konfekt, Apfelbräter, Walnüssen und Ausstecher



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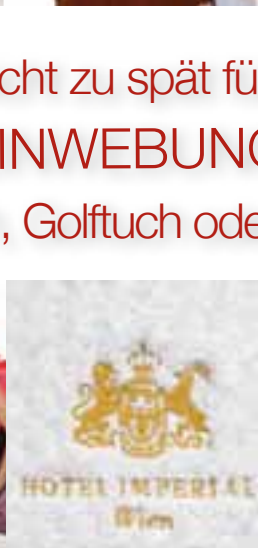
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www.spASSbeiderArbeit.com



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Es ist noch nicht zu spät für Weihnachten 2013

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

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



GREEN ENERGY BY MAIL

The snap-together Casagami cardboard house from Pappnase & Co comes with a self-adhesive LED solar module to light it from the inside and can be used, for instance, as a nightlight. Five hours of recharging time provide roughly five hours of light. Thanks to its flat package in the form of an envelope, it can be used with all kinds of mailings. Just stick a stamp on it and the recipient will be able to put it together at home in no time and paint or decorate it as desired. Upon request, the house or envelope can be customized with an imprint.

43185 • Pappnase & Co. GmbH • Tel +49 40 2094440
office@pappnase.com • www.pappnase.com



TRENDY AND SLEEK DESIGN

With its Scervo model, Senator is introducing a modern metal ballpoint pen that is particularly impressive to hold. Thanks to its trendy and sleek design, it is very versatile to use. The writing instrument comes in the colours red, blue, silver and black. Scervo is made out of aluminium and is coated with an elegant matt varnish, which has an additional metallic look to it (except for black). The striking metal clip and the elegant push button top feature shiny chrome plating. The shaft can be finished in several colours using metal printing. Anyone who prefers making an understated impression should use laser engraving for the shaft and clip.

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



A MAN FOR ANY SITUATION

The new Gubor St. Nick from Jung comes in two attractive custom-made advertising outfits. In addition to the one version that comes in a display, there is also another version for sale, which comes in a box that opens to the front. This way, the companies doing the advertising have even more options available for getting their happy advertising message across. The manufacturer describes the 20 gram St. Nick as a man for any situation, which means it is appropriate for being used for any special offer during the pre-Christmas season. The product can be imprinted using 4c digital printing (all sides can be given a custom-made design); the quantity scale for the box version starts at 420 units and for the banderole version at 530 units.

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



A HIGH-QUALITY LABEL

With the orange coloured label titled "MiniFeet – quality cuddles" the company MBW Vertriebsgesellschaft is signalling that the over 200 different stuffed animals in its product line can serve as safe and high-quality advertising mediums. The products in stock are checked by the in-house quality management team and undergo testing by independent institutes. Special models for customers are also custom-made. As a standard, advertisements are placed on the stuffed animals' accessories, including T-shirts, sweat shirts, scarves and triangular scarves, which all come in different colours and sizes. What is more, outfits for specific industries, such as a surgical dress or a doctor's white coat, can also be created.

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



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www.roesler-ceramtec.de



A BAR TABLE WITH A FUTURE

The xisch table from aida Werbung, which is a design bar table comprised of only four parts, can be assembled easily, quickly and without any additional tools. If the table is no longer needed, the few individual pieces can be disassembled, and it can even be dismantled into ten pieces so that it can fit inside the boot of a car. Xisch comes in an indoor and outdoor version. The outdoor model is made out of a weatherproof HPL material and the indoor model is impressive with its robust MDF material, which is coated with laminate. The basic model comes in white, but xisch can be ordered to come in any special colour for orders of 60 units or more. The counter top can have a personalised design placed on it by means of digital printing.

48766 • aida Werbung GmbH • Tel +49 7143 833220
info@aida-online.de • www.aida-online.de

A CLASSIC DESIGN

The design classic DS3 from Prodir, the Swiss writing instruments manufacturer, can now be ordered by the customer to come in a special colour for print runs of 5,000 units or more. The manufacturer indicates that “emerald green” is particularly trendy at the moment, and the colour experts from Pantone are calling it the trend colour of the year for 2013. According to the Danish designer Verner Panton, people prefer to sit on a chair that has a colour which they like. And this is also true for a writing instrument, especially if it is also intended to be used as an effective way of advertising a company or product. For this reason, Prodir is selling its icon pen DS3 in custom-made pantone or RAL colours, even for orders which are relatively small in size. The following variations are available for the surfaces: frosted, polished, transparent and matt.

43417 • prodir GmbH • Tel +49 6762 40690
sales@prodir.de • www.prodir.com



LOGOS IN POLE POSITION

The best place for a customer's logo is exactly where it can accompany fans throughout the entire season, as on the current Formula 1 planner from Anita Stehle web service. This practical, DIN-long format fanfold flyer with all the race course portraits and highlights of the teams and drivers has proved to be of great value as a customer loyalty tool. It offers both clients and their customers value added like that familiar from the credit-card-size German football league planner (with game plan) or the FIFA World Cup or European Cup planners as A1-size wall posters.

48967 • WAS Werbeservice Anita Stehle • Tel +49 7031 654927
werbeservice@anita-stehle.de • www.werbeservice-as.de

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RELOAD OF A CLASSIC

The LorryBag Original from Halfar is probably the very first model of all the tarpaulin bags on the promotional products market. After more than ten years, the manufacturers have dared to revise the bestseller. The LorryBag Original 2 can bear a sheer endless number of designs comprising 38 tarpaulin colours, a new press lock, a modern new cut and an extra-wide optional shoulder strap around the side. The large padded flap has plenty of room for advertising messages and behind it there is room enough for anything you may need for business or leisure time.

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

HIGH TECH IN ORGANIC LEATHER

Kymm Bags uses high-quality organic leather for its new product series of environmentally-friendly covers for smartphones and tablets. The completely bio-degradable “cradle to cradle” leather was developed as a result of having received numerous customer requests. The design of the cover is impressive with its elegant simplicity. The manufacturer also offers the option of embossing of the leather with personalised logos or advertising messages, thereby turning it into a real attention-getter. This lends a special value to the plain covers.

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



COLOURFUL IN AUTUMN

There is a good reason to look forward to autumn: The promotional pen series uma Quad not only brings a colourful mix of colours to the gloomy season, but it also impresses people with its writing quality, metal clip and its heavy, metal chromed tip. The series is complemented by the two versions Quad frozen SI, with a frosted covered casing, and the Quad SI, with a matt covered casing. The large-capacity European refill and the quality workmanship of the aluminium underscore its claim of offering the highest level of writing comfort. What is more, the products in the series have plenty of space for placing personalised advertising messages on them.

41848 • uma Schreibgeräte Ullmann GmbH • Tel +49 7832 7070
info@uma-pen.com • www.uma-pen.com



HIDDEN FROM SPIES

An effective protection against being seen through a webcam is the Camblock webcam cover from Hey!blau Labs. The webcam is covered over with a special sticker which can be printed as customers desire and has an individually designed shape and size. At the same time, it then offers advertising space right in the line of sight. The sticker adheres without glue to all smooth surfaces and is reusable. Advertising message, shape and size can be customized as desired. Camblock comes on a designable carrying card and in high-gloss plastic bags. It can be used on smartphones, tablets, computers and game consoles.

49016 • Hey!blau Labs e.K. • Tel +49 221 16890812
contact@camblock.de • www.camblock.de



TREE FESTIVELY DECORATIONS

The festively decorated Christmas tree in the hallway, at the POS or in the conference room can be even more individual this year, promises Brauns-Heitmann, a specialist for Christmas tree decorations. Fifty colours and three sizes are available (6 cm, 7 cm, 8 cm). These decorative balls can be printed with a logo in one to three colours on orders of 250 or more. They can be used not only in one's own company, but also as impressive give-aways for customers, to be present with an advertising message at the holidays.

46905 • Brauns-Heitmann GmbH & Co. KG • Tel +49 5641 95481
birgit.muellner@brauns-heitmann.de • www.krebs-logo.de



FOR LAB RATS AND PARTY ANIMALS

Test tubes can usually be found in labs, but the little tubes and their holders are increasingly being used for other purposes. The glass holder from E & H Design are great for advertising purposes, regardless of whether they are used to serve alcoholic beverages or as a container for holding spices. The manufacturer can make three, five or ten test tubes with different diameters for you. Even personalised finishing by means of digital printing is possible. The holders are made out of three millimetre acrylic glass.

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

CONTACT WITH THE CUSTOMER EVERY DAY

With the Lanybook powered by Lediberg, customers get a high-quality notebook and calendar with added value. This added value is documented by the Lanyband, which can be dyed in a specially-requested pantone colour and can be finished with a silicon imprint for a minimum order of 300 units. The Lanybutton can feature a custom-made design and is attached to the band; this means the user will constantly be in contact with the customer's logo. The practical weekly overview on the left side makes it possible for the user to quickly have a complete overview of his upcoming appointments, and the right side offers plenty of space for taking notes. All Lanybook calendars come with FSC certified paper. More information is available at the website: www.b2b.lanybook.com.

42438 • Lediberg GmbH • Tel +49 5261 6060
info@lediberg.de • www.lediberg.de



PRACTICAL FOR SHEER HARD WORK

Practical and functional outfits are a must for workmen and industrial workers, but at the same time, the company's name and design should not be forgotten. James & Nicholson by Daiber is selling a wide array of vests, jackets, shirts and pants especially for this target group in its latest work wear catalogue. All of the apparel can be finished with embroidery and transfer printing. Moreover, they come in all of the standard colours for different trades and are made for a hard day of work. Cordura reinforces the knee pad pockets and the shoulder area, which means it can withstand quite a lot while offering you protection and safety. The professional jackets, vests and trousers are made out of durable blended fabrics and feature pockets for tools and pens, side pockets and pockets with zippers.

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



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www.psi-messe.com



BAKING IDEAS

Advent is a time for creative baking and what could be more appropriate than to combine an innovative advent calendar with this wonderful tradition. Emotion factory does just this with the decorative tinplate can, where the date can be marked on the lid with a small red magnetic ring. There are four Christmas baking forms inside this stylish giveaway. The lid can be completely imprinted using digital printing. Personalising the imprint is possible for orders of 250 units or more. What is more, there are numerous design templates available, which customers can use in order to give their tin a festive Christmas look.

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

NOSTALGICALLY PACKAGED TOOLS

Just in time for the holiday season, Wera has packed 30 high-quality bits plus a holder inside a special Christmas box with a nostalgic Christmas motif on it. It includes the most common screw profiles so that any Santa Claus can attend to any important screwing work that might be required. The bits are lined up in a bit safe made out of plastic so that they can be easily taken out individually. The Christmas box can also be reused without the bit safe for storing Christmas accessories.

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



SAFETY DURING OUTDOOR SPORTS

The reflective armband with a zipper from Regine ensures that there will be more safety during the dark winter season. The striking band is coated with the new and highly elastic IQseen reflective material. This material is also used by many leading apparel brands for their sports apparel, in particular for their jogging and cycling clothes. The armband can be kept in a jacket or jeans pocket so that it will always be at hand when someone is going down a dark street. The band comes in the standard colours neon yellow, neon orange and black, but for a minimum order of 1,000 units, it can also be dyed in a Pantone colour. There is room for placing a photo-realistic digital imprint between the reflective strips.

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



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END-OF-YEAR MOOD

The Bundestag elections in Germany are over, and so is the Oktoberfest in Munich. The results of the elections in Germany have so far affected neither the stock markets nor the economy. Even the “shut-down” in America has yet merely been acknowledged without any reaction from the financial markets. Is it possible to read any signals anywhere for trends in the economy? Now in the autumn and, therefore, with the end-of-year business, this can best be achieved at the many events that are taking place all across Europe.

The Oktoberfest may not be an industry event, but it still needs a mention at this point. It is true that less beer was drunk there overall, but the atmosphere was good as always. It was also a good place to have conversations about advertising and promotional products. With distributors, customers and barkeepers. It is amazing how many customer events of the promotional products sector now take place there. From the product point of view, too, plen-

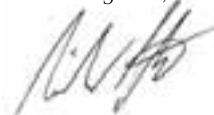
ty of things were possible! Giveaways en masse, such as heart products of all sizes and with a variety of uses, e.g., the heart-shaped hand warmers, are suitable for advertising in general in the autumn and winter. And for festivities of all kinds. In other words, you can even get ideas and be inspired at folk festivals.

At other events and industry get-togethers, the end-of-year mood was also positive or becoming brighter. In France and England, business is fairly stable according to conversations with people from the industry. In Germany, the second half of the year appears to be compensating for the poor results of the first six months. If we look across the pond to our American colleagues, things look significantly more positive, however. There, the promotional products sector is reporting growth of over six per cent. An ever stronger driving force there is the online business. Small-scale orders of up to about 1,000 dollars are more and more frequently being trans-

acted over the internet. This is a development that we here in Europe cannot close our eyes to. It only remains to hope that the numbers in Europe will develop in a similar way.

A positive prevailing mood for 2014 can already be interpreted from the PSI Show numbers. The visitor registrations in September were already at plus 120 per cent compared to last year. The premiere programme of the trade show “PSI FIRST” has been sold out since as early as August. These are promising indicators. <

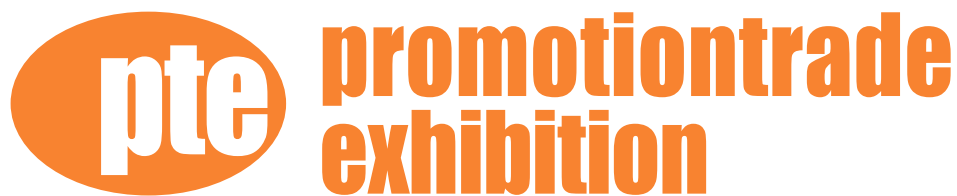
Best regards,



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



»A positive prevailing mood for 2014 can already be interpreted from the PSI Show numbers.«



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PSI CATWALK AND PRODUCT PROMENADE

SECURE A PLACE NOW IN **THE SPECIAL AREAS**

The PSI Trade Show 2014 is fast approaching, bringing with it an event with some completely new touches. The star here is the promotional product in all its shimmering facets and with all its potential for promotional effect. The PSI CATWALK in Hall 10 will be a special presentation platform for products and their messages. Here (not only textile) promotional products will be turned into a fashionable event – and one that will take place three times daily on each day of the trade show. Specialists in promotional textiles, in particular, have the opportunity here to secure extra attention for their range of products. Here the presenting companies can outfit their models in full. Among other things, new items on the themes of sport, business and leisure will be in the spotlight, with the possibility of also combining the appropriate promotional fashion with suitable accessories. The event will be managed by PSI, who are happy to provide further information and advice.

As an additional presentation highlight, the Product Promenade right in the entrance area of the North Hall will bring new promotional creations into focus. For visitors who are just arriving this is a first opportunity to examine selected products, take them with them and then head directly to the stands of the exhibiting companies. New customers (those who are exhibiting for the first or second time, inventors and BMWi exhibitors) can benefit from newcomer trade show offers when participating in the Product Promenade. Anyone interested in the PSI CATWALK or the Product Promenade should, however, be sure to secure a place in these special areas as soon as possible. (For the PSI CATWALK there have already been numerous bookings. And almost half of the presentation space has been booked for the Product Promenade.) Ms Kerstin Gebel can provide further information: Tel. +49 211 90191-184, kerstin.gebel@reedexpo.de. www.psi-messe.com



PSI DISTRIBUTOR FINDER

WITH A NEW LOOK

The comprehensive reference guide for promotional products manufacturers and suppliers, the PSI Distributor Finder, has a new, markedly fresh appearance. Not only the look but also the contents have been significantly improved. With optimized usability, the reference guide is even more clearly arranged for use as a search and route-planning tool for the field sales force thanks to its division into sections according to German postal codes, neighbouring German-speaking countries (A + CH) and both European and non-European countries. The PSI Members of Honour, who have remained loyal to the network for more than 30 years, are marked separately, as are the PSI distributor members who have signed the code of honour of the Gesamtverband der Werbeartikel Wirtschaft (GWW). (With the



Code of Conduct, the companies commit, e.g., to fair competition, responsible behaviour towards the environment and the use of high-quality advertising media.) The new PSI Distributor Finder is rounded off by focus topics related to the promotional products market and portraits of selected distributors.

PSI 2014

WELL POSITIONED THANKS TO THE OSC

It's not much longer until trade visitors from around the world will convene for the European promotional product industry's flagship event: the PSI Trade Show 2014. In order to be well prepared for the influx of guests, PSI is offering its exhibitors a helpful tool with the Online Service Center (OSC). With the OSC's assistance, your exhibition at the Trade Show can be organized easily and hassle-free. By clicking on the "Press here for the PSI Service Center" button, the exhibitor can directly access his personal section, in which he can place his order for technical equipment and make his entry for the catalogue.

- Company master data and the description of the company can be edited in the Catalogue Tool. Furthermore, there is also the option of entering information in the product and hall lists (optional). An additional entry can also be made and a corresponding logo can also be uploaded.

- Exhibitors can order e-vouchers and send them to their customers directly using the tool provided.
- The Service Tool makes it possible to place orders regarding marketing, organisation, technical equipment and stand construction etc., and enables users to access all important information pertaining to the exhibition grounds and the setting up and dismantling of the stands.
- In the Download section, exhibitors can find the exhibition passes and tickets for evening events that they have ordered, an excel list of the e-vouchers that have already been registered, and their personal advertising banners with the hall and stand numbers on them.

If stand builders are to process orders for the exhibitors, an individual log-in account can be set up for this in the OSC using the "Address and Access" section. So make use of the time still left and organise your exhibition now using the OSC.

www.psi-messe.com



PSI is offering its exhibitors a helpful tool with the Online Service Center.

PRODUCT FINDER 2.0

NEW CREATIVE DIRECTOR FEATURE

In order to make targeted searches for specific product groups even easier and more efficient, the Sourcing Team at PSI has integrated a new feature into the Product Finder 2.0 called the Creative Director. The new Creative Director feature, which is based on the Sourcing Team's wealth of experience, assists distributors while they are carrying out a targeted search for their customers by suggesting



products to them. This can be done very quickly and easily: When on the Product Finder webpage, simply click on the task bar on the left with the name "Creative Director". Then select a target group (e.g. automobile trade or tradesmen) or a product group (e.g. gimmicks, gadgets). The registered options will be shown after clicking on the "suggest products" button. When you find a suitable product, you can request an offer from the manufacturer in the usual way on the Product Finder page. The entries in the Creative Director section are updated on a regular basis so that the latest product suggestions are always available. Please contact Jutta Faerber-Kaluza for any inquiries or suggestions: +49 211 90191 334 or www.psiproductfinder.de

PRELIMINARY EXHIBITOR LIST OF THE PSI 2014

8TH TO 10TH JANUARY 2014 IN DÜSSELDORF

We are glad that the following new companies have decided to participate in the PSI 2014:



PSI NO.	EXHIBITORS	HALL/STAND	PSI NO.	EXHIBITORS	HALL/STAND
49009	12M BTL&POS PRODUCER - Alicja Wasowska	11C61	48886	Linders Bonbons	10A63
48989	a.b.m. Italia S.p.A.	9M13	48885	Luxor Euro GmbH	12D15
47408	ADLER CZECH, a.s.	10F20	48980	M. Plastinez SLL	9L33
49005	AHELIA CANTA REKLAM HIZMETLERI		45840	Manka Créations SARL	11B53
	SAN. VE DIS TIC. LTD. STI.	9E17	48976	Market Maker Brand Licensing Sasu	11H50
48934	Albert Mebus GmbH & Co. KG	10D24	49006	Mart s.c. Anna Tomal, Marek Tomal	12L05
48939	Albo Trade srl	12K07	49017	Marzipan Books Ltd. - BOD Igors Oleinikovs	11A18
48947	Alchemy Carta Ltd.	9D35	48959	Mastermark Oy	12K17
49035	Alémundo Com de Brindes, Lda	10H74	49018	Michael Schiffer Promotion GmbH	10G49
45461	Alta Seta GmbH & Co. KG	11D62	49001	MOR ELMA LTD. SIRKETI	12K47
48920	Anotax Ovelar S.L.	9L09	48938	Münder-Email GmbH	12K06
48983	Arem Italia Srl	9M42	48904	OLAMI GmbH	12K02
45456	Aristos International GmbH	12B03	46997	OLÉ SPORTS	10A07
48941	Arnulf Betzold GmbH Lehrmittelverlag-Schulversand		48993	Die Olive- und mehr GmbH & Co. KG	9G28a
	- Michael Warneke	12L40	PSI Partner	OOH magazine	9004
48973	Axxel Lenticular - Adam Jastrzebski	12K04	48951	OrigAudio - Michael Szymczak	9H39
49002	BLL Holdings Ltd.	12L07	48933	ÖSTLING Marking Systems GmbH	12L42
48874	Bornemann Etui GmbH	10F16	48965	PHU LIZARD - Jaroslaw Suski	12K33
48876	Bremer HACHEZ Chocolate GmbH&Co.KG	9G28a, 9H22	49015	PROMA Lech i Kielbasinacy Sp. J.	9K01
PSI Partner	BusinessPartner PBS by Verlag Chmielorz GmbH	9004	48917	Promo House s.c. - T.Lukasik W. Lukasik	9K13a
48877	chocri GmbH	12A34 TF	49011	Promozionale Italiana SpA	10G44
48804	Connexion tie APS	12K35	PSI Service	PSI CATWALK	10G04
48908	Cosmetic Service GmbH	10F66	PSI Service	PSI GUSTO	9G28
48968	creative production team - Michael Bittner	12K34	45888	Publiroom s.n.c.	9F51
48985	CU Kunststoff GmbH - Kunststoff Kreativ	12K20	48954	Pusula Basim (Pusula Cizgi Alti Basim San. Tic. Ltd. Sti.)	9B40
48936	D2 Tekstil Sanayi Ve Ticaret Ltd. Sti.	10F24	48990	RIEDMÜLLER Kunststofftechnik GmbH	12L19
48952	East West Packaging B.V.	12L03	48897	Seemann Fashion GmbH	12K19
48996	ELITA Spółka Jawna - Jerz i Staszalek	9F32	48436	Sema-Print Sp. z o.o. SpK.	10F09
48003	ESBIT Compagnie GmbH	11G14	49014	Shanghai Trading Limited (STL - UK)	12L15
47094	Extrapack Ltd.	11G37	48969	simpludoo GmbH	12K14
PSI Partner	Fair Wear Foundation	12G55	48997	Sirius Werbeagentur GmbH	12L11
49007	KKM Thüringen Live GmbH & Co. KG - Fanflosse		48605	Speichermedien Fabrik - Rastalut Concept GmbH	9E49
	Vertrieb Deutschland	12L13	49042	Talat Matbaacilik ve Deri Mamulleri Ticaret As.	11E52
48984	Feuer & Glas OHG - Inhaber: Mario Crisolli,		48942	TE Erfurth Importe	9D05
	Susanne Kress	12C03	48161	Tessloff Medienvertrieb GmbH & Co. KG	10F75
49027	MASAPRINT d.o.o.	10B15	48970	Theissen Medien Gruppe GmbH & Co. KG	12N04
48900	FOHA - Krystyna Glowacka Pasternak	9G42	49037	TRIUSO-Qualitätswerkzeuge GmbH	
48944	Formación, Empleo y Comercialización Sociedad Anónima - FEYCSA	9H41		- Inh. Josef Rinberger	10D01
49019	Frozzypack AB	12L02	48949	VALMAR srl	12K11
44443	Industria y Desarrollo Gamax, S.L.	9B41	46771	Victoria Awards - Dipl.-Ing. Richard Huber GmbH	10A14
45676	Helmut GERNET GmbH	11K33	48975	VIDONI - Alexander Vidoni	12K16
48972	GPBM Nordic AB	10G33	48988	Wenko-Wenselaar GmbH & Co. KG	12L41
45860	Gutsweine Zimmermann GmbH & Co. KG	10D09	48750	WEYOU CONSULTING KG	12K05
48991	H. Hauptner und Richard Herberholz GmbH & Co. KG	12L01	48964	Zep Srl	9D23
48946	Hubelino GmbH	12K09			
48888	imeco GmbH & Co. KG	12K12			
48746	Intermax d.o.o.	12K31			
48981	Jens Korch & Grit Strietzel GbR - Edition Wannenbuch	12K37			
48966	Karl Loy Bandweberei GmbH	10A60			
49010	Keepromo Australia Pty Ltd.	9H38			
48979	Kickpack GmbH - Inhaber Ludwig Prüß	12K30			
46528	Kleinmann Textil + Design GmbH	11D66			
44062	Kolb Import & Export	9G28b			
46912	Kunststoffwerk AG Buchs	11B13			
48932	la vida GmbH	10D19			
48994	Landway International Corp.	9033			
48925	Leber Sp z.o.o.	9N04			
PSI Partner	level fashion UG	10G15			
48986	LIMOX GmbH	12K42			
47192	Linarts s.r.o.	11A58			

As of: October 7th, 2013, subject to change.

PRELIMINARY EXHIBITOR LIST OF THE PSI 2014

8TH TO 10TH JANUARY 2014 IN DÜSSELDORF

We would like to thank our longstanding exhibitors for their loyalty! The following companies exhibit again at the next PSI:

blue = International Area

pink = PSI Technology Forum

green = HALLE13-Area

PSI NO.	EXHIBITORS	HALL/STAND	PSI NO.	EXHIBITORS	HALL/STAND
47761	3T-Transfers Technologies for Textile	10A20	43702	Bredemeijer Group B.V. - Leopold - Zilverstad	
47670	Abanicos Jose Blay S.A.	9E03		- Bredemeijer	12G54
48055	Acar Europe GmbH	11F25	41141	Hugo Brennenstuhl GmbH & Co. KG	11H20
48714	acris Sportpokal GmbH	12K28	40567	BRÜNNEN - Baier & Schneider GmbH & Co. KG	11D03
42299	adamo design GmbH	10D10	48383	BSC SPA	10E27
44329	aditan Werbe- und Organisationsmittel GmbH	12B01	48045	B-TOKEN BVBA	9K08
43999	ADOMA GmbH Kunststoff- und - Metallverarbeitung	12H53	47672	Bulb-Bottles-Jkaplast AG	11E54
46850	ADV PAX Lutec Vertriebs GmbH	9E32	45956	burger pen AG	9D52
44897	AERO d.d. Celje - kemnica, graficna in papirna industrija	9M18	41446	Buttonboss B.V.	11K03
45448	Aetzkunst GmbH & Co. KG	9C14	48732	CARAN D'ACHE S.A.	10G40
48751	AFISA Assoc. Fabric. Import SA	9L34	48791	CARL SCHMIDT SOHN GmbH	11G12
48962	a-friends-company GmbH	12B33 TF	43811	CDH Computer Division Heinemann GmbH	9A32/9B31
48939	Albo Trade srl	12K07	47456	Cemertas Promotional Textiles	
PSI Partner	All about Sourcing - Network Press Germany GmbH	9004		- Industrial and Foreign Trade Company Ltd.	9B01
48759	Allbag Tomasz Wozniak	9L41	44668	R. Cermak - Minitaschenlampen	12B05a
45590	aloga gmbh	11C29	48789	Chairit of Sweden AB	9K31
48737	AMEWI Trade e.K. - Inh. Melitta Widerspan	12D50	PSI Partner	Charlie's Corner - Taublieb Consulting	12B39 TF
48798	Amplitude Tin & Leather Boxes	12K03	47791	CHILI CONCEPT SARL	11C51
45753	Anda Present Ltd.	11H22	48760	Chocolats Camille Bloch SA	12D38
48443	Annaburg Porzellan GmbH	11E66	48316	Chocolissimo by MM Brown Deutschland GmbH	9L14
44291	Araco International B.V.	11F24/11G29	48877	chocri GmbH	12A34 TF
48941	Arnulf Betzold GmbH Lehrmittelverlag-Schulversand - Michael Warneke	12L40	44950	C.I.F.R.A., S.L.	9031
48785	Art Keeping, S.L.	tbd	42811	CITIZEN GREEN - BOOMERANG S.A.	12G46
45895	Artihove Regina B.V.	10H64	48658	CiTRON btl - Magdalena Owczarska	11G36
47506	Condom Message ASHA INTERNATIONAL	9A41	46851	Classic Line Warenhandels GmbH	9017
45428	Asia Pins Direct GmbH	9L51	48748	Claymore Willemen Koffers B.V.	9G51
47525	A-Solar B.V.	11G33	40511	Clipper B.V.	11A66/11B73
41169	ASS, Spielkartenfabrik Altenburg GmbH		43606	Ambiance GmbH Abt. Club Cawatte Crefeld	11C34/11D41a
	- ASS Altenburger Spielkarten	11F65	48345	CMA Global - Inh. Young Sun Kim	10G09
47330	Atlas Design GmbH	9D41	48344	Color Print Ltd.	10H11
46148	ATUT & PRIMAR s.c - Golab, Rackiewicz	11A63	46789	CoMo Europe B.V.	9M52
48738	AuRa Textil GmbH	10F68	48812	COMPUZZ sprl	12K13
46204	Axpol Trading Sp. z.o.o. Sp.k.	10G16	46835	Concert-Merchandising GmbH	9L13
46781	AXXEL Sp. Z.o.o.	9D18	48804	Connexion tie APS	12K35
48973	Axxel Lenticular - Adam Jastrzebski	12K04	41421	Coolike-Regnery GmbH	9E31
47411	badge4u Wojciech Pawlowski	12B39 TF, 9A31	47675	Cotton Classics Handels GmbH	10B18
41338	Bären-Luftballons GmbH	9D09	49024	Creativ Promotion Enterprises - Inh. Birgit Faulhaber	12N54
48049	Bahar Tekstil San. Ve Tic A.S.	9L27	48968	creative production team - Michael Bittner	12K34
48407	Hispanica de Globos S.L. - BALLOONIA	9F14	48445	CTP S.R.L.	9E21
48350	Barbara Hofmann Cosmetic-Pinsel GmbH	9D31	48985	CU Kunststoff GmbH - Kunststoff Kreativ	12K20
45434	Bartl GmbH	9B52	47701	Culto GmbH	11E65
45934	bb med. product GmbH	9C32	47722	Cup Concept Mehrwegsysteme GmbH	9K04
47455	Bear Dream d.o.o.	10C43	48803	Customcufflinks - Pieter Bosscher	11L04
48731	Beseda - Adrian Bereszynski	10A03	48442	da Vinci Künstlerpinnelfabrik Defet GmbH	9L31
48494	BHS Binkert GmbH	10G23	42819	Gustav Daiber GmbH	12D14/12G25b
47943	Biltur Basim Yayin Vehizmet AS	9L50/9M49	44487	Demapen srl.	9C31
46839	Bio Laboratories Ltd.	9F28	46660	DEONET GmbH	9G04
49002	BLL Holdings Ltd.	12L07	48449	Der Zuckerbäcker GmbH	9G28c
40774	blomus GmbH	G73a	PSI Partner	Deutsches Patent- und Markenamt	12D56
48117	BLU STAR srl	10B21	41734	Giuseppe Di Natale S.p.A. - Arti Grafiche Cartotecnica	11H71
40861	BMI BAYERISCHE MASSINDUSTRIE A. Keller GmbH	10K73	48715	Die neue Linie GmbH	9E41
41435	Böckling GmbH & Co. KG	9B14/9C13	42562	dietronic Computer-Service Ralf Dietrich	10D14
47698	BOFA-DOUBLET GmbH	12L21	48615	DIZAYN ETIKET San. ve Tic. A.S.	9M37
48718	BOHEMIA SPORT LION, spol. s.r.o.	9H31	46519	DNS Designteam Neth Schäflein GbR - waterbelt /	
48401	Bon Göit - Eli Katzenstein	10G19		nautiloop / mykii / banduo / schnapp shorty	11E63
48043	Boogaard Textiles B.V.	10K64	46488	DOCTIME GmbH	11F42
48778	BOOKMAN AB	9K31a	43461	DOPAN S.A.	11B44
41855	BOSCHAGROUP GmbH & Co. KG	11D54	41752	doppler - H. Würflingsdobler GmbH	11E41
47770	Boss Promosyon Ürünleri San. ve Tic. Ltd. Sti.	11K52	46897	Dosenspezialist GmbH	10A13
45767	Bottle Promotions a Tacx International Company	9K32	45720	DreamPen, Polish Ball-Point Pens Producer	10E35
46304	The Brand Company, S.L.	9G31	48061	Drechserei Kuhnert GmbH	9L37
46116	Brand Promotion CZ s.r.o.	10G26	44886	DreiMeister Spezialitäten	
46432	brandbook.de - NEXT design+produktion GmbH	11H51		- Hans Schröder GmbH & Co. KG	9C51
46905	Brauns-Heitmann GmbH & Co. KG		47414	DRIINN - BOBINO B.V.	11A30
	- ehemals Krebs & Sohn Vertriebs GmbH & Co. KG	9A25	48122	Dubi's Promotionartikel Service	9D32
			48952	East West Packaging B.V.	12L03
			48594	EBERLE & OSTERRIED GMBH	10G75

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47503	eco-promo GmbH	9N03
41387	EHRENBERG GmbH	9F04a
41369	elasto form KG	11F54/G73
44127	Elektronica SM-Handels GmbH	10E43
44736	ELITE Srl	9L04
47097	EMBALAJES PUBLICITARIOS NT Diseño y Aplic. del NT, S.L.	10E60
42200	e+m Holzprodukte GmbH & Co. KG	11A19
48844	Emiroglu Giyim Ins. Tekst. Gıda San ve Tic. Ltd. Stl.	10G02
45997	emotion factory GmbH	12D29a
42692	EMSA GmbH	11G17
46834	Emzed Promotions	9M14
47403	Ender Tekstil Sanayi Ve Ticaret Ltd STI	9D28
48529	Erteks Kadife Tekstil San. Ve Tic. Ltd. Sti.	9M28
41768	ESC - Europa-Siebdruckmaschinen Centrum GmbH & CO. KG	9B04
41022	ESCHA GmbH	11H23
48762	Essential Elements AG	12K27
47057	ETITECNIC.	9E40
41857	EUROSTYLE - Emil Kreher GmbH & Co. KG - Lederwarenfabrik	11C34/11D41
48243	PLANET PARTNER CONSULTING	9H42
45339	Everts Pol Sp.z.o.o.	9E27
47307	Exito Group - M. Malczynski, R. Badowski s.c.	9N17
46163	ExpoGraf CardKeep International AB	9D03
48749	EXTRAGOODS Handelsagentur - Horst Ballé	11B19
47558	E-Z UP Europe B.V.	9M31
46751	Fair Squared GmbH	12L04
49007	KKM Thüringen Live GmbH & Co. KG - Fanflosse Vertrieb Deutschland	12L13
43144	FARE - Guenther Fassbender GmbH	12D14/12G25
47960	Feniks Sp. z.o.o.	9N25
46874	Cokoladovny Fikar s.r.o.	9A04
48797	Firma A&J Agnieszka Polak	9K13
47964	First Editions Ltd.	10D20
41002	Alfred Fischer	9E18
48315	fischertechnik GmbH	9A35
48158	Flameclub Europe BV	12B30
44389	Floringo GmbH	10C22
42743	FOL International GmbH	10C73
47628	Framsohn Frottier GmbH	11F20
48795	France Sport S.A.	11M67
47463	Francos GmbH - Image-Cosmetics & More	12G02
47595	freie-produktioner Münster/Osnabrück GmbH & Co.KG	9G18
49019	Frozyppack AB	12L02
41615	Geiger Aktiengesellschaft	11D63
47324	Get Impressed srl	11F34
46306	GEZI Druck GmbH	9N13
47578	Gimex melamine plus GmbH	9N49
45737	Giving Europe B.V.	12F30/12G37
47893	GK Handelsplan GmbH	11G52
43242	Göckener GmbH	9M17
40969	Jakob Göschl GmbH	9D08
44615	Golfball Bussjäger - Florian Bussjäger	10F19
46517	Gorenler A.S.	9D02
46895	Gottschalk V.O.F.	11B52
43808	Goudsmit Magnetic Design B.V.	10K63
48266	Gourmet Leon Feinkostmanufaktur	9D10
47197	GPE A. Ardenghi srl	9H04
47265	GRASPO CZ, a.s.	11G04
48277	Green Earth Products - Inh. Helga Nederhoed	11A42/B41
43990	Guidetti Carlo Ombrellificio di Eredi Guidetti S.N.C.	9K38
46944	Gutting Pfalzndel GmbH - Entwicklung und Herstellung von Logonudeln	11A74
48991	H. Hauptner und Richard Herberholz GmbH & Co. KG	12L01
45107	Franz Hagemann GmbH & Co. KG - cameo	10F13
45666	Halfar System GmbH Rucksäcke und Taschen	12D14/12G25a
48816	Hand Bags ABC GmbH	11G13
42765	HAPPY bvba	11A14
44954	happyROSS GmbH	11F43
46932	HASGÜL TEKSTİL PROMOSYON ÜRÜNLERİ SAN. VE DIS. TIC. LTD. STI.	11H29
47160	Hauff Schreibgeräte GmbH	9E10
48028	Haveco BV	12A04
41756	HAWECO - Import GmbH	11A34/B33
48313	Headwear PL Sp. z.o.o. Sp. J.	11C73
46712	Heibro International BV	10K44
48787	Heinrich Betz Werkzeugfabrik GmbH & Co. KG - Ingo Heyland	12K46
44145	helo ® - Heckelmann Holz und Kunststoff GmbH & Co. KG	9K21
41583	HEPLA-Kunststofftechnik GmbH & Co KG	11A02/11D01
41275	C. Jul. Herbertz GmbH	11L53
46235	HERKA GmbH	12B18
45918	Herzog Products GmbH	11E44, 11F41
47249	HEYCO-WERK - Heynen GmbH & Co. KG	12G56
48183	High Profile Plastic Parts Ltd.	9M09
45818	Golfvertrieb Hilbrand	10H20

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43891	HNC - Import-Export + Vertriebs GmbH	11H43
41118	HOECHSTMASS - Balzer GmbH	11A61
45973	Hörsteler Interior Design GmbH	10B63
41690	Philipp Holle KG Papierverarbeitung Werbeartikel	11F01
48946	Hubelino GmbH	12K09
47349	Hypon BV	11A13
48684	i look innovations GmbH	12L25
45302	ICO JSC	9D39
44411	ID® REXHOLM A/S	10C44/10D43
48090	Idepa - Industria de Passamanarias, Lda.	10D53
48229	IF Solutions Ltd.	9G40a
48513	Image Kompagniet APS	10B27
48888	imeco GmbH & Co. KG	12K12
44740	Impliva B.V.	10C75
48692	Industrial Wear srl	10G03
44898	Jaan Ingel AB	9K28
48282	Inoxcrom Internacional S.L.U.	10G29
46924	INPRO SOLAR SYSTEMS - Inh. Georg Huber	9003
42907	Inspirion GmbH	11D04/11F21
48746	Intermax d.o.o.	12K31
44894	Intermed Asia Ltd.	10K01
48713	invocem	12M25
45893	i.p.a. Sweets GmbH	11D02
42567	i.p.a. cosmetics GmbH	11D02a
46848	Ipekner Textile Clothing Co. Ltd.	9E02
46922	Istanbul Tekstil ve Promosyon Ürünleri, SanTic.Ltd.Sti	9N28
48357	IVB TransferDruck - Inh. Norbert Koch	9B27
47696	Jamara e.K.	12D05
47258	Jasani LLC	11A67
48981	Jens Korch & Grit Strietzel GbR - Edition Wannenbuch	12K37
46742	JHK Trader S.L.	9A52
41990	Joytex GmbH & Co. KG	11F04
41170	JÜSCHA GmbH	9F50/9G49
41545	JUNG BONBONFABRIK GmbH & Co. KG	12D29
46091	Kaai Kalender GmbH	10C18
42706	Kalfany Süße Werbung GmbH & Co. KG	11D34/11E33
48425	Kambukka BVBA	11G19
46232	Kandinsky Deutschland GmbH	10C21/10C27
48037	Karcher AG	12G48
47464	Karlowsky Fashion GmbH	12D30
40043	KASPER & RICHTER GmbH & Co. KG	10D42
47413	Kelnet	9E28
47270	Kerler GmbH	10A73
48417	Keya Europe BVBA by Kamp Europe BVBA	10K31
46131	KHK GmbH	12E40, 12G47
48979	Kickpack GmbH - Inhaber Ludwig Prüß	12K30
43737	Kimetec GmbH	12B05
47903	Kimpeks Tekstil San. ve. Tic. Ltd.	9H13
43358	Kleen-Tex Industries GmbH	12H15
41794	Karl Knauer KG	10E64/10F71
47508	Hans Knipf GmbH & Co. KG	10A53
47607	Kniprs Media GmbH	11D42
41119	Knops Acryltec	9O13
47732	PHU KODER II S.C. Leokadia i Waldemar Sikora	9C28
44071	Könitz Porzellan GmbH	10C04/10C08
42087	Kössinger AG	9A18/9B17
47639	Köksal Canta ve Saraciye San. Tic. Ltd. Sti	10C49
47941	KOSMOS - Franckh-Kosmos Verlags-GmbH & Co. KG	9E07
47406	koziol » ideas for friends GmbH	10E53/10E61
46770	KREITER GmbH	9N34
47203	Krüger & Gregoriades Im- + Export GmbH	9B50
44546	KV&H Verlag GmbH - Harenberg · Heye · Weingarten	11H62
48683	LACUNA d.o.o.	10B32
47361	Lainas D. & Co. S.A. Printing Company	11F75
48152	Landkaufhaus Mayer GmbH Saltini's Salzmanufaktur	9G28h
44678	L&D Aromáticos, S.A.U.	9F41
48777	Lecce Pen Europe Sp. z.o.o.	12G26
42438	Lediberg GmbH	11C14/11D29
47073	Leniar Sp. Jawnna WYTWORNIĄ SZABLONOW KRESLARSKICH	9F13
44742	3e Degré SAS - Les Parfumables	11A39
41248	Leser GmbH	9E45
46175	LEUCHTTURM ALBENVERLAG GMBH & CO. KG	11H13
48484	LE COLOR - Levent Ofset AS	10E09
45457	Lexon S.A.	10C01
44862	Licefa Kunststoffverarbeitung - GmbH & Co. Kommanditgesellschaft	10E14
48986	LIMOX GmbH	12K42
47965	Listawood - AT Promotions Ltd.	10K03
42487	LM ACCESSOIRES WERBEMITTEL & EXCLUSIVANFERTIGUNGEN GmbH	12B02
47113	Löw Energy System e.K.	12H55
46104	logolini Präsente - Backhaus Fickenscher	9C42
48100	Lufi Expressz Kft.	9D22
48310	Luminaria GmbH & Co. KG	12D55
47814	Lupenmaxx GmbH	12L26



PSI www.psi-messe.com **08. - 10.01.2014** **Düsseldorf**

Die internationale Leitmesse der Werbeartikelindustrie
The Leading International Trade Show of the Promotional Product Industry

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

Internationale Fachmesse Unterhaltungs- und Warenautomaten, Sportwetten und Sportspiele
International trade fair for amusement and vending machines, sportsbetting and sportsgaming

FIBO www.fibo.de **03. - 06.04.2014** **Köln**

Internationale Leitmesse für Fitness, Wellness & Gesundheit
The Leading International Trade Show for Fitness, Wellness & Health

FIBO POWER www.fibo-power.de **03. - 06.04.2014** **Köln**

Europas größter Treffpunkt der Bodybuilding-, Kraftsport- und Kampfsportszene
Europe's biggest meeting point for the Bodybuilding, Weight Training and Martial Arts Community

EQUITANA Open Air www.equitana-openair.com **13. - 15.06.2014** **Neuss**

Festival des Pferdesports
Festival of equestrian sports

ALUMINIUM www.aluminium-messe.com **07. - 09.10.2014** **Düsseldorf**

10. Weltmesse & Kongress
10th World Trade Fair & Conference

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- Flache Hierarchien und kurze Entscheidungswege

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PSI Journal - Chiffre Nr. 20131102
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BETTMER

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Sie übernehmen die Kunden- und Umsatzverantwortung für das Mittelstandssegment Ihres Vertriebsgebietes und sorgen mit Ihrem Vertriebs Talent, vornehmlich im Außendienst aber auch am Telefon, für den Aufbau Ihres eigenen Kundenportfolios. Sie unterstützen und beraten den Kunden bei der Auswahl marken-affiner, zielgruppengerechter Marketingartikel, erstellen budgetgerechte Angebote und entwickeln Aufträge ab. Sie arbeiten eigenverantwortlich, ziel- und kundenorientiert, erkennen Verkaufschancen und identifizieren Projekte, die Sie begleiten und erfolgreich abschließen. Dabei werden Sie durch unseren Vertriebsinnendienst unterstützt.

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Bewerben Sie sich bitte mit Angabe Ihres frühestmöglichen Eintrittstermins und Ihrer Einkommensvorstellung unter personal@bettmer.de oder schriftlich zu Händen Frau Frommeyer, Stichwort: Account Manager

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Für diese verantwortungsvolle Aufgabe bringen Sie neben Führungs- auch die Vertriebserfahrung der Werbemittelindustrie mit. Auch selbstbewusste Quereinsteiger werden erfolgreich bewertet. Mit Ihrer selbstbewussten, besonnenen Persönlichkeit sind Sie ein Vorbild durch lösungs- und kostenbewusstes Handeln. Als Manager mit hoher Vertriebskompetenz sind Sie in der Lage auch schwierige Geschäftspartner oder Mitarbeiter zielgerichtet und effizient zu führen.

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Die Quadro GmbH ist seit 2004 mit 15 Mitarbeitern in der Region Weser-Ems ein erfolgreiches und expandierendes Unternehmen in der Werbebranche. Durch unser breites Spektrum:

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ON TRIPS

Trips are increasingly being booked online – and since Smartphone & Co. have become our constant companions, reservations made from mobile devices are also on the rise. Every fifth European booked a trip last year using a mobile device. Among 25- to 34-year-olds, this figure was even 28 per cent, as Tradedoubler GmbH recently published. But regardless of whether reservations are made at a travel agency or on the internet, travelling is still one of Europeans' most popular leisure-time activities. To keep you perfectly equipped for your hobby, we will be presenting chic bags and trendy travel companions in the next issue. There will also be useful helpers in the areas of tools and technology.

Please start giving some thought to the title themes of the January issue, "New trade show products in 2014" and send your product presentations (image and text) by 8 November, 2013 at the latest to: Edit Line GmbH, Redaktion PSI Journal, Dekan-Laist-Straße 17, 55129 Mainz, Germany, e-mail: hoechemer@edit-line.de. <



75 YEARS OF KARL KNAUER

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IMPRINT

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