

▶ PSI

POWER FOR PROFESSIONALS
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JOURNAL



Rafael Kladzinski
Chocolissimo
The Inventor
Of Chocolates



Maic Klam
25 Years Of
Klam Marketing
Passionate About
Embroidery

PSI Catwalk
A Runway For
New Products

Product Guide
Everything For Winter
Design And Lifestyle

Kröll Verpackung
Beautiful Eye-Catchers

DreamPen
Powerful Partner
Of The Industry

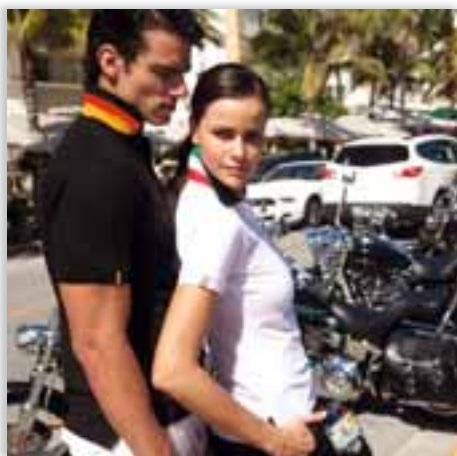


TRADE SHOW AS A CONTACT FORUM

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EDITORIAL

TURNING AWAY FROM GIFTS

Giving gifts is important all over the world. In contrast to exchange, gift giving is selfless, nothing is expected in return. Otherwise it simply wouldn't be a gift. That is why giving gifts is also something private. Certainly, some gifts are given to business friends, but then the gift is for a friend with whom one also does business. If it is given in thanks for a business transaction, or because attention is to be drawn to the giver's business, then it is not a gift. Either something is received in return, or such is expected. Then we are clearly in the area of business, especially if it is intended to be deducted from taxes. And legislators in all European countries have regulated this area very narrowly. They suspect that favours are being bought everywhere, no matter how unrealistic this may be. But that's just how politics is. As if it were possible to postpone a deal for a gift of 30 euros in the bidder's market of today's transparent corporate world. But however wrong this may be and may always have been, politics has its view of the subject and we will have to cope with it. Courts are all that could be of help here, and then only European courts, in all probability. But pursuing this path takes years, costs a great deal of money and calls for entrepreneurs who use promotional products to be very courageous.



Manfred Schlösser

For our part, there is at any rate one thing we can do, and we should start tomorrow. Let us ban the word gift from the entire sphere entitled advertising. Advertising is not given as a gift, advertising is put to targeted use.

I discuss the topic of compliance wherever and whenever I can. Everyone is for keeping to the rules, and everyone is also for promotional products. That, at least, is comforting. However, nearly all entrepreneurs or corporate leaders state quite critically that the promotional products business is still perceived as the promotional gift business. And that is problematic for them because giving and business do not go together at all in this day and age. The rejection of promotional products by large portions of the pharmaceutical industry should finally be a wakeup call for us. The word "gift" must disappear from our industry's vocabulary – everywhere. We are not kindly uncles handing out gifts, but advertisers offering a highly effective advertising tool. So let's get rid of the term "gift".

Keeping this in mind

Manfred Schlösser
Editor-in-Chief PSI Journal

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EVERYTHING FOR WINTER

26

The next winter will surely come – although the last one feels like it was just a short time ago. In any case, the industry shows that it is well equipped for every season. And because Christmas is also during winter, we have expanded the collection to include a number of festive products. Furthermore we will present simply beautiful promotional products.



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Now it is autumn and the exhibitors are once again focused on the PSI: the trade fair presentation is being planned and the concept starts to take shape. But what actually happens at the trade fair stand is sadly often left to chance. Anyone who does not observe the basic rules of trade fair dialogues risks missing important contacts or, in the worst case, losing existing or potential customers. Our little course provides tips on the topic of trade fair communication.

PSI CATWALK: A RUNWAY FOR NEW PRODUCTS

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The innovative concept for the PSI 2014 is in place. The creative product presentations are being planned in detail and filled with life. After the attractions in the newly styled mall, the new product platform PSI First and the exclusive Gusto tasting pavilion, we are presenting you a highlight in Hall 10: the PSI Catwalk. This catwalk will be a venue for presentation shows putting the spotlight on fashion and accessories three times a day. One could hardly find a more effective way to popularize new products.

FRANK UND SÖHNE: PHOTO PRINTING TECHNOLOGY

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The company Frank & Söhne AG from Schweinfurt, Germany is new to the PSI. And new to the specialist printing company Frank is the world's first printing machine which prints conical and cylindrical objects up to a diameter of 24 millimetres with photo-realistic designs.

RAFAEL KLAZINSKI: THE INVENTOR OF CHOCOLATES

96



Chocolate has always played a special part in Rafael Kladzinski's life, but the business administrator didn't make the chocolate business his career until 2009. Now he has fully succumbed to the sweet temptation and, with Chocollissimo, has established a successful brand for exclusive praline and chocolate creations for the promotional products market. The busy entrepreneur sweeps us away into the voluptuous world of chocolate.

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IS EVERYTHING ARTIFICIAL?

In the 16th Century an Augsburg Benedictine priest discovered that casein can be made from low-fat cheese by heating and reducing. This was the birth of plastic. However, it took several centuries before plastic-like natural materials could be recreated artificially. In search of a replacement material for the manufacture of billiard balls, which were made of ivory until 1870, the Hyatt brothers from New York developed celluloid. 15 years later, the first synthetic fibres were developed. However the individual plastic developments had still not gained acceptance. Research continued in German and American laboratories between 1930 and 1940 and other substances including polyethane and polyamide emerged. Household goods and toys made of plastic were first introduced on the market in the 1930s.

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INGENIOUS INVENTION

Even the oldest known tool, the hand axe, was used as a writing instrument. Symbols were carved in stone with it. The oldest finds are about 1.7 million years old. In antiquity, the so-called pen was made of bone, metal or ivory, the most common writing instrument. One wrote on wax tablets manufactured from beeswax. The first patents on writing instruments with integrated ink date back to the 19th century. The precursor of the ballpoint pen as we know it today dates back to the native Hungarian László József Bíró. For over 18 years he developed the basic shape of the pen with coloured refill and rolling beads for applying the ink. In 1938 Bíró registered a patent for his pen. In Argentina, where Bíró lived since 1940, the birthday of the inventor Biro is celebrated each year on 29 September.

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TRADE FAIR AS A CONTACT FORUM

SUCCESSFUL COMMUNICATION

Now it is autumn and the exhibitors are once again focused on the PSI: the trade fair presentation is being planned and the concept starts to take shape. But what actually happens at the trade fair stand is sadly often left to chance – which can, however, have devastating consequences. Anyone who does not observe the basic rules of trade fair dialogues risks missing important contacts or, in the worst case, losing existing or potential customers. It does not have to come to that, though. Our little course provides tips on the topic of trade fair communication.

Preparations for the PSI are in full swing. However, more attention is usually paid to technical aspects than to preparing the staff at the stand who are conducting the dialogues at the fair. Together with our communication expert Armin Marks, we have put together some basics about communication at the trade fair stand. Newcomers to sales and experienced salespeople alike will find tips here that they can use at the PSI.

THE TRADE FAIR AS A CONTACT-MAKING EVENT

The trade fair is above all a contact-making event. Its success depends heavily on the extent to which the staff at the stand succeed in making contact with the visitors and establishing a relationship within a short space of time. The goal should be for them to perceive their visit to the stand as being pleasant and enriching and for it to stick in their minds as a positive

memory. Relationships arise wherever people come together, and it is up to us to shape them in a profitable way. This process begins during the first seconds of meeting. Which factors can influence it?

THE RIGHT ATTITUDE

The best condition for successful contact with customers is if you enjoy being with people and bring with you a certain curiosity towards new things. But what is decisive in the charisma and thus the persua-

STAFF AT THE STAND NEED TO BE ABLE TO

- introduce their own company in a maximum of four sentences
- know and present every product/service
- take the visitor on a tour of the stand
- look after a visitor who is waiting for their contact person

siveness of the staff at the stand is their inner attitude. A significant obstacle is often the unconscious inner conviction that we have to ask the customer for something: for their time, money, etc. Then we often talk too much and are disappointed when we get a negative response. Having the viewpoint that we actually have something to offer the customer will get us further. Let us therefore remind ourselves that, through our product or service, we are benefitting them, e.g. through an increase in sales, a reduction in costs, expanding their range, possible solutions for their own customers, and more.

CLEAR GOALS, SPECIFIC INFO

Time at the trade fair is precious. The more specifically the trade fair goal is defined, the easier it is to achieve. Trade fair goals do not always have to focus on gaining new contacts. Cultivating contacts, finding out further needs of your existing or potential customers, or gaining new points of contact can also be attractive targets. In all their zeal the staff at the stand need to remember to preserve not only their own time reserves but also those of the visitor by presenting the products in a short, precise way and expressing the benefit for the customer in a nutshell. Experts have core statements always at the ready and secure the visitors' attention without boring them. Above all, product presentations that are too detailed are fatal at a big trade fair like the PSI. Here the visitor wants to get a quick overview; ideally one that already allows for his needs. Five minutes of presentation time should be sufficient. It is helpful to know the sales documentation well in order to be able to use it specifically at any time in the course of the conversation. An important tip: the progression of a trade

fair dialogue is comparable to that of a sales talk (see box below).

MAKING CONTACT

The first step is a bit of a feat, but one that you can – and must – learn quickly! What is vital: first make eye contact with the visitor so that they notice you and realize you want to speak to them. For this, you need to move into their field of vision so they can respond to you. Approach slowly from the side and never from the front, otherwise there is the risk they will step out of your way. Anyone who is met by a friendly expression will usually also respond favourably, which is the right moment to address the visitor. Always approach them with a broad smile. If they do not turn away then, they are ready to make contact. The technique described is suitable for situations in which the visitor is simply wandering past the stand, but it can be equally helpful if they are already looking at exhibits or catalogues. These rules basically also apply if you want to bring a visitor to the stand, which is a big challenge for many people working at the trade fair. You are most likely to succeed in making contact if you stand close to the aisle, smile in a

friendly manner and make eye contact with the passers-by. Then you approach them from the side and adopt their direction and pace so that you are walking alongside them. From this position it is easier to catch their gaze and arouse their curiosity with product samples or promotional giveaways.

OBSERVE CAREFULLY

Finding the right time to address the visitor requires a degree of sensitivity: if you speak to them too soon, they may feel pressured. On the other hand, if you wait too long, they think they have already seen everything and are no longer receptive. It is

THE PHASES OF THE TRADE FAIR CONVERSATION

- making contact
- addressing the person
- gauging the qualifications of the person and their company
- presenting products/services
- closing the conversation and agreeing on the next step
- goodbye
- follow-up





Every conversation at the fair ends with an agreement about how the contact is to continue.

also helpful to observe the visitor carefully. Remember what they look at most intently or which part of the catalogue they read the longest and you already have a starting point for a conversation. As a general rule, the more spontaneously the stand representative says what occurs to them, the more effective their address. So simply pay attention to what you see and what you notice about the visitor's actions and behaviour; consider what they might be thinking, what mood they are in, and use these impressions as a conversation starter.

ASK QUESTIONS

Having summarized the basic principles of making contact, we will now look at gauging the visitor's qualifications. We need to find out who we are dealing with. This will be the basis on which we choose our topic of conversation and decide how much to focus on this person. Here it is important to clearly distinguish between a decision-maker and a "catalogue collector". To this end, we ask in a friendly, casual but decisive way about the person's role and fields of responsibility; questions about their position and trade fair goals are also legitimate. The more clearly we formulate these questions, the more automatically we will get the answer. The business card will provide further insights. Of course, we introduce ourselves with our business card, too.

Just as important as the evaluation of the visitor is that we also get an impression of their company and department before offering them anything. For example, it is true that the visitors to the PSI are all promotional product distributors or consultants. But here, too, the exhibitor ought to know more – for example, how big the distributor is, what industries most of their customers are from and how extensive their advisory activities are. Questions about the number of employees, the customers, the current scope of their work or current problems, ongoing projects, plans and goals will help you further. With open questions you are more likely to get the person to talk and will thus find out more. Questions along the lines of "Can you tell me more about that?" are also effective in the phase of gauging the visitor's qualifications.

GIVE TARGETED ADVICE

With what you have already found out through your questions, it is now easier to show the appropriate products and solutions. Being well-informed, you will make progress faster and both parties will save time and energy. If, for example, you have identified a product, a group of products, a new development or a possibility for customization that fits the visitor's needs, you can present them with a targeted strategy. Under no circumstances should you go into details at the trade fair, however, or give too long explanations. A few products, a demonstration of their effectiveness or examples of their application are completely adequate. Or, alternatively, a short presentation that arouses their curiosity and highlights possible solutions. If the visitor asks for details of their own accord, it means we have awakened their interest and can offer a telephone call or appointment after the fair in which to answer their specific questions.

THE CLOSING AGREEMENT

A professionally conducted trade fair conversation includes a closing question. For example: "How do you like this product/concept?" or "Does that correspond to what you were looking for?". The answers will give you an indication as to whether the

visitor is actually interested in your products. In addition, every conversation should finish with a concrete conclusion and an agreement. It is very rare that a deal is sealed immediately. What is important, however, is that the stand representative agrees with the visitor on how exactly they will proceed after the trade fair. For example, you can agree on an appointment for a meeting or telephone call, or on a consultation after sending some documents, or you can confirm that you will continue working together. If you have not already been given it, you should now ask the visitor for their business card. Trade fair dialogues must be brief. The goal is to initiate as many good contacts as possible and get to know potential customers during the limited and valuable time of the fair's duration. Elaborate explanations and product presentations are out of place at the trade fair – even if some salespeople find this difficult. That is why you always offer to continue the dialogue after the fair in order to clarify details. A friendly goodbye and a little small talk as you accompany the visitor to the aisle round off a professional trade fair conversation. <

MORE INFORMATION

For more than 25 years, **Armin Marks** has been working as a consultant, moderator, trainer and systemic coach. His main area of focus include field sales and office sales, customer focus for all employees who have contact with customers, management, communication and cooperation, as well as monitoring change processes and individual development of employees and management. He works on projects with a variety of up-to-date and efficient approaches and methods used in the field of psychology. His motto: look for solutions instead of analysing problems.

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PSI CATWALK PRODUCT PRESENTATION

A RUNWAY FOR NEW PRODUCTS

The innovative concept for the PSI 2014 is in place. Now the creative product presentations are being planned in detail and filled with life. After the attractions in the newly styled mall, the new product platform PSI First and the exclusive Gusto Tasting Pavilion, we are today presenting you a highlight in Hall 10: the PSI Catwalk. This catwalk will be a venue for presentation shows putting the spotlight on fashion and accessories three times a day. One could hardly find a more effective way to popularize new products.

Let's be honest: reports on the big fashion shows in the fashion centres with pictures of opulent robes and daring creations fascinate us over and over again. Whether we find the models pretty or skinny, the collection attractive, imaginative or simply bizarre, hardly anyone can elude

the magic of the glamorous scenery. Wherever there is a catwalk and something being presented on it, it reflects this iridescent world and excites curiosity. A presentation on a catwalk is always more than a product presentation, it is also a show which lives from the attractiveness of the

models. A great effect for exhibitors at the PSI to take advantage of.

WATCH, WONDER, APPLAUD

Did you know that no fewer than 300 companies at the PSI 2014 will be displaying textile promotional products? So around one-third of the exhibitors have fashion in



their product range, not to mention innumerable stands with fashionable accessories such as bags, luggage, watches, neckties, umbrellas, leather goods and much more. They are all setting fashionable trends or adapting current designs for the market with chic products marked by strong advertising appeal. So why not show off promotional products on a catwalk? This idea from the PSI Trade Show team will be implemented in January in Hall 10. "Style your business", the slogan of the PSI 2014, will become reality on the PSI Catwalk. Here is the ideal presentation platform to present fashionable products effectively right in the centre of the hall. Customers and interested visitors will experience the products authentically at first hand – a sensation for the senses!

OPTIMUM PRESENCE

Exhibitors who decide to make use of the PSI Catwalk will profit from a number of services included in the package. The most important is that a professional model will present the products, so that attention is guaranteed. Various main themes, such as leisure time, sports, work or accessories, will purposely draw the attention of visitors to the presentations, which will be announced throughout the hall. The respective brands will be displayed on the back and side walls in the vicinity of the catwalk. A comprehensive marketing package, featuring advertising in the PSI Journal and inclusion in the press work of the PSI, will

additionally enhance the effect. The PSI will even take care of providing food and drink for the guests around the catwalk. So just have your personal contact at the PSI advise you. This effective presentation platform will put your products in an exclusive, high-value context and thus successfully highlight their design, advertising effect and general impression.

LIFESTYLE TRADE FAIR WITH THE CHARACTER OF A PREMIERE

Additional brand presence and closeness to customers, as well as an opportunity to experience select products with more than one of the five senses, offers exhibitors and visitors at the PSI 2014 additional benefit. The various product presentations will substantially enhance the value of the trade fair, in terms of both content and appearance. Everywhere, it is going to be obvious that the products themselves are the actual stars of the fair. Trendy, stylish, fashionable – that is how promotional products will be presented at the PSI. And you need only change your vantage point a little bit to recognize that the PSI is a lifestyle fair which has both the charm of a fashion show and the excitement of a premiere at one and the same time. The PSI Catwalk, as well as the PSI First new product platform, make this positioning particularly clear. So join in and make the Catwalk your own personal runway – for your extra-special product highlights! <

CATWALK, THE RUNWAY FOR FASHION AND ACCESSORIES IN HALL 10

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TOBIAS KÖCKERT
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“BRANDS
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QUALITY,
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13



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CHOCOLISSIMO

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BERND SCHÄDLICH
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BAGS.”

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UNLIKE THE REST. EASY TO SAY. NOT ALWAYS EASY TO BE. BUT VIM SOLUTION IS. SMALL RUNS OF SPECIALLY FINISHED USB MEMORY STICKS. CUSTOM-ISED PRODUCTS AVAILABLE FROM 100 UNITS. ELECTRONIC PRODUCTS WITH ADVERTISING - OUR SPECIALISATION AND OUR PASSION.

18



MICHAEL LIEBHABER
VIM SOLUTION GMBH

“IT TAKES
DEDICATION
TO BECOME
A SPECIALIST.”

19



30 MILLION BUTTONS PER YEAR IN 38 COUNTRIES. THAT'S A EUROPEAN RECORD. MAKING BUTTONBOSS THE NUMBER ONE PROVIDER IN BUTTON ADVERTISING. TATTOOS ARE IN, BUT BUTTONS ARE TIMELESS AND MORE ATTRACTIVE. ESPECIALLY THOSE MADE BY THE MARKET LEADER - AND THEY'RE CHEAPER.



ROBIN VOGEL
BUTTONBOSS B.V.

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WHAT BETTER PROOF OF TRUST
IS THERE? DELIVERING ACROSS
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REPUBLIC. OWN TEAM IN CHINA
AND OFFICES ACROSS EUROPE
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MAJOR STRENGTHS ARE OUR
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STOCK AND MODERN HIGH
CAPACITY PRINTING FACILITIES.
YOU AND US, TOGETHER
WE WILL GO FURTHER.

20



MILAN WALTER
REDA A.S.

“GETTING
AHEAD
WITH
REDA AND
PSI FIRST!”



EVERYTHING FOR WINTER WELL EQUIPPED

The next winter will surely come – although the last one feels like it was just a short time ago. In any case, the industry shows that it is well equipped for every season. And because Christmas is also during winter, we have expanded the collection to include a number of festive products.

Of course, it must be mentioned that when we talk about the coldest of all seasons we are referring to the northern winter. Because “down under” in the southern hemisphere one can enjoy the summer at the same time. But before we devote ourselves to the latest three-dimensional promotional ideas on this topic, we want to give some thought to winter itself. The denoted word incidentally stems from the Old High German “wintar”. This actually means “wet season” – which is certainly applicable for our hemisphere when considering the long-term average. Meteorologically, winter already begins on 1st December, as meteorologists always count the seasons in full months. Just like in summer, the winter is also associated with old rituals which have partly survived or been revived: for example the (light) festivals at solstice, which were linked to Christmas in the Christian tradition. The days become longer again and spring begins to dawn gently on the horizon. But that’s another topic. Now let’s focus on the joys of winter – and thus also on the joys of advertising. Make yourselves comfortable, now look to the right and take some time to browse ...





IDEAL FOR EVERY DESK

The original chocolate advent calendar, including stand, from Kellermeister fits comfortably on every desk because it weighs only 70 grams. And it can also be used very easily in a Christmas mailing. Advertising can be applied either on the banderole or on the label in four-colour printing.

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



WINTER COURTESY

Starting immediately, a hand cream that is effective in two ways can be ordered from Kundenpflege. The shiny red tube with 50 millilitres of high-quality aloe vera hand cream is provided with a freshness seal and screw top. Along with the winter motif already printed on the front, a customized print (2.5 x 1.5 centimetres) can also be applied. The reverse side already has the obligatory data printed on it. A small gift with a long-lasting effect, both as an advertising vehicle and hand care product. Since there is no direct link to advent and Christmas, the tubes can be distributed to customers throughout the winter.

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



CHCOLISSIMO

Es weihnachtet sehr!

Tolle Werbegeschenke mit Glamour



3751 Xmas Reindeers 3D



3752 Xmas Trees 3D



3748 Xmas Shapes

Neugierig?
Mehr Ideen finden Sie auf unserer Internetseite oder in unserem Weihnachtskatalog.

MM Brown Deutschland GmbH
Eschborner Landstr. 55
60489 Frankfurt am Main
Tel: +49 (0)69 254 271 27
Fax: +49 (0)69 975 392 680
E-mail: verkauf@chocolissimo.de
www.chocolissimo.de



SUCCESSFUL TRIO

Relaxed and smiling amiably, the Théodor long-armed, stainless steel tea strainer from Rastal lightens the mood very effectively. To this end, the flexible arms fit the shape of the cup. The fold-out corpus holds enough tea for one glass and can be reused again and again. It comes with a high-quality 340 millilitres tea glass made of tempered glass that withstands temperature changes particularly well. Also enclosed is a practical drip tray. The customizing specialists at Rastal will put UV printing and lettering on the glass to make it into a very personal gift.

41829 • Rastal GmbH & Co. KG • Tel +49 2624 160

werbeartikel-service@rastal.com • www.rastal.com

COLD EARS?

This question will not even come up with the Vaduz fleece earmuffs from Given Europe. Made of soft fleece, they ensure cosy warmth no matter how low the temperatures next winter may bring. The earmuffs come in red and dark grey. The supplier will apply an advertising message by means of transfer printing.

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

kontakt@givingeurope.de • www.givingeurope.de • www.impression-catalogue.com



-Anzeige-

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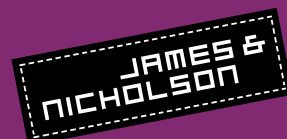
AROMATIC AND SOOTHING

Fire Roasted Cinnamon Apple Spice has been both a cult and a classic product for years. This spicy mixture – available from Feuer & Glas GmbH – consists of cinnamon, cloves and nutmeg to stir into hot apple juice. Good for cuddling in front of the fireplace in the evening and a very emotional advertising vehicle.

48984 • Feuer & Glas OHG • Tel +49 67728530

service@feuerundglas.de • www.feuerundglas.de





FASHION TUNES

BEANIE MANIA

NEW



Stylische Hats & Caps bringt uns Myrtle Beach! Coole Streifenmuster, freche Zöpfe, übergroße Pompons oder Fake-Fur Besatz: Die neuen Beanies von Myrtle Beach machen den kommenden Winter zu einem farbenfrohen Spektakel. Der **Striped Pompon Hat** mit Kontraststreifen und buntem Pompon wärmt an kalten Tagen und zieht die Blicke garantiert auf sich! So werden Sie zum Hingucker der Saison mit der Headgear von Europas Nr. 1: Myrtle Beach. Alle neuen Beanies sowie viele weitere Winterhighlights von Myrtle Beach erleben Sie im neuen **Beanie Mania 13 / 14** oder unter www.daiber.de.



New product:
mini maxi basket

**JUST ONE
CLICK!**



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www.reisen

PSI Journal 10/2013

www.psi-network.de



THE ULTIMATE CUDDLY BLANKET

Customers are sure to want to keep on cuddling in the Oregon fleece blanket from easy gifts. Perfect for snuggling, it is made of especially fluffy coral fleece. An advertising message can be applied in silver print, for instance, on the enclosed black card to be effective and in keeping with the style.

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



COSY ADVERTISING

Cold hands will become a thing of the past with the hot gel handwarmer from Spranz. This practical handwarmer can be activated by simply folding it and provide warmth for around 30 to 45 minutes. And to keep it from getting too hot, it comes with heat protection in the form of a textile cover which provides the best possible heat distribution. Cosy advertising in a stylish package! This phthalate-free heat source can be used over and over again by laying it in hot water.

41462 • Spranz GmbH • Tel +49 261 984880
info@spranz.de • www.spranz.de



RENAISSANCE OF FEELINGS

In the emotion factory Christmas assortment, good old-fashioned felt slippers are enjoying a real renaissance as an emotion-arousing giveaway. The message is a cosy and warm feeling, which perfectly sets the mood for the pre-Christmas season. The promotional card is stapled between the two slippers, and can bear customized digital printing on orders of 100 or more. The slippers are perfect door openers for the field service, letting customers feel good with every step they take in the office.

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

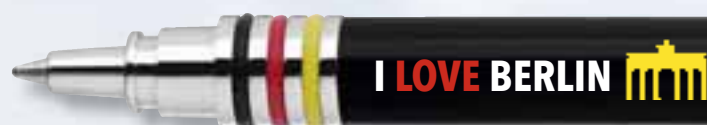
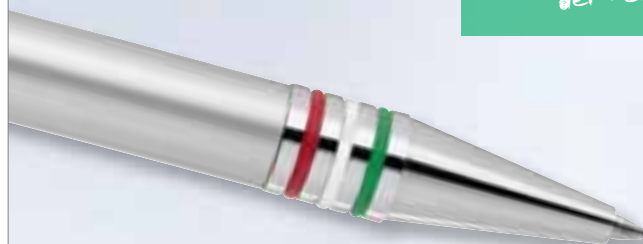


LIGHT AND YET WARM

Active people are asking more and more specifically for products which insulate well, breathe well and leave room for free movement – preferably combined into a single product. All this is offered by the Stedman Active Fleece collection available from Smartwares: seven fashionable styles for active women and men in three colours, made of breathable polyester microfleece with an anti-pilling finish. Some of the collection's highlights are the Active Fleece jackets for men and women, impressive not only thanks to their modern performance fit, but also their very light weight of only 220 grams per square metre. The Active Fleece jacket for men comes in black opal, scarlet red and grey steel in sizes from S to 2XL, the women's model comes in black opal and scarlet red in sizes from S to XL.

45383 • Smartwares Printables GmbH • Tel +49 241 705020
printables.support@smartwares.eu • www.smartwares-printables.eu

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www.uma-pen.com

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 D-95448 Bayreuth
 Tel.: +49(0)921-1 50 05 11
mail@neoflexprinter.eu
www.neoflexprinter.eu



LIKABLE RUDI

The Christmas basket with Rudi the plush toy reindeer is filled with what it takes to spread joy for a long time. Along with a 50-gram bag of tasty chocolate gingerbread cookies, the basket also contains a chocolate Santa Claus, two mini chocolate Santas, a little pack of four chocolate Neapolitans and a handful of walnuts. Advertising in four-colour printing can be applied to the tag.

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



WINTER ADVERTISING WITH HEART

The hand warmer called Warm hearted from Inspirion finally puts an end to cold hands in the wintertime. Just looking at this red gel pad will warm your heart. Snapping the metal plate and kneading the heart-shaped pad provides up to twenty minutes of soothing warmth. Before using it again, the hand warmer should be placed in hot water, and then it is ready for reuse. This handy warmer weighs a good 60 grams and fits perfectly into the jacket pocket.

42907 • Inspirion GmbH • Tel +49 421 52270
info@inspirion.eu • www.inspirion.eu



SAY IT WITH SPARKLERS

The Christmas card from Multiflower contains ten sparklers which are popular at all occasions not only with children and can be used everywhere. The card can be customized on orders of only 250 or more.

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



SAFELY THROUGH THE WINTER

Whoever values safety would do well to consult the specialists at Koziol. Ice and snow collecting on the exterior mirror is clearly a case for Yeti, and Horst provides for a secure grip, with two hands for the right tread depth. Yeti, the friendly ice scraper, fits comfortably in the hand and removes the ice from every car window in no time at all. And then there is also Bibber. This little beaver digs snow and ice and is a highly functional ice scraper with an excellent leverage. The handle lies well in the hand and scrapes the windshield free of ice in no time. This ensures a clear view and thus safe driving.

47406 • koziol » ideas for friends GmbH
Tel +49 6062 6040
incentives@koziol.de
www.koziol-incentives.de



Weihnachten neu verpackt!



Tower-Adventskalender – viel Platz für Ihr individuelles Geschenk



Präsentbox



Lebkuchenfigur „Team“

Erfolgreiche Botschaften zum Fest.

Egal, welche Zielgruppe Sie zu Weihnachten mit Präsent-Ideen überraschen und begeistern möchten: tun Sie es geschmackvoll und kreativ. Zum Beispiel mit den Neuheiten aus unserem Weihnachtskatalog 2013. Ein ganz besonderes Highlight in diesem Jahr ist der Tower-Adventskalender mit 5 Werbeflächen, gefüllt mit 24 Ritter SPORT Quadretties. In seiner Mitte findet sich auch noch genügend Platz, ein Gadget mit festlicher Botschaft „Add-on“ beizufügen. **Gratiskataloge, Muster und mehr Infos** beim JUNG-Team und auf www.jung-europe.de



Uhlandstraße 36 · 71665 Vaihingen/Enz · Germany
Tel.: +49 7042/907-0 · www.jung-europe.de



WINTER FUN

Starting now, elasto form is giving wintertime a Bavarian guise. The new ice scraper gloves with their stylish lederhosen and dirndl look make it fun to scrape ice in the winter. These robust plastic ice scrapers with a smooth scraping edge provide immediate help against that stubborn ice on the windows. The gloves, padded inside with soft fleece, protect the hands from the cold and the scraped ice. The scraper is removable and customized with multicoloured pad printing.

41369 • elasto form KG • Tel +49 9661 8900

mail@elasto-form.de • www.elasto-form.de

SAY IT WITH GINGERBREAD

This year once again, the new Jung Bonbonfabrik Christmas catalogue for 2013 features great new products and promotional treats enabling the promotional product trade to attract enthusiastic customers and thus a huge demand. Advertisers will cut a good figure in the true sense of the term with this appealing selection of gingerbread: a team, symbolizing cooperation and working together, or a tree to send festive greetings. The comical moose has already had two years of success as a Christmas greeting for every purpose. The promotional card inside can be printed on one or both sides, no matter which shape, and on orders as low as 300 or more.

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

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



GOOD-BYE TO GREEN CHRISTMASES

Never again a green Christmas – this is the message in the snow letter which lets its recipient take action right away. For this little packet contains granules from which snow is created. Just shake into a bowl, add a bit of water and – lo and behold! – in a matter of seconds, 0.25 litres of snow falls down! The instructions are on the back of this ideal mailing insert, leaving the front free for individual printing. Supplied by emotion factory GmbH.

45997 • emotion factory GmbH • Tel +49 7042 81550

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





The
Peppermint
Company

€ **0,62**
NETTO

BEI 2500 STÜCK
INKL. 1 FARBIGEM DRUCK

ART. 1961
HERZFÖRMIGE DOSE
65 x 57 x 18 mm
23 GRAMM HERZFÖRMIGES PFEFFERMINZ
INKL. ZUTATENAUFKLEBER UND
EINZELN EINGESLEEVT



€ **0,56**
NETTO

BEI 2500 STÜCK
INKL. 1 FARBIGEM DRUCK

ART. 1970
HOHE DOSE
31 x 22 x 81 mm
30 GRAMM PFEFFERMINZ
INKL. ZUTATENAUFKLEBER UND
EINZELN EINGESLEEVT

SPITZENQUALITÄT PFEFFERMINZ AUS EIGENER PRODUKTION!



The Peppermint Company ● Postfach 1735 D-48578 Gronau. ● T: +31 53 475 04 30

info@peppermint.nl ● www.peppermint.nl



ALL READY

Everyone will be all set for the cold time of year with the cuddly fleece set from easy gifts. The set consists of a scarf, a cap and a pair of gloves, as well as a bag made of a total of 270 grams of cuddly soft fleece. Advertising can be applied to the centre of the bag.

47300 • Easy Gifts GmbH • Tel +49 911 81781111

info@easygifts.de • www.easygifts.de

NO HOLIDAY WITHOUT TREATS

This year, Magna Sweets has added the new Sweet Carry mug to its programme just in time for Christmas. This cute little plastic pail with a handle can be optionally filled with mini star-shaped cinnamon cookies from Lambertz, Christmas fruit gums or delicious cinnamon almonds. Another new addition to the programme is the Mini Dreierlei from Bahlsten in a promotional bag. This year, cinnamon macadamia nuts have been added to the popular cinnamon almonds.

41617 • Magna sweets GmbH • Tel +49 8146 99660

info@magna-sweets.de • www.magna-sweets.de



-Anzeige-

BAKED GOOD LUCK CHARMS

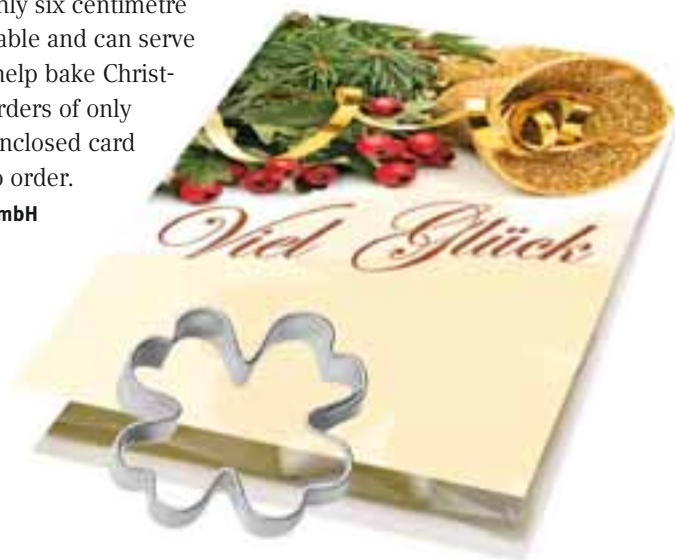
With the cloverleaf-shaped cookie cutouts from Multiflower customers can make their own lucky charms. This roughly six centimetre cutout is also reusable and can serve as a give-away to help bake Christmas cookies. On orders of only 250 or more, the enclosed card can be designed to order.

45974 • Multiflower GmbH

Tel +49 6223 866560

info@multiflower.de

www.multiflower.de



Die Legende ist zurück.

ET66, der stilprägende Taschenrechner von Braun ist wieder da! Jetzt ebenso wie die einzigartigen Braun Wecker und Braun Armbanduhren exklusiv erhältlich bei der Mebus-Group: Albert Mebus GmbH & Co. KG Bergische Str. 11 / 42781 Haan / Phone +49 (0) 2129 340-17 info@mebus-group.de



BRAUN

Mebus verfügt über das alleinige Vertriebsrecht in Deutschland und Österreich für Braun Produkte vom Weltlizenznehmer ZEON.

CHRISTMAS

IS COMING!



ARE YOU READY?

CHECK OUT OUR CHRISTMAS OFFER.
MORE THAN 60 PRODUCTS.

SLODKIE  UPOMINKI



WWW.SLODKIEUPOMINKI.PL



HOT STUFF IN THE CUP

Hot lemon with a flick of the wrist: Sanders Image Tools' Bio Citro Stick puts the time-tested, soothing home remedy back into the cup. With pulp, peel and juice from 100 per cent organically grown and untreated lemons, it tastes just like homemade – a hint of ginger and cane sugar round off the flavouring. Nonwoven material worked into the stick holds back the lemon peel and pulp, and prevents bothersome dripping. Every Bio Citro Stick is individually aroma sealed. With individual Flowpacks, various mailing and gift concepts, Sanders has an extensive package of possibilities standing by. The Bio Citro Stick is also available in small quantities.

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

COOKIES LIKE GRANDMA USED TO MAKE

The manual cookie machine from Lehoff, called Cookie, makes cookies that taste as if grandma herself had lent a hand. Four decorating attachments and nineteen cookie cutouts also afford visual charms. And anyone who does not know what belongs in a cookie can look it up in the practical recipe book. The whole thing comes packed in an appealing gift box which can bear an advertising message upon request.

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



SAFELY THROUGH THE DARK

The reflecting armband with Velcro clasp from Regine GmbH is coated with the new, highly elastic IQseen reflective material. This extremely elastic reflective material is used by some of the leading clothing brands for their sportswear, especially for running and cycling apparel. The reflective armband is certified in accordance with the European standard EN 13356 and bears the CE mark. The band, formerly only available in the standard colours of neon yellow, neon orange and black, can now sport pantone colours on orders of 1,000 or more, as well.

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



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PSI



TIME TO CUDDLE

The large fleece blanket with a lovely decorative seam from Macma is ideal for cuddling on cold winter days. And it is easy and tidy to carry thanks to the practical carrying banderole. Advertising can be applied on the surface between the nylon bands.

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

NO CHANCE FOR COLDS

The hygienic SaniStick hand disinfection spray from KHK is highly effective against a wide range of microorganisms and thus ideal for quickly and hygienically cleaning hands. The patented click cover enables the spray to be easily used with only one hand. Tested in accordance with DGHM and EN 1500 standards, as well as subjected to dermatological testing, this agent is also very kind to the skin. SaniStick can be customized with a digitally printed all-round label in four colours.

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



WINTER SPIRIT

Everyone can get in the winter spirit with the one-of-a-kind Winter Secco (sparkling wine) from Promotion Drinks, which is for sale at Römer. This Winter Secco wins people over with hints of cinnamon, clove and orange. With its sparkling sweetness, this little present turns into the perfect gift for showing brotherly love during the holidays. Promotion Drinks delivers the beverage in either 0.75 litre or 0.20 litre bottles for a minimum order of 120 units. The self-adhesive foil labels can be individually designed and printed on a white or transparent background using high-quality 4c printing.

43892 • Römer Wein und Sekt GmbH • Tel +49 6541 81290
info@roemer-praesente.de • www.roemer-praesente.de • www.promotiondrinks.de

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ALL
YOUR
PEN 
STILOLINEA®



BOOT WITH A SURPRISE

When it's snowing and blowing outside, the time is just right for the Santa Claus surprise from Multiflower. The warm stockings inside along with 100 grams of nuts and a stainless steel nutcracker are perfect for an evening in front of the fireplace or simply in a cosy living room. The enclosed greeting card can be customized on orders of only 250 or more.

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

FRESHLY CUT

The smart cookie cutters from Plastolan are just the right thing for Christmas baking. The advertising medium comes in original shapes in bright colours: as a snowman, star, tree and reindeer, each shape colourfully assorted in yellow, green, red and blue. Supplied in a plastic bag with cardboard that can be individually designed in 4 colours on both sides. A cookie recipe on the back ensures that the desired advertising effect lasts longer. For customers who prefer to design their own cookie cutters, Plastolan offers special shapes from just 250 pieces.

45727 • Plastolan GmbH • Tel +49 2941 9880
mail@plastolan.de • www.plastolan.de



-Anzeige-



WINTERTIME DELIGHTS

As is well known, there is no lack of mulled wine on the market – of good and not so good quality, from large and small brands. Kellermeister Manns GmbH is now offering the promotional product trade premium mulled wine with a customized label. Orders as low as 120 bottles can be customized. Three standard labels are available for customization. A customer-specific layout can also be supplied. It comes in high-quality Bordeaux bottles holding 0.75 or 1.0 litre, along with a mulled wine tube (package) which, of course, can also sport a custom design. Advertising can be applied by means of a four-colour label, banderole or tag, or in single-colour pad printing.

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



Wir bringen Sie gut durch den Winter!



Handcreme in individueller Aufmachung

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Auch als Duschgel, Hair & Bodyshampoo oder Bodylotion erhältlich
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Handwärmer

ab 400 Stück mit Eigeneindruck
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... EXKLUSIV BEI SELTER



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Schneidet erfolgreich ab. Als täglicher Begleiter am Schlüsselbund, im Büro, unterwegs,...
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Einfach schnell nachmessen!
Schieblehre bis 80 mm.

DUPLEX

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Tel.: +49 (0)2352 9781-0 • Fax: +49 (0)2352 75571
E-Mail: zentrale@selter.com • Internet: www.selter.com



WINTERTIME IS TEATIME

Tasty tea specialties, such as Hunter's Tea with rum, various winter and Christmas teas, fruit tea for the fireplace, Christmas dream black tea, winter cherry fruit tea or orange/ginger green tea packed in cans, parcels or plastic bags, designed entirely as desired by customers are supplied by Plantanas. All these teas are flavoured with natural aromas only. The gift boxes, which can be printed to suit customers' wishes, are of especially high value. Inside you can find two or three mini cans with around twenty grams of tea each or, as an option, a tea ball.

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

DEFYING WINTER

Even extremely low temperatures can be endured if you are wrapped up well. To this end, Giving Europe has a fleece set called Salzburg on offer. It consists of a cap and scarf made of cuddly soft, warm fleece. It comes in two colours: dark blue and grey. Advertising can be applied by means of transfer printing.

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



PERFECT WINTER STYLES

This winter's wide range of sweatshirts, hoodies and long-sleeve T-shirts from Fruit of the Loom is ideal for advertising campaigns, work and leisure wear. For instance, the new collection is presenting a unique hoody whose interesting interpretation of the traditional hooded sweatshirt from Fruit of the Loom has never before been seen in the imprint industry. Fruit of the Loom has the exclusive licence for this product design, with its special styling enabling the back of the hood to have any motif at all printed on it. It is a truly revolutionary concept with a large number of possible applications.

42743 • FoL International GmbH • Tel +49 6313 531328
service@ftlka.fruit.com • www.fruitoftheloom.com

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Postfach 1251 • D-32691 Dörentrup • Fax 0 52 65 / 80 21

www.adamodesign.de • info@adamodesign.de



EXCLUSIVE GIFT-GIVING

CD-Lux GmbH has a wide range of different Christmas treats on offer for the most cordial time of year. A real highlight, for instance, is the cult Santa Claus from Lindt & Sprüngli, which radiates Christmas magic in a carrying bag that can also boast customized printing. The dream of a "Sweet Christmas" can come true in the form of a Christmas tree. Those who prefer classic fare will not want to miss the cinnamon stars, and the Christmas tea provides moments of true delight.

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

JINGLE BELLS

Every object becomes a Christmas present at little cost with the Belly ribbed bell ribbon from Reda. The merry sound of bells creates a Christmas mood in the wink of an eye. The ribbon can be cut to length with the scissors and is therefore suitable for nearly every present.

46051 • Reda a.s. • Tel +420 5 48131125
export@reda.cz • www.reda.info



NEW WINTER PRODUCTS

Daiber is presenting the first new products in the 2013-2014 collection from James & Nicholson and Myrtle Beach – let the winter begin! For this new winter catalogue presents 26 stylish new products for the cold months. Fashionable and functional jackets, cool caps, great gift ideas for Christmastime and many more trend models will make this a real winter of fashion. Sample highlights are the chic ladies' and men's padded jacket, ladies' and men's two-in-one jacket with knitted sleeves or the ladies' and men's diamond quilted jacket.

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



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ALL ROLLED OUT

Profino also has the MYdrap napkins on a roll with Christmas motifs for the holidays, either as a table set (48 x 32 centimetres) or as luncheon napkins (20 x 20 centimetres). They come in red cotton with snowflake and Christmas tree motif, as well as in natural-coloured linen. MYdrap napkins are the ideal decoration for a festively set table and can be washed up to six times.

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

PRESENTS WITH A FESTIVE RADIANCE

When the days start getting short once again, the time has come for radiant moments. The exclusive present sets from micx-media offer just the right combination, whether you prefer mood-enhancing sounds or entertaining movie highlights. The creative arrangements and high-quality extras produce effective and unique advertising messages. The micx-media experts have a rich store of concepts featuring different variations and themes for giving the gift of a joyous atmosphere.

45899 • micx – media in concept – gmbh & co. kg • Tel +49 5205 99100
info@micx-media.de • www.micx-media.de



-Anzeige-



THE COMBINATION IS KEY

Frank Bürsten GmbH helps people see clearly in the wintertime. Its Snow & Ice Boy can remove all the snow and ice from any car. It has a snow broom to brush away the white finery from the car's roof and windows in the wink of an eye. The combination of ice breaker and scraper enables ice to be removed thoroughly and with without a great deal of effort. With an individual advertising logo printed on it, this combination becomes an interesting accessory for the winter months. The Snow & Ice Boy comes in blue, red and white.

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

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ELEVATE



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CHRISTMAS OUTFIT

The china cup from Macma, including a little plush toy bear or moose in Christmas garb, will provide for just the right atmosphere for Christmastime. The cup can hold 350 millilitres. Advertising can be printed on the label and on the individual packaging.

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

GIVE A GIFT OF WARMTH

You can give a gift of warmth with the compact handwarmer from Spranz. The principle is easy to explain. Pressing on a little disk heats up the gel-filled pouch to a thermal output of roughly 50 degrees Celsius for around 30 minutes. By placing it in hot water, the process can be turned around, so that the pouch can be used up to 200 times over. It is delivered, including description, in a design box.

41462 • Spranz GmbH • Tel +49 261 984880
info@spranz.de • www.spranz.de



EXCLUSIVE KNITWEAR

The Danish company Clipper Corporate Wear is offering a wide range of exclusive knitwear made of 100 per cent mercerized merino wool. With a luxurious feel and look, this knitwear collection offers quality-conscious customers a high degree of comfort. The collection includes all types of sweaters, as well as cardigans, sleeveless sweaters and vests. Clipper Corporate Wear is offering these items in a number of NOS colours, as well as a broad range of seasonal colours. The V-neck sweater, for instance, comes in nineteen gorgeous colours.

46153 • Clipper A/S • Tel +45 9626 3200
ccw@clipper.dk • www.clippercorporatewear.dk



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www.creative-production-team.de

CAKE FOR HOPE

YOOMIG SUPPORTS KOMEN

Every 8th woman in Germany will be confronted with a breast cancer diagnosis. The crucial factor in surviving breast cancer is early detection. That's why Yoomig is supporting an active breast cancer initiative through Susan G. Komen Deutschland e.V. – an organisation focussed on curing breast cancer and whose symbol is the Pink Ribbon – finances model projects working towards the cure of breast cancer and runs education campaigns to save lives and take the sting out of breast cancer. Yoomig – supplier of delicious fair trade gifts in the nostalgic Weck glass with personalised photo labels – supports the organisation's work through a Pink Ribbon cake collection, which is available in retail stores as well as for promotional purposes. A portion of the proceeds goes to the breast cancer initiative. Furthermore, the young company is also supporting the Race for the Cure in Hamburg.

ABOUT YOOMIG

Yoomig places great importance on regional products and service providers. What's more, the range is produced predominantly from organic raw materials. The special feature, however, is the individual greeting via photo label, thus creating a very personal form of gift-giving, advertising and presentation of a sweet and memorable treat. The labels for the glasses can be custom-printed starting from a single unit and are available in short delivery times. www.yoomig.de



The Pink Ribbon cake collection.

MAHLWERCK PORZELLAN

CHANGES IN THE SALES TEAM

Sales professional Uwe Wagenknecht has been Key Account Manager at Mahlerwerk Porzellan GmbH since August.



Uwe Wagenknecht

He has taken over from Steffen Hock in the Mahlerwerk external sales team, who would like to work in his home town of Nuremberg in future. Uwe Wagenknecht will advise customers in the postal code

areas 6/7/8/9. His colleague, Uwe Ritter, will be responsible as Key Account Manager for the postal code areas 0/1/2/3/4/5, as well as Switzerland. Martin Hauer will continue to support customers in Austria. At the beginning of the year he also took over the operational management of the internal sales department as Head of Operations, working for continuous improvement in the area of customer service. www.mahlerwerk.de

COURSES ON THE PRODUCT SAFETY ACT

INFORMATION ON PRODUCT MARKING

Recently the anxiously awaited guidelines on the Product Safety Act were published. Practice has shown that the guideline has noticeably increased the need for consultancy. The goal of companies should therefore be to build up a basic store of



knowledge. When the market authority has already come through the door and set deadlines for remedying defects, it is usually too late. To ensure this does not happen, the Hamburg Chamber of Industry and Commerce is holding professional one-day seminars providing all relevant information on the Product Safety Act and on product marking. They also show manufacturers, importers and distributors what to look for

when supplying their products. The speaker is the experienced designer and safety engineer Lutz Gathmann, who will acquaint you step by step with the practical application and implementation of the Product Safety Act. The next daylong workshop is on 4 June 2013 at the Hamburg Chamber of Industry and Commerce. Programme and registration: www.produkt sicherheit.org

FARE – GUENTHER FASSBENDER GMBH

NEW ADDITION ON THE SWITCHBOARD

Fare is welcoming a new colleague, Tanja Seidel. She has been working



Tanja Seidel

since 1 August 2013 and in the course of October will relieve Karin Dollinger, an employee of many years' standing who will be enjoying her well-earned retirement. Tanja Seidel is looking forward to

welcoming callers on the Fare telephone switchboard and will actively support the sales team in the future. www.fare.de

CG INTERNATIONAL GMBH NEW STAFF MEMBER IN THE FIELD SERVICE

CG International has added two new members of staff to its field service to strengthen its team and provide even better, more in-depth customer care. This manufacturer of workwear for food service, hotels and other businesses sells its product range through distributors all over Europe. The task of the newcomers Bernhard Vodermaier and Jörg Adebar is to present the professional quality of these items to customers, provide advice and support. Jörg Adebar is responsible for central and northern Germany, as well as the Benelux countries. Bernhard Vodermai-



Breath of fresh air at CG International: Jörg Adebar, Bernhard Vodermaier (from left).

er takes care of customers in southern Germany, Austria, Switzerland and South Tyrol. Both of them bring many years of sales experience and a high level of customer orientation along with them. Appointments with end customers can also be arranged on larger projects – an especially valuable service for many distribution partners, because for one thing, the CG field service workers bring the entire collection along with them, and for another they can successfully help seal a business transaction with their technical knowledge while talking to the customer. www.cginternational.de

MÜNDER-EMAIL JOINS PSI ENAMEL BACK IN STYLE

The PSI is welcoming an interesting new member to its network: Münder-Email GmbH. The company has been doing business in enamel for more than thirty years and fulfils customers' wishes in small-scale as well as large-scale series. Custom-made enamel signs, house numbers, street and nameplates are produced in authentic "stencil technique". Along with an extensive range of enamelled retro tableware and enamel signs in standard models, enamelled souvenir and promotional mugs were presented with great success, which can be produced to customers' specification on orders of 96 or more. Enamel is a material which is once again trendy, since it still offers the benefits it has for decades: recyclable, food safe, hygienic, dishwasher proof and it can be used on all types of stove (including induction stoves) as well as grills or campfires. This is a particular benefit for the "outdoor lifestyle" target group, from biking to trekking to camping and garden events; food service is also rediscovering the advantages of this material. Tel. +49 5043 973660 – www.muender-email.com



Attractive and custom-made even in small quantities: Enamelled souvenir and promotional cups from the Münder product range.

ACAR EUROPE GMBH

ARWEY NOTEBOOKS WITH PRODUCT VIDEOS

Arwey is the name of the range of high-quality notebooks offered by Acar Europe GmbH. The products are characterised by clear design, innovation and well thought-out functionality, a consistent high level of quality to guarantee long-lasting pleasure using the items, and the exclusive use of FSC-certified paper. Just as important as a successful and distinct product design is a good product description. For this reason Acar Europe GmbH offers all customers explanatory product videos which describe the structure and function of the products. Managing Director Patrick Döring explains: "This solution is an ideal supplement to a product representation based solely on illustrations. Product videos provide the opportunity to clearly and comprehensibly demonstrate the use of complex products like notebooks that have many features. A real asset for our customers in their daily work. We are pleased to provide product videos to our customers free of charge." All product videos are designed for an international audience and feature key words. With a short running time of less than one minute, they are also suitably focussed. www.acar-europe.de



SWITCHER CORPORATE TEXTILES

TRANSPARENCY AT ALL LEVELS

The recent tragic events have shown that the issue of socially and ecologically responsible textile manufacturing is more important than ever. The Swiss textile supplier Switcher has been pursuing this goal for more than 30 years now and will remain true to its slogan “made with respect” in the future. In addition to the introduction of strict guidelines for fair and safe working conditions, the firm states that it also prefers to manufacture textiles in Europe and aims to increase European textile manufacturing to 70 per cent in 2014.

FAIR AND SAFE TEXTILE MANUFACTURING



Switcher is regarded as a pioneer in transparent and respectful textile manufacturing. Switcher has promoted fair working conditions, safe manufacturing facilities as well as close and long-term partnerships with suppliers. In order to facilitate the transparency and traceability of production at all times, all pieces of clothing are marked with a “respect code”. This makes it possible for end consumers to consistently trace the standards and phases of manufacturing and guarantees compliance with social and

ecological principles. The firm specializes in high-quality products made from organic or recycled materials, of which 60 per cent is currently manufactured in Europe.

“MADE WITH RESPECT”

Robin Cornelius, founder and managing director of Switcher, has substantially shaped the firm’s philosophy. He and his manufacturing partners live out the motto “Made with respect”. Together they invest in safe jobs and high work standards and attach great value to environmental protection and social responsibility. “As a pioneer for transparent and respectful textile production, Switcher is highly concerned with communicating these standards, ensuring complete transparency, and improving the conditions of textile manufacturing internationally. Switcher’s continuous willingness to engage in dialogue is the foundation for its consistent further developments,” says Robin Cornelius.

ABOUT SWITCHER

Respect and transparency linked with economic efficiency, ecological responsibility and social solidarity are among the core values of the Swiss label. With a broad, continuous range of colours which are complemented by seasonal variation, Switcher provides T-shirts, polo shirts, sweatshirts, pants, fleece and soft-shell jackets for everyday use. The Switcher Foundation also supports social projects in India, Africa and Europe.

www.switcher.com –
www.respect-code.org



GLOBAL INNOVATIONS REINFORCEMENT

The sales team of Global Innovations Germany GmbH & Co. KG in Trier, Germany has been reinforced by Jenny Görgen. After completing her studies of business administration, she will now be



Jenny Görgen

responsible for the more than 100 patented innovations for the promotional product trade and further help the in-house team when it comes to new developments and more complex custom-made products directly imported from Asia.

Moreover, she will check and coordinate ways to adapt patented products to customers’ wishes and subsequently develop new industrial property rights. Additional, a new product designer will be enhancing the Global Innovations team.
www.globalinnovations.de

TRAVELITE AND TITAN TEAM EXPANSION

Thomas Gradwohl has been the head of the department for promotional products and industry customers of the Hamburg-based travel luggage manufacturer travelite and Titan. Gradwohl has



Thomas Gradwohl

many years of experience and sound industry expertise in B2B sales. He was most recently employed in the B2B division of the company WMF AG, and prior to this he worked in product development at

Titan. Gradwohl is now expected to continually expand the travelite and Titan companies.

www.travelite.de – www.titan-bags.com

PROFIPRESENT.COM GMBH EXPANSION WITH A NEW SALES MANAGER

The company profipresent.com GmbH is expanding its sales team with Bernd Prestel as the new sales manager. Prestel



Bernd Prestel

has 20 years of experience in sales and is a specialist in fulfilment; he brings with him excellent customer contacts and knows the German marketplace. Profipresent is a “strong partner for strong brands” in the promotional product

and merchandising segment with core areas in consulting, conception and logistics. At the focus of profipresent’s expansion are the “big five” pillars of the company – full service; agency services & promotional products; popular figures & awards; innovations & textiles; collections & work-wear; and corporate fashion. www.profipresent.com.

SELTER GMBH & CO. KG STAFF CHANGE AFTER 27 YEARS

Claudia Malcus is leaving Gustav Selter GmbH & Co. KG after joining the company 27 years ago. Most recently, her scope of duties covered purchasing,



Claudia Malcus

personnel work and company organization. Manfred Kirchherr will be taking over these two areas. Claudia Malcus has worked in a wide variety of jobs for the company since her training began. Managing Director Thomas

Selter extends his thanks to Claudia Malcus for her many years of collaboration and her extraordinary commitment to the company. www.selter.com

SENATOR REORGANISES ITS SALES DEPARTMENT “NICE. FAST. CUSTOMISED.”

In order to make working together with its customers as easy, reliable and efficient as possible during these times of faster communication, Senator GmbH & Co. KGaA from Groß-Bieberau has restructured its back-office sales department for the German, Austrian and Swiss sales region as part of a new service offensive, and it also has reassigned responsibilities for this region among its sales staff. In addition, Senator is concentrating its area of expertise at the Groß-Bieberau location, and is thus creating the right conditions for stronger and meaningful customer loyalty. This is the first step being taken in the company’s newly defined service offensive. Since 1 September 2013, the customers at Senator Germany benefit from having the entire purchasing process being conducted in one facility: This includes everything from taking orders and dealing with production issues to communicating with the customer and organising shipping. Every Senator customer have one personal contact person, who is equally responsible for managing the three product segments of writing instruments, cups and writing accessories. This includes things like developing plans, coming up with concrete examples for the use of promotional products that are specifically geared to a desired target group, drawing up concrete offers, and providing customer service for the trouble-free processing of orders within the company. By having a new structure in the sales department, the flow of information to the customer will intensify. By doing this, the company intends to further develop the intensive cooperative partnership it has with its customers. The new motto “Nice. Fast. Customised.” is entirely in line with its new service offensive. www.senatorglobal.com



The German company Senator is concentrating its area of expertise at the Groß-Bieberau location.

BOSCHAGROUP GMBH & CO. KG SPIKES & SPARROW AT BOSCHAGROUP



The distribution agreement is cut and dried (from left): Holger Bodenschatz, Frits Bese-mer, Uwe Budemann.

From Spring/Summer 2014 (orders open since August 2013), distribution of the Spikes & Sparrow brand for Germany, Austria and Switzerland will be performed by the company Boschagroup from Presseck. The two companies have now signed a corresponding distribution agreement. Distribution will be managed centrally through the Boschagroup with a separate field sales team. www.boschagroup.com



MEDIUM-SIZED BUSINESSES

7DIVISIONS PRESENTS MARKETING STUDY

A current study by 7Divisions – marketing on demand analysed the significance of marketing for medium-sized businesses. “Our approach was to conduct an analysis of the contemporary understanding and the use of various marketing methods among German medium-sized firms,” explains owner Eva-Maria Geef. “Some results were predictable, while others were indeed surprising.” For example, one result was that marketing is a semi-important part of the analysed firms and only takes a middle position with regard to “significant” corporate departments. “This is of course a reflection of



what many marketers experience on a daily basis. The marketing department spends money, but the success is often not immediately noticeable. Then the marketing department meddles into the activities of other departments, for example through CI guidelines,” says Geef.

Contrary to this, there is much support for the theory that marketing measures targeted to the desires of customers can have a long-term positive effect on turnover and profit. A large number of those surveyed are planning typical marketing activities such as fairs, events or personalised/individualised measures in the future. For firms that are not able to manage this on their own and incorporate external partners the reasons are similar: the outsourcing of marketing measures is usually the result of the already fully utilised capacities of other departments or non-existing (professional) resources. However, Geef draws positive conclusions when it comes to marketing budgets. “In most cases marketing matters are planned and expenditures are budgeted annually. This creates planning certainty for all parties involved.”

BACKGROUND

For the study “Marketing for medium-sized businesses – expectations and reality” more than 500 larger and smaller medium-sized firms with different degrees of market presence and branch affiliations were surveyed. Those interested in the results of the market research are welcome to send an e-mail to: mail@7divisions.de.

ON 7DIVISIONS

As an external service provider for all marketing needs, 7Divisions offers services which cater to the individual needs of businesses at reasonable prices. 7Divisions provides support in all relevant marketing areas, starting with client analyses of all classic as well as current communication measures through to important corporate events. <

CONTACT

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Tel.: +49 2161 – 937 44 83
presse@7divisions.de
www.7divisions.de

ZWEIBRÜDER OPTOELECTRONICS

600 TORCHES DONATED FOR THE “DOME OF LIGHT”



A spectacular “dome of light” with 600 torches.

On the occasion of this year’s regional youth camp, Zweibrüder Optoelectronics was supporting the THW-Jugend North Rhine-Westphalia (youth organisation of the Agency for Technical Relief) through a donation of 600 torches of the brand LED Lenser M8. By taking this action, the company would like to send out a clear signal in support of voluntary work at the “Night of lights”. At the highest point in Solingen, Germany, 600 people lighted up the sky at the same time, building a spectacular “dome of light”, symbolic of the strong community spirit and solidarity in community work. “With our donation, we want to show that we, as a commercial enterprise, see ourselves as having a responsibility to support the young people who dedicate their time to voluntary work,” says Managing Director Sven Objartel. As one of the world’s leading manufacturers of LED metal torches, Zweibrüder Optoelectronics’ success is owed to the German engineering, sustainability, many patents and international design and innovation prizes. www.zweibrueder.com <

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Joachim Schulz
Vorstandsvorsitzender

Carsten Lenz
Vorstand

Mirco Häßlich
Vorstand

Barbara Soehngen (left) and the customers had a lot of fun exploring promotional appeals to the senses.



Seeing, hearing, touching, tasting, smelling: All five senses were the focus of top display's company fair.

INVITATION FROM TOP DISPLAY

ALL KINDS OF PROMOTIONAL APPEAL

The promotional product advisors from the Hamburg company top display invited people to their second company fair of the year in August. The thematic focus of the event this time was on the multi-sensory qualities of the promotional product. Accordingly, the motto was: "Appealing to the senses".

At this recent event, the creativity of the top display team was once again demonstrated in the way they implemented their guiding theme (this time in a very "appealing" way). From the conception through to the final presentation, a consistent picture was formed. In the markedly personal atmosphere of the company's own premises, the 128 guests from 65 companies (of whom 10 per cent were new customers) were familiarized with numerous "key areas of appeal": the very

special qualities of the promotional product as compared to other forms of advertising. Plenty of demonstration material was provided by the 14 manufacturing partners, who, together with the 12 top display advisors, highlighted the tangible sensory experience of their products and the associated lasting promotional effect.


ENDLESS NEW IDEAS

"We intentionally combined the themes of 'the potential to appeal to the senses and the promotional effect of the promotional

product' in order to give our existing and prospective customers the chance to experience this strong interrelationship in an appealing way," managing director Gorden Daub emphasizes, adding: "In this way, we also underline our service commitment to give our customers competent advice and develop promotional products for them and their customers that pleasantly stand out from the crowd and can be put to use with promotional effect." The top display events therefore always show new ideas that run like a common, multifaceted thread through all the elements, from the invitation card to the choice and presentation of the products through to the individual advice given to customers. "We find it appealing to be always developing new ideas and always in dialogue with our customers," Gorden Daub stresses. "Those are also our standards and our customers expect that from a strong partner at their side."

OPTIMISTIC FOR THE FUTURE

"We have a good mix of customers and new contacts," comments managing director Barbara Söhngen. The mood of the exhibitors was correspondingly positive in the face of the large number and high quality of consultations. "The number of specific requests for quotations and orders placed was additionally a measurable result and expression of a strong team effort," Söhngen goes on to say. She and her partner Gorden Daub therefore consider top display to be heading the right way: "Our overriding aim is to step up our customer acquisition and open up new market segments. Through consulting expertise, a customer-oriented mindset and creativity, we have achieved ongoing, successful development. Together with our customers and supply partners, we have successfully accomplished many projects. The response from our customers is excellent and encourages us in our objectives and our approach." This also includes the most recent company event, which once again provided a both clear and successful model when it comes to customer proximity and advertising the promotional product. <



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DESIGN AND LIFESTYLE SIMPLY BEAUTIFUL

In this part of the PSI Journal, we have compiled a selection of the latest designer products which also make exceptional promotional tools due to their exceptional look and feel. What's more, they create fine, but simply beautiful accents for a special lifestyle.

Etymologically the term “design” stems from the Italian word “disegno” (drawing). The word itself is a loanword from English, which is in turn derived from the Latin “designare” for “designate” and has found its way into many languages. Most of the time the word “design” is used synonymously with “composition” or “draft”. In contrast to the German usage, which is focused more heavily on artistic/creative aspects and which largely objectifies the term, the Anglo-Saxon word “design” also incorporates technical as well as conceptual components. At the beginning of the 19th century the French loanword “Dessin” made its way into the German language. At that time, the German term “Mustermacher” still existed for the so-called “Dessinateur”. It was only in the 1960s that the English form “design” prevailed over the French term, describing the process of conscious shaping and composition. In our environment, product design comes into play, i.e. the design of consumer or capital goods. The following pages show that the industry is an expert in its trade in this area. <



TIMELESS LIGHT SOURCE

An attractive source of light all the year round is the hurricane lamp Cap-Light from Rastal. Here the tea light sits enthroned in the top piece made of silver-coloured ceramic above your personal decoration ideas in the finely decorated hurricane lamp glass. As of now, Cap-Light is available from stock packaged in an individual box and can display logos or slogans that are robust and durable in the desired corporate colours using, for example, environmentally friendly UV digital printing. Further information is available on the internet at www.rastal-promotion.com, the website specifically for the promotional product sector.

41829 • Rastal GmbH & Co. KG • Tel +49 2624 16-0
 werbeartikel-service@rastal.com • www.rastal.com



ELEGANT EYE-CATCHER

Erno Warenvertriebs GmbH has added to its range an elegant key-ring display in black that can hold 36 key rings. As a set, the counter display is supplied to the customer with 24 key rings measuring 3.7 by 4.7 centimetres in silver and 12 key rings of the same size but in a gold-coloured version. Further information on the internet at www.erno.com.

43402 • Erno Warenvertriebs GmbH • Tel +49 7753 9205-0
 erno@erno.com • www.erno.com

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SMART FOLDERS AND CASES

The Cesano series from Eurostyle includes a writing case, ring binders and a briefcase, which are all new to the collection this year. This series impresses people with its leather-like Felina material; Felina is not only easy to clean and hard-wearing, but it is also difficult to distinguish it from leather. Anyone who is looking for a writing case, ring binders or briefcases in an inexpensive price segment will find what he is looking for at Eurostyle. The briefcase in this series, which has several locking latches, a laptop compartment and perfectly designed folder cases, meets every wish. There are also cases in the Cesano series for optimally protecting an iPad and an iPhone 5. The case can stand upright on its own, thanks to a built-in stand, so that you can work effectively. Eurostyle can individualise the products according to a customer's wishes, including placing a metal emblem on them using laser engraving, blind embossing or doming.

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

HIGHLY FASHIONABLE T-SHIRTS

Mantis World from England, known throughout the industry for textiles that are produced under fair conditions and distinguished at the Source Awards ceremony in 2012 as Sustainable Supplier of the Year, puts great emphasis on environmentally sound production and humane working conditions in the partner factories. This company philosophy guarantees the high-quality look and top wearing comfort of the new T-shirt lines for women, men and children. The T-shirt highlights include the product lines Superstar Tee for men and Loose Fit Tee for the fair sex. Besides these excellently cut, fashionable T-shirts, there is also an attractive series of children's and babies' shirts available from the company's own brand Babybugz.

44978 • Mantis World Ltd. • Tel +44 207 2248991
info@mantisworld.com • www.mantisworld.com

-Anzeige-





DreamPen®
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Clip4You



www.dreampen.com



ENJOYING COFFEE FROM AN EYE-CATCHER

With Brugo, Trend & Trade GmbH is presenting an attractively shaped coffee-to-go insulated cup for design fans. Brugo gives you the pleasure of immediately enjoying the fine taste of the coffee at the perfect drinking temperature. Thanks to the patented 30-ml temperature control system, Brugo cools each sip individually to the perfect drinking temperature while preserving the aroma and temperature of the remaining coffee. With a volume of 400 millilitres, the cup will impress with its ergonomic grip shape, and it fits into almost all standard cup holders. It has a non-slip base, while the stainless, chrome-plated steel lid with its turning mechanism with which to select the three functions provides protection from spillage and splashes. The highlights of this eye-catcher also include the option of choosing from twelve different colours. Furthermore, Brugo can be printed in up to four colours. It is supplied in high-quality gift packaging. Trend & Trade is happy to advise customers on the various options for customization.

47937 • T'n T Trend & Trade GmbH • Tel +49 40 23532877

kontakt@brugomug.de • www.brugomug.de

LOVELY TIMES

Exclusive timepieces from Auersheim, from sporty, modern watches to classic, elegant ones, can be found in openja Warenhandel's range. The model Auersheim Anaru in black, for example, is suitable as a remarkably attractive gift surprise: with its classy, timeless design, the easily legible numbers and the sturdy casing made of stainless steel, Anaru turns heads. The precision clock mechanism from Seiko and the sporty, soft leather strap are further arguments in favour of the watch.

48906 • openja Warenhandel • Tel +49 2166 614254

info@openja.de • www.openja.de



EXQUISITE BRILLIANCE

Penko writing & promotion is giving exquisite brilliance to advertising messages on the new Lipsi metal retractable ballpoint pen by means of a special high-polish laser engraving procedure. What makes the new method so striking is the elegant contrast it creates between the brilliantly polished advertising message and the matte background on the Lipsi Soft model, with special rubberized finishing on the barrel in a choice of blue, red, black, silver or white. The Lipsi also shines with a metallic barrel in blue, red, black, silver and titanium. It turns into an extraordinary eye catcher when the laser engraving is hand-polished. Lipsi comes with a metal giant refill with blue document-proof ink and a TC ball, and can be customized on orders of 250 or more.

46550 • Penko GmbH • Tel +49 6127 991290

info@penko.net • www.penko.net





The Peppermint Company

21 STANDARD FARBEN



23 STANDARD FARBEN



€ **0,44**
NETTO

BEI 2592 STÜCK
INKL 1 FARBIGEM DRUCK

ART. 1933
MICRO KLAPPDECKELDOSE
42x35x11mm
9 GRAM PFEFFERMINZ
INKL. ZUTATENAUFKLEBER
UND EINZELN EINGESLEEVT



€ **0,59**
NETTO

BEI 2592 STÜCK
INKL 1 FARBIGEM DRUCK

ART. 1932
KLEINE KLAPPDECKELDOSE
59x46x19mm
23 GRAM PFEFFERMINZ
INKL. ZUTATENAUFKLEBER
UND EINZELN EINGESLEEVT

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The Peppermint Company ● Postfach 1735 D-48578 Gronau. ● T: +31 53 475 04 30

info@peppermint.nl ● **www.peppermint.nl**



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



MUCH COMFORTABLE

The mobile phone holder called Comfort, which is available at Bühring invites the person who receives it as a gift to start tinkering with it right away: This nice resting place for a mobile phone or smartphone can be assembled from a piece of felt fabric with a semi-circle shaped press-cut. This promotional product is very nice to touch because it is made from high-quality, colourful wool felt, which has been manufactured according to the Oeko-Tex Standard 100. The user will have an advertisement right in front of his eyes on his desk every day. The advertising message can be placed on the holder by means of silk-screen printing or flock transfer printing. The manufacturing and finishing are both done in Germany. The delivery time is about four weeks after the pattern and logo are approved by the customer. The Comfort holder is delivered to customers unassembled and lying flat in an individual box. For orders of fewer than 20 units, there is an additional fee for small quantities.

40807 • Bühring GmbH • Tel +49 4154 795400

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



FRAGRANT ADVERTISING

The new Premium Scents air-freshener for sale at Globus Warenhandel guarantees long-lasting freshness. The practical size means that it can be used almost anywhere – at home, at the office, or in the car. Once it is opened, the air-freshener, which can be individually controlled, will emit a lovely fresh scent for up to 60 days. The air-freshener uses a fleece that has neither been dipped in gel nor in a liquid, but instead has been scented with a French perfume. This advertising medium is made exclusively in Europe and can be fitted with a customer's special design. It comes with the following scents: vanilla, fresh sports, bubble gum, water melon and cranberry.

46504 • Globus Warenhandels GmbH • Tel +49 2162 816390

nick@globus-online.com • www.globus-online.com



IT'S TEA-TIME

Macma is selling a tea strainer with an original flap, which floats on the tea, and it will surely catch the attention of whoever is brewing the tea. It is the perfect gift for all tea drinkers. The company from the Franken region in Germany states that the customer's advertising message is engraved on the strainer.

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

DECORATIVELY LAID TABLE

The cotton serviettes of the MYdrap brand, available from Profino, conveniently conjure up the right look straight off the roll for the kitchen or dining table, in a variety of formats and numerous colours. New to the range: the Vintage series measuring 20 by 40 centimetres, made of undyed cotton, printed with a retro motif and available in blue, green and red. Whether on an autumnal table at a rustic BBQ or for a festive Christmas dinner, the retro line can be used for many purposes, including as a breakfast set, too.

47807 • Profino GmbH & Co. KG • Tel +49 2173 101472-0
info@profino.net • www.profino.net



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A STYLISH MIXER

Turmix's entire product line couples design with top quality, and Turmix was a winner of the red dot Award, having received the special award "best of the best". This stand mixer with six blades and a cloverleaf-shaped glass mixing bowl are available at Profino for the promotional product industry. This Turmix appliance set, which is in the premium mixer segment, features a patented block for the blades, floating motor suspension, and a very smart and unusual design.

47807 • Profino GmbH & Co. KG • Tel +49 2173 101472-0
info@profino.net • www.profino.net



THE ELEGANT VARIANT

For presenting company pens or exhibiting products, E&H Design has a pen holder in a classic design made of acrylic in its range. The elegant pen holder is very versatile and provides space for five writing utensils. Made of two-millimetre thick acrylic glass, this designer product can additionally be customized using digital printing. Through the use of laser technology, E&H Design is able to realize almost any individual customer requests, from a simple curved piece to an elaborate display. Using lasers, the company shapes the acrylic into the desired form. The product is subsequently finished. Acrylic can additionally be glued, welded and engraved. It is also possible to colour the plastic. Acrylic glass can be used to create furniture, promotional displays, stand-up displays, hemispheres, containers, transparent panels and many other things. Further information available on request.

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

BAUHAUSSTYLE

The WG24 Wagenfeld table lamp, which is exclusively available at Lehoff for the promotional product industry, was designed in 1924 by Wilhelm Wagenfeld in a Bauhaus style. This is the only authorized new replication of his original design and it is still impressing people today. This masterpiece is made out of nickel-plated metal elements, see-through glass, and opal glass, and is fitted with individual numbering and a seal of authenticity. Its perfected shape and well-thought-out functionality will leave you with a lasting impression. A light source is not included.

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



ADVERTISE WITH AN OLIVE

Kellermeister Manns has a high quality olive oil in a 0.25 litre tin can for sale in its repertoire. The tin can called "Olio Extra Virgin di Olivia" contains the finest cold-pressed olive oil, and is listed under the product number 40.703. The container reminds people of a motor oil can and makes this product the ideal give-away for automobile dealerships, businesses in the mechanical engineering field or oil companies. Kellermeister can place a customer's advertising on it using four-colour printing on a label, banderole label or hanger. Other personalised shapes can be realised by means of one-colour pad printing.

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

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info@francos-gmbh.de · www.francos-gmbh.de



TWO IN ONE

Giving Europe has a mobile phone adapter model called International for sale especially for the promotional product market, which is listed under the product number 5400. The mobile phone adapter, which comes in four trendy colours, combines two features in one product: It serves as a mobile phone holder and an earphone adapter. The mobile phone holder is equipped with a suction cup which can be easily pressed on to a smartphone so that the mobile phone can be held with the adapter. However, the adapter can also be separated from the suction cup in order to plug it into a smartphone. This way, it can be conveniently connected to two earphones at the same time. The company from the Netherlands says it is possible to place advertising on the product using pad printing.

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

kontakt@givingeurope.de • www.givingeurope.de • www.impression-catalogue.com

A NOSTALGIC SOUND SYSTEM

The clock radio with an MP3/MP4 connection and a retro-style design is for sale in black or white at Lehoff; it has a 60s look to it, but it is totally modern in terms of 21st century technology. This very modern clock radio comes in an elegant piano varnish, has the obligatory AM/FM tuner and a built-in connection for all standard MP3 and MP4 players, and also features an alarm clock. It runs on an adapter or four AA batteries, which do not come included. Upon request, Lehoff also offers customers a complete design package, which includes everything from giving advice about the design to delivering to end customers.

41259 • Lehoff Im- und Export GmbH • Tel +49 40 529607-0

info@lehoff.de • www.lehoff.de



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TIMELESS, CLASSIC DESIGN LANGUAGE

Like the automotive design icon Porsche 911, which has been driving the streets since 1964 in a design that has barely changed, in 1989 the designer series Diagonal was created by tinkerer and developer Herbert Rigoni and is virtually unchanged to this day. Diagonal is the well-known stamp ballpoint pen series that combines a classic design language with optimum functionality. The surface is offered in gold, chrome and nickel-plated versions or with a hard lacquer finish. The high-precision stamping mechanism made of metal is designed for both pre-ink and self-ink stamping plates of up to four lines. More information about this designer classic can be found at www.heri.de.

41016 • Heri-Rigoni GmbH • Tel

+49 7725 9393-0

vertrieb@heri.de • www.heri.de



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TIME TO
SURPRISE

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PURIST AND MODERN

Purist design and modern material are used in the 0.3 litre Purity Glass, which makes for a stylish addition to the product family thanks to a fascinating interplay of form and function. Its striking partially frosted sides, high quality and modern look, as well as its ability to be customised by direct printing, transfer printing, Logo 4U and Glossy Impression are the product's strengths. Should the logo be put in an unusual place? Then

Bottom 4U is perfect, because this method applies the logo in colour in the bottom of the glass. Purity Glass is a genuine eye catcher thanks to the shimmering, high-quality effects of its elegant appearance.

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

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

AN ELEGANT WINE DECANTER

Great wines have earned their place in an elegantly shaped glass: A solid Vinomaxx decanter with a round ventilation funnel can be found in the current Spranz collection. Unlike other decanters, the Spranz model, which is delivered in a specially designed box, can be re-sealed with a silicon plug. This model also features a slim-line shape, which makes it ideal for storing it. What is more, the company from Koblenz, Germany recommends the top wines for sale in their product line of promotional products.

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

info@spranz.de • www.spranz.de



A SOOTHING SET

Römer Präsente guarantees relaxing moments with a wonderful set: The company from Traben-Trarbach, Germany combines its tea light dish Sakrale, which creates a magical light, with 0.1 litres of liqueur, which can be selected by the customer. The set also comes with two matching glasses and is packaged in a gift box with a transparent viewing window. More information on this set and on the many other specialty products for sale that can be used as effective advertising mediums is available at www.roemer-praesente.de.

43892 • Römer Wein & Sekt GmbH • Tel +49 6541 8129-0

info@roemer-praesente.de • www.roemer-praesente.de



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A KEY MESSAGE

Macma is selling high-quality key pouches for the promotional product industry which each have a zipper and a compartment for credit cards: The Private Key Case. It was designed for your most important things like keys, credit cards and bank notes. The company from Southern Germany prints the customer's advertisement on the compartment located on the back. It is delivered individually packaged in a box.

40909 • Macma Werbeartikel oHG • Tel +49 911 9818133

verkauf@macma.de • www.macma.de



TECHNOLOGICAL MIRACLES

Computers and mobile devices, such as MP3 players and mobile phones, are becoming ever more important with the spread of the internet and the ongoing revolution in data transfer. There is an especially strong trend to peripherals, such as speakers with Bluetooth technology. LM Accessoires has a number of these little technological miracles on offer, which enable music transmission without any cable at all. MP3 players can also be connected to them, and they can even be used as computer speakers. One speaker from the series is the Reflects Singapore. It contains not only the necessary USB cable for charging, but also an additional audio cable for connecting it to smartphones and MP3 players which are not Bluetooth enabled. Its big brother, Reflects Saint Louis, has an additional mobile phone holder to offer. Batteries included with both devices.

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

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

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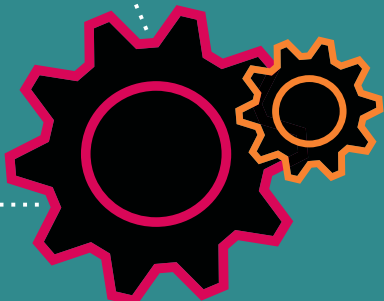
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PROUD TO BE “TOP STAG”

Troika Design-Werkstatt recently created a real top dog in stag form for advertising: the Platzhirsch key ring pendant, shaped like a stag's head, is made of cast metal. Chrome-plated to make it shine and measuring 50 x 30 x 8 millimetres, the Platzhirsch pendant from Troika gives every key ring a sought-after trophy that only weighs 25 grams.

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

UNIQUENESS MADE OUT OF A GLASS

Anyone who advertises on glasses is ensuring that their message is being placed on an attention-grabbing eye-catcher, which can be used for any occasion, regardless of whether it is a party with friends or company events. The name Shtox is a neologism and is known around the world for its rotating glass. The rotation of the glasses is possible due to the special shape of the bottom of the glass and the high precision of the cut. Different variations of the extraordinary glasses are now available for the promotional product market at Bonus2U. The products were awarded the red dot Design Award in 2009 and in 2012 they received the Home Style Award in the best look category.

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



ENTICING TOWER OF DELICACIES

T rue greatness is found in small things with the three-tier stand Babell XS from koziol: on the table, on the buffet or in the fridge, it barely takes up more space than a jar of sweets. This makes it all the more seductive in enticing anyone who has a sweet tooth with biscuits, sweets, chocolate goodies or jelly drops. And if your hunger for pure calories cannot be satisfied like this, the stand can even be extended by placing the Mini-Babell on top.

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

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COOL FLEECY FASHION

The stylish sweats from the Daiber brand James & Nicholson are available in many different colours, shapes and cuts. These are all-round talents that people love to wear, providing a selection of 49 styles for women, men and children. The range covers everything from casual jogging bottoms and practical sweatshirts to cool, trendy jackets. All the items, which can be viewed in the main catalogue 2select 2013, can be customized with printing or stitching.

42819 • Gustav Daiber GmbH • Tel +49 7432 70160

info@daiber.de • www.daiber.de



SIMPLY (CHROME) GLOSSY

Put a shine on the table with Laguna Beach from Easy Gifts. This chrome-plated china bowl is an attractive promotional gift sure to provide its recipients with delightful moments. It has four feet on the bottom to give it a firm foothold. An advertising message can be applied by means of a sticker on the individual box or, upon request, by means of laser engraving right on the bowl. Laguna Beach comes individually packed in a box.

47300 • Easy Gifts GmbH • Tel +49 911 81781111

info@easygifts.de • www.easygifts.de



FREE HANDS

The mobile phone holder called Office from Giving Europe is an attention-grabber made out of durable plastic. This holder ensures that a smartphone can be placed in an easy and practical way, and can be seen well by the user. There is a suction cup at one end which is for attaching the holder to a mobile phone so that the phone is positioned in such a way that the user has his or her hands free. This product being sold by the Dutch company comes in five colours and can have an advertisement placed on it using pad printing. It is listed under the product number 5398.

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

kontakt@givingeurope.de • www.givingeurope.de

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www.pcollection.de
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A COLOURFUL LANDHAUS WORLD

The Landhaus product from Emsa shows how flower pots can be turned into a PoS world with its timeless design and the cheerful and colourful accessories, which complement each other. This world includes products, like the new little bird houses, little baskets that have a lattice fence look to them, and a matching watering can. The bird house complements the products from the cult Landhaus series, and is both decorative and functional at the same time. The high-quality finishing on this decorative eye-catcher will impress bird lovers at any PoS. The striking packaging also makes this trendy product the perfect gift. The new little baskets are real eye-catchers when placed in stores or on the balcony at home. They come in your favourite colours and have the cheerful country house style of the Landhaus design, which makes them perfect to use with two sets of 12 or 13 flower pots or herb pots. The new Landhaus world is rounded off with the 1.5 litre Dalia watering cans, which have a hip retro-design and bright colours. The new Landhaus world is also now available on the internet at www.landhaus-original.de.

42692 • Emsa GmbH • Tel +49 2572 130

info@emsa.de • www.emsa.com



ATTRACTIVE GLASSES CASE

Those who love striking designs can find a classic promotional accessory in the attractive microfibre glasses case that is ideal as a promotional product for opticians, contact lens producers or, for example, eye specialists. The microfibre glasses case has the option of being supplied with or without a microfibre cloth. Both items can be turned into a promotional gift with digital, photo-quality printing, according to the manufacturer. There are therefore virtually no limits to the motifs and promotional possibilities.

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

a.friedrich@e-xact.de • www.e-xact.de

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STEREO IN COLOUR

Global Innovations now brings more colour into your life with the innovative TwoTones earphones: These in-ear earphones come with two-colour cables and earplugs, which are made in a complex production process using a production machine that has been specially modified for the company. These earphones are only for sale at Global Innovations. TwoTones are not only a colourful trendy product, but they are also an absolute “must-have” because they make it possible to always wear a company’s or club’s special colours, thanks to their unusual two-colour design. It is an eye-catching product, which can be tailored to a company’s special design, and it is perfect for everyday use, which makes it an effective advertising medium that can be used for a very long time. Logos can also be placed on the earplugs.

46626 • Global Innovations Germany GmbH & Co. KG • Tel +49 6502-93086-17

info@globalinnovations.de • www.globalinnovations.de

BRIGHTLY COLOURED

Wallets from team-d are very trendy at the moment with their outer lining in bright neon colours, which are made of imitation neoprene. The six inside compartments, an outer compartment and a key ring offer storage space for your important things and a Velcro fastener holds everything together. The thick and soft imitation neoprene makes it lovely to touch. The company indicates that an advertisement can be placed on the built-in artificial leather stripes. The wallets are sent from a warehouse in Germany and can come in black or the following neon colours: green, orange or yellow. Other colours can also be realised by means of direct import.

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

psi@team-d.de • www.team-d.de



BACK TO THE ROOTS

With the new Rock Chef collection called Red String Legends, Karlowsky Fashion is turning its gaze back to the roots, the origins of rock music, which had its cradle in America’s Tennessee. As an overall concept, this new fashion line represents the manufacturer’s rich traditions and, at the same time, the legendary music style: since the company’s beginnings in 1892, rock music has run like a thread through the history of Karlowsky Fashion, which is paying tribute to its origins with a decorative line of T-shirts.

47464 • Karlowsky Fashion GmbH • Tel +49 39204 91280

info@karlowsky.de • www.karlowsky.de



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A UNIVERSAL PLACE FOR TABLETS

Univo is the name of the universal tablet PC holder, which is for sale at Xindao for the promotional product industry. While developing the product, the XD design team had the task of coming up with a folder for tablets which could fit various formats, because there are many tablet PCs with slightly different sizes on the market. With Univo, they created a tablet holder suitable for nearly any tablet which can be used in the promotional product market. The patented system enables standard 10 inch devices to be kept safe while they are running thanks to the well-designed folding mechanism. The equivalent for 7 inch tablets is also available. The holders come in black combined with either grey or light blue. More information is available upon request.

42772 • Xindao B.V. • Tel +31 70 319990-0
deutschland@xindao.nl • www.xindao.com

XS CALENDAR AS A CHRISTMAS GREETING

Greetings during the pre-Christmas season which are placed on the XS calendar made by Jung Bonbonfabrik not only stand out more than those placed on a greeting card, but they are also appreciated by the recipient longer. They stay in the target group's sight for 24 days. 24 Brandt or Gabor crispy balls made out of a mix of white or bitter chocolate are waiting for the recipient of the XS advent calendar to enjoy. The handy bite-sized treats help them count-down the days until Christmas: They come in a carton box which can be fitted with a four-colour digital imprint for a minimum order of 330 units at a cost of about one euro each. The strong Brandt and Gubor brand-name chocolates help the company doing the advertising to gain the trust and appreciation of its customers, and can be used as the ideal give-away for any purpose. This XS calendar can also be used as a mailing supplement.

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



SPECIALLY EMBOSSED PROMOTIONAL BAGS

Edges and angles are allowed with the specially-shaped bags from Riedle. Its design will not only catch people's attention, but also makes it very versatile due to its custom-made shape and personalised embossing: Sometimes it can come as a bouquet of flowers, car, or in the shape of a heart, and sometimes in the shape of a company logo or product motif. The special thing about it is that the production process and design options of the TopLuxe/shape were optimised in such a way that the tote bag can be tailored even more to the individual needs of the customer. This enables the corporate identity and brand image to be reinforced in a completely new way. This tote bag can be produced according to special specifications for a minimum order of 1,000 units. What is more, the environmentally-friendly paper bag is by no means meant to be a bag that is used only once. Thanks to its personalised look, the high-quality design and the robust workmanship, it can be reused many times, which makes it an effective advertising medium for a long time. And as a tribute to the modern times, the bag is 100 per cent recyclable. Riedle has developed processing technology which guarantees a smooth surface free from undulations, so that advertising messages can truly be effective. More information is available on the internet at www.bags-by-riedle.de.

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Not only in terms of the carrier bag's shape, there are a quite a few options in relation to handle design, too.



Today, Diana Kröll and her father manage the company, where 21 workers are currently employed.



KRÖLL VERPACKUNG GMBH

BEAUTIFUL EYE-CATCHERS

Kröll Verpackung GmbH is already into its 3rd generation of dealing in carrier bags. The products of the company based near Munich, Germany are far more than just useful, though. As custom-shaped promotional message bearers, the bags turn into real eye-catchers.

Every supermarket sells carrier bags with the respective chain's logo printed on them. They are quadratic, practical and commonplace, and as such almost nobody notices them anymore. Much more promotionally effective, on the other hand, are so-called cut-out carrier bags, which can be custom-produced. They are eye-

catching by the mere fact that they vary from the customary rectangular shape and, for example, have the shape of a product or written logo. They are additionally prominent due to unusual prints and handles. Cut-out carrier bags are primarily requested in order to devise appealing trade-show appearances and visually portray corpo-

rate design. The bag therefore serves the enquirer not only as a practical carry aid, but also as an effective memory prop.

CARRIER BAGS AS REQUESTED

"When we're at trade shows ourselves, visitors really do stand in front of our showcases and photograph our products," says Diana Kröll, managing director of Kröll Ver-

There is also the option to order paper and plastic carrier bags in smaller quantities, from 500 pieces, directly from stock.



The stamps for manufacturing such fancy motifs are specially produced by Kröll. In contrast to conventional, rectangular bags, all eyes are on the smart bags.

packung GmbH. Examples are designs that were cut for a car dealership in the shape of a small automobile, or the model that has the shape of an engine. A well-known cheese producer also advertises with bags from Kröll in the shape of a wheel of cheese or of a suitcase with Dutch country stickers. However, there are quite a few options not only in terms of shape choice, but also in relation to handle design. A particularly unusual request was made, for example, by a world-famous cosmetic brand: It wanted a feather boa as handles. This was a request that Kröll could meet. The promoter for an automobile maker also turned up with a peculiarity in this respect: The punched-out "O" of the lettering "WOW" is simultaneously the carry-hole for the promotional bag. This is a gimmick that will probably catch everyone's eye and will linger in the memory.

AN IMPRESSION AT FIRST SIGHT

"Precisely this can be achieved with the aid of a zippy idea. For at a trade show with sometimes hundreds of exhibitors and tens of thousands of visitors exposed to a vast sensory overload, it is important for exhibitors to make an impression at first sight.

Whereas the twentieth logo ballpoint pen is often carelessly thrown away at home, the beautiful cut-out carrier bags are still associations with the visited booth and the products presented there even after the trade show visit," Diana Kröll says and adds: "They are memory props and handy utensils at the same time." The rule in addition is: The more fancy the design for the bag is, the more long-lasting is the promotional effectiveness. "Our customers often come to us with very specific inspirations. They send us a design and we check that we're able to realise it. Normally we will always find a way," says Kröll. With more than 40 years of experience, the family-run company from Neuried near Munich knows – whether the requirement is to work with offset, flexo, screen, gravure or even transfer printing – which handles carry how much weight and how the bags have to be glued. This way, depending on the customer's requirements, an economical and high-quality solution can be found. <

KRÖLL VERPACKUNG

Wilhelm Kröll founded a production shop for paper and paper bags in Cologne in 1939, and thereby created a family tradition that continues to this day. Following the expansion in 1971, in the course of which a trade representation for Southern Germany was built, the son, Jürgen Kröll, founded today's Kröll Verpackung GmbH together with his wife Ingrid in 1978. The new company building in Neuried near Munich was occupied in the same year. In addition to cut-out carrier bags, the Kröll range includes all types of paper and plastic carrier bags, fabric and permanent carrier bags, along with gift packaging material from the gift box to the matching bow. Today, granddaughter Diana Kröll and her father manage the company, where 21 workers are currently employed.

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DREAMPEN

POWERFUL PARTNER OF THE INDUSTRY

Since the DreamPen company was founded, it has continuously developed, expanded its machine park, and introduced new, original models. In its quest to capture the European market, the company has consolidated its position as the market leader in this line of business and the largest Polish pen producer.

The company has learnt about the technology and the market, along with its demands and whims, and everything the customers expect. DreamPen is recognised as a solid and reliable partner, loyal and honest contractor. The driving force behind all activities is the need to create and seek new solutions, creative restlessness, which is an inspiration for all activities and, what is characteristic of the pens, the pursuit of perfection. As a result of the dynamic expansion of the company, not only

on the Polish but particularly the international market, the owners of DreamPen have set a new goal. In 2013, they will begin construction of the new DreamPen company complex. The complex will consist of a new factory with modern machinery and office space, on an area totalling 5,000 square metres. Thanks to the advanced production planning, modern machines in every department – tool room, injection moulding room, printing office – and a suitable storage area, the DreamPen

company will be able to execute major orders in a short time.

MODERN MACHINE PARK

The skilled personnel of the DreamPen company's tool room machine high-grade steel with precision. They all have many years of professional experience and have mastered the art of preparing injection moulds to perfection. Their knowledge and experience allow them to deal with the most complex shapes and create moulds that meet the highest standards – both in terms



In the case of individual clips, the overprint is made using a digital full-colour method.

of quality and production economics. Modern machinery consists entirely of new and renowned Swiss and Japanese equipment, and the accuracy of production elements is ensured by using modern measuring machines. The use of high-quality mould components, high-precision machining and control systems significantly increase the manufacturing parameters and shorten the production cycle.

HIGH QUALITY PRODUCTS

Production of the injection moulds takes place in the immediate vicinity of the injection moulding room under the watchful eye of design engineers. The DreamPen injection moulding room is fully innovative and modern in terms of the machine park, configuration of individual processes, qualitative systems and production flexibility. It works on the basis of state-of-the-art technological solutions. The pen elements are produced on machines configured to work on the modular principle. This shortens the production cycle considerably, improves efficiency and allows instant reaction to

customer requirements. The granulated product and its dye components are subjected to a precise drying and mixing process. The result is a material with perfect texture and colour, durable and resistant. The extensive peripheral equipment enhances primary production and minimises production waste. The DreamPen injection moulding room personnel are skilled and have years of experience. Their knowledge is deepened through in-house training. The plastics used by DreamPen, together with the colorants of well-known renowned producers, ensure that the required product durability is achieved and that the desired colours and transparency are guaranteed for years. The production process itself uses the most modern dosing and mixing devices, thus ensuring the highest colour repeatability. In their basic form, DreamPen pens are beautiful – colourful, diverse, smooth, opaque or transparent. But it is the overprint that makes them a convincing content medium and gives them their characteristic expression.

USE OF MODERN TECHNOLOGIES

Thanks to the use of modern technologies, the DreamPen printing works can realise the most complex pen overprints, both with screen printing and pad printing. In the case of individual clips, the overprint is made using a digital full-colour method (photo quality). The team of experienced printers realise the most demanding orders in consideration of the technological specifications, fidelity and colour repeatability, precision and overprint clarity. The inks used in the DreamPen printing works maintain their properties for a long period of time – the colours are intense and vivid, and the ink shows a long-lasting wear resistance. The entire process – from consultation with the customer to the type and size of the overprint and colour scheme to printing approval and the printing process itself – is subjected to strict procedures. It ensures that mistakes and discrepancies are avoided, and the customers feel comfortable and certain that the order will be managed properly. The extensive machine



park enables large orders to be accomplished in a short time.

CLIP4YOU: INDIVIDUAL CLIPS

A new, original solution offered by the DreamPen company is pens with individual clips. The Galaxy, Infinity, Optimus, Lotus and Gladiator models can be changed in terms of structure – a part or the whole clip can be given any shape, e.g. of a product or logo, which makes the particular pattern much more appealing. The individual clip shape will distinguish itself thanks to unlimited possibilities of printing the clip with a digital full-colour method enabling photo printing with a resolution of 1,440 dpi to be obtained. A full-colour technique ensures colour intensity and perfect covering. The quick and simple process allows incredible advertising effects to be achieved. A combination of digital print and creativity guarantees unique colours in unique shapes of Clip4you. By concentrating production in one place and optimising the entire production process, manufacturing a

pen with an individual pen clip takes only a few days, and costs for this type of technology are relatively low. Customers can watch the entire production process – from the prototype, through to the first details in the injection moulding room to the first printings. 3D elements – polymer stickers – make the pen and using it more interesting. A pattern overprinted using a digital full-colour method with photo quality, covered with polymer resin stuck to the top part of a pen or the clip, gives the impression of convexity – both visual and tangible. A lens-like shape of the polymer optically enlarges the overprint. When pens have metal elements, such as rings, nozzles and clips, the aesthetics is significantly improved by the use of a hot-applied metallised foil. Technology allows foil to be welded in any shape – text or graphic elements (logo). The foil makes the overprint look elegant. The devices for foil application, which DreamPen is equipped with, allow the execution of the most demanding orders.

LOW PRICES, HIGH LEVEL OF QUALITY

Thanks to the launch of the DreamPen company's own production, a modern and unusual gel ink refill will be offered in promotional pens. It was created on the basis of the best properties of liquid gel ink containing pigment, so that the colour is even more intense and vibrant, waterproof and fade proof. Applied ink does not smudge, the end of the refill does not dry out, and writing gives a unique feeling of lightness and ease, leaving at the same time smooth and even lines. The DreamPen company philosophy is based on a continuous introduction of new solutions and on maintaining low product prices and a high level of quality. This is achieved by concentrating the production, optimising all processes, continuously improving the level of professional preparation, and... through creative passion. www.dreampen.de <





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Klam Marketing specialises in high-quality embroidery and textile refinement of all kinds, as well as the production of individual company collections.



KLAM MARKETING CELEBRATES 25 YEARS

PASSIONATE ABOUT EMBROIDERY

High-quality embroidery and special textile creations are the core competencies of Klam Marketing from Lichtenstein, Germany. In 1988, company owner Maic Klam started with a head full of good ideas, an embroidery machine and towels.

Bit by bit, the product range of the Swabian company grew and manufacturing operations were expanded. The business now operates four fully automatic embroidery machines and employs ten staff. The extensive product range includes high-quality clothing and accessories, which are ideally suited to be embroidered or printed. Of course, special creations can be pro-

duced according to individual customer requirements. The company also offers advisory services and puts together complementary promotional collections.

TEXTILES – A VARIETY OF POSSIBILITIES

The possibilities when it comes to textile design are vast. The desired look, area of application, order quantity and timeframe

play an important role. Embroidery is the finest form of textile refinement. Klam Marketing uses the most varied types of embroidery techniques for this purpose: 3D and direct embroidery, applications and labels create visual and tactile highlights. The embroidery design is digitized prior to production. This “punching” is critical for the final embroidered outcome and is,

naturally, performed in-house. When producing its quality embroidered items, Klam Marketing pays particular attention to careful workmanship and durability.

DESIGN – SPECIAL CREATIONS

Due to rising demand, the company is becoming increasingly specialised in individual creations in the areas of corporate fashion and promotion. Specific customer requirements with respect to colour, shape, cut and materials are implemented; all specifications are discussed in depth and agreed with the customer, right down to the smallest detail. The customer is guaranteed comprehensive service with regard to design, sampling, refinement and on-time delivery. Manufacturing is conducted at selected partner companies in Europe and Asia with which Klam Marketing has long-standing and continuous business relationships.

PROMOTION – TANGIBLE PROMOTIONAL MESSAGES

Increasing willingness on the part of customers to invest more heavily in the area of promotional products has encouraged the company to expand its range of textile products accordingly. With a good sense and feel for contemporary items and modern design, Klam Marketing produces customised concepts and product assortments for its customers. Personal consultation is a top priority in this process. “We supply and comprehensively advise a diverse range of industries. It’s important for us to observe the different market developments in order to be able to consistently present our customers with the latest trends,” explains Diana Notz-Klam, responsible for sales and special product developments.

SPECIALIST KNOWLEDGE – ON THE GREEN AND TAILOR-MADE

Many years of experience and expertise are among the company’s most notable strengths. In search of new challenges, Klam Marketing has made a name for itself in the area of golfing. In addition to clothing, it also offers golf bags, gloves, club covers and other accessories. Customer requirements are also implemented when special logo placements are desired. An exclusive service offered is the

In 1988, company owner Maic Klam started with a head full of good ideas, an embroidery machine and towels.



production and refinement of pillows, curtains and horse blankets.

COMPREHENSIVE SERVICE – ONE-STOP SHOP FOR ALL SERVICES

Expertise, care, reliability – these company values have clearly manifested themselves over the years. Today, the Swabian company is a full-service provider of textile marketing and promotional products. “We specialise in producing advertising messages true to brand and CI. As a full-service supplier we put together a complete package for our customers. Fast response is our daily business. When our customers are under time pressure, we ensure thorough and timely handling of the order,” says Maic Klam. All service areas are covered, starting from consultation, design, production, through to consolidation, packing and shipment.


QUALITY – CONTINUOUS MONITORING

“Customer satisfaction is our highest priority. Of course, this includes constant quality monitoring. No product leaves our prem-

ises without a final check; all suppliers must meet highest quality standards. Thus, our business partners benefit from our comprehensive know-how,” says Klam. The long-standing business relationships and recommendations by satisfied customers prove the success of this business philosophy. The company works throughout Europe with renowned industrial and retail businesses, as well as agencies. For 25 years now – and this will be celebrated in proper style this autumn with various campaigns. <

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The premises of the specialist printing company Frank.

FRANK & SÖHNE AG

NEW PHOTO PRINTING TECHNOLOGY

The company Frank & Söhne AG from Germany is new to the PSI. And new to the specialist printing company Frank is the world's first printing machine which prints conical and cylindrical objects up to a diameter of 24 millimetres with photo-realistic designs.

With the new method of thermal heat transfer, digitally printed images are applied on plastic objects such as pens by heat and pressure using a special foil. This method satisfies every wish and enables new types of processing that previously could either not be implemented with conventional methods or only at relatively high costs, according to the Schweinfurt-based company.

The specialist printing company Frank has been refining promotional products of all kinds for screen and pad printing as well as laser engraving since 1975. As a dedicated print service provider, the company focuses on state-of-the-art printing facilities as well as quality and strict adherence to deadlines. The scope of services offered ranges from the assembly of customer products to storage of customised goods in the high-bay warehouse with over 1,000 pallet spaces built in 2011. To ensure that the customer is always offered something special, the family enterprise quickly decided to buy the latest photo printing machine. Frank & Söhne AG sees

itself as "a pioneer in printing technology" and wants to offer its customers "the world's ne plus ultra in terms of processing of cylindrical and conical parts" in this role with the new machine.

HIGH-DEFINITION ILLUSTRATIONS

The method of thermal heat transfer offers high-definition illustrations and a wide range of applications. A solvent-free 5-colour LED laser printer is used for printing, enabling a white deposit for dark substrates in addition to the standard four-colour process CMYK. Besides the implementation of photorealistic printing up to 1,200 dpi resolution, customized Pantone colours can be applied on most thermoplastic polymers. The desired illustrations are preprinted on a special foil and removed from the foil by heat, pressure and a certain dwell time and permanently applied on the substrate.

ALL THE ADVANTAGES OF DIGITAL TECHNOLOGY

An important role is played by the use of the right film, which may vary from substrate to substrate. The film consists of a special base film which is first coated with

a protective lacquer. The desired illustration is digitally printed on this protective coating and sealed with a special adhesive. All three layers (lacquer, paint, glue) are applied to the plastic object to be printed during the transfer process. What remains at the end of the printing process is only the neutral base film. The entire article can be decorated in any colour. This method is suitable for small series starting at a quantity of 1,000 images and it offers all the benefits of digital technology such as the application of variable metadata (serial numbers, bar codes, etc.). So far, use is limited to the most common plastics. In the future, however, it should also be possible to print wooden objects. <

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RAFAEL KLADZINSKI

THE INVENTOR OF CHOCOLATES

Chocolate has always played a special part in Rafael Kladzinski's life, but the business administrator didn't make the chocolate business his career until 2009. Now he has fully succumbed to the sweet temptation and, with Chocolissimo, has established a successful brand for exclusive praline and chocolate creations for the promotional products market. The busy entrepreneur sweeps us away into the voluptuous world of chocolate.

Impressive, spacious premises with clear lines and subtle colours – the company headquarters of MM Brown is a testament to stylistic assurance and awakens associations with concepts such as directness, efficiency, competence. The intelligently devised sales documents with image and information section, as well as seasonal catalogues, also reveal the same stringency. They captivate the viewer with modern, bold design and, contents-wise, leave

no questions unanswered. “Simply professional” – that is not only our first impression of the Frankfurt-based company which, with the Chocolissimo brand, has been delivering a constantly growing range of gift ideas for chocolate lovers since 2004.

CHOCOLATE IS A FAMILY AFFAIR

Rafael Kladzinski comes from a “heavily chocolate-inclined family”, as he puts it, a Polish-German family that came to Germany via Belgium in the 1970s. Family ties

there led to contacts with Belgian and French chocolatiers, who belong to the Chocolissimo network of makers to this day. Though Kladzinski's relationship with chocolate was looser at times, it was always there in the background. At first, however, he wanted nothing to do with the family business and studied business administration in Frankfurt/Oder. It was not until after about ten years in the international banking division of a Frankfurt bank that he finally

opted for the chocolate business after all, which he runs today with plenty of enthusiasm, creativity and economic skill. Even during his time as a banker he was unable to let go of chocolate entirely: “Earlier on I’d return home from the bank and carry on with Chocolissimo. When the business began advancing in giant leaps, it simply got too much. And I wanted to concentrate on what was more fun for me,” says Kladzinski today – and he has never regretted this decision.

CLEAR POSITIONING

As early as in 2003 his wife Magdalena Kladzinski, with whom he conducts business today, began building up the company with the aim of stimulating business for the family enterprise. The concept: Positioning as a supplier of high-quality chocolate creations in the promotional segment under the brand Chocolissimo, established 2004. The circumstances for the plan were ideal; after all, a trend had developed – and endures to this day – for refined culinary enjoyment, combined with an awareness of special quality in foods and semi-luxuries. Exquisite chocolate products fitted into this emotional environment outstandingly well. Chocolate is popular with everybody, awakens positive feelings and childhood memories; gift-giving, thanking, rewarding and enjoyment are associated with it. This makes arrangements of fine chocolate and pralines, particularly from a top establishment, the ideal presents for corporate customers who wish to use only the best in their communications. To think up the right products for this target group and to give them a contemporary setting is the task MM Brown has set itself with its brand Chocolissimo.

PRALINES AND MORE

“Chocolate can be reinvented again and again,” says Rafael Kladzinski. “Therefore it will never be out of fashion, will never be boring and that is why we all love it,” explains the expert. 62 different varieties of pralines alone can be found in the current catalogue. If one is looking for a particular flavour, or wants to reorder and can’t remember the name – the “praline menu”

provides the overview of all deliverable delicacies. Besides the pralines, these also include imaginatively-decorated chocolate bars – each one a small artwork in itself, to be found in the catalogue under the name ChocoExtreme. Chocolate fruits, drinking pralines, drinking chocolate on a stick and various nuts in chocolate complete the range. There’s simply no room here to describe what else is on offer in the seasonal catalogues. One crucial point for success: Quality is the top priority. All pralines and chocolates are made from the best ingredients according to traditional recipes by world-famous master chocolatiers. They contain no preservatives, therefore the pralines have a shelf life of only eight weeks, the chocolates only six months. The result of this is that they are freshly made to order, confectioned and packaged straight away and then, with the aid of a fully developed courier system, carefully and swiftly shipped from the central order picking centre near Berlin. The small masterpieces are therefore something special in every respect. A total of 24 employees play a role in their manufacture. Refined flavours, original chocolate shapes such as, for example, the stilettos or the Christmas figures for mailing, likewise the creative packaging types, have now become Chocolissimo trademarks.

INTERNATIONAL NETWORK OF PRODUCERS

This incomparable diversity is the outcome of a process that was instigated by the Kladzinskis in 2003: in order to expand the product range, packaging types and customisation options, work was begun on converging famous chocolatiers into a supplier network. For the assumption was that, at this quality standard, a single chocolatier is able to produce a maximum of ten varieties of handmade pralines and realise only a limited number of packaging ideas – which is not really enough for dealing with the promotional products business. Therefore, a search was launched for producers who wanted to expand their operations with the help of the alliance – successfully, for in the meantime a total of



nine chocolatiers from Belgium, France, Germany, Switzerland are on board, and each one brings along its specialities and particular skills. Every year, all partners meet on the fringe of the International Sweets and Biscuits Fair and present their novelties. Some producers even make specialities exclusively for Chocolissimo. In close collaboration with two product managers and five designers, new collections and variations are created each year, with attractive seasonal products in addition for Christmas and Easter. With access to this wide range of products from its partners, Chocolissimo is in possession of the best requirements for meeting all its customers’ wishes. One benefit of the internationally oriented network is that customers who prefer Swiss chocolate, for instance, can also order sets exclusively filled with it, offered under the name of Swiss & Sweet. The network also ensures the necessary capacities, even for big orders. “As production is done by the order because of shelf life, things can get quite tight, but we can balance it out. This is another advantage for customers.”

PRESENTS INDIVIDUALLY SET IN SCENE

Precisely when the contents are so sensitive and luxurious, the packaging must be worthy of the contents. It is a valuable part



RAFAEL KLAZINSKI IN PERSON

What was your first thought this morning?

Should I ride the longboard to the office?

When is your day a good one?

When everything goes according to plan.

What gets you in a good mood?

Enough wind for kitesurfing.

And what drives you crazy?

Cheap, cheap, cheap and cheap again.

What are you most likely to forgive yourself about?

Eating another chocolate again.

When do you lose track of time?

Snowboarding in deep snow.

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

Across Australia in a campervan.

What do you like spending your money on?

On travelling and good food.

Do you let yourself get seduced by advertisements?

Yes. Especially if they have been produced in an unusual and sophisticated way with appropriate slogans. They have to surprise me with something new.

When is a promotional product a good promotional product?

If at first glance the thought comes: "I could really use that right now." This can be an object or something enjoyable such as wine or chocolate.

What is the best promotional product you have ever received?

A small waterproof storage bag which often accompanies me on vacation and reliably protects my valuables against water.

What do you find irritating in relation to promotional products?

More hype than substance. In other words: Nice packaging with a low quality content.

of the present and conveys the message to the recipient. "We understand customisation not only to be the printed wrap-around label around a commonplace box. That is not our standard. We place value on exclusive, communicative packaging types in a special design," clarifies Rafael Kladzinski, naming one example straight away: "Our wooden treasure chests made out of mahogany, which are available in several models, are procured from a producer from the Netherlands that makes crates for high-priced wines." The fine pralines are also shown to advantage in the shimmering wooden boxes. Five in-house designers at MM Brown look after packaging design and consider new present ideas. Whether playful, classic, down-to-earth or modern, with drawer or lid or in the form of a tin – no two packaging types are alike and all of them have that certain "something". "Chique", the elegant packaging in a handbag look with a satin ribbon handle, thrills all female recipients and is our personal favourite. Kladzinski places particular value on the packaging's food safety and therefore keeps a strict eye on the origins of the raw material. Even high-quality packaging can be manufactured in small quantities: target group-specific address is therefore no problem with Chocollissimo, which always knows how to stage the sweet present effectively. Only the right ensemble of contents and packaging makes up the enormous promotional effect. "We have deliberately built up Chocollissimo as a brand for high-quality chocolate products. The customer always gets something special, a natural product produced ad-hoc, and that differs in many respects from the industrial product in standard packaging. Our customers know that this exclusivity is worth its price," explains Kladzinski. The special features also include the refill offer, or the Private Collection with freely selectable contents. In the case of chocolate, custom shapes and ingredients are possible from just 500 pieces. It's hard to find more individuality!

THE DIFFERENCE CAN BE TASTED

It is obvious that sales of fresh products such as pralines cannot be made using the conventional field sales team. Therefore, the four-member sales team works extensively with catalogues and samples, meaning that customers can take their time trying out and getting their impressions. "Anyone who's tried our pralines can taste the difference and also knows that these are no giveaways," summarises Kladzinski, who can discern a clear trend towards more quality awareness and value in promotional product use. Yet he is so flexible that, during the 2008/2009 crisis, he developed a better-value range in order to be able to offer something for smaller budgets, too. This is a decision that turned out to be right. Precisely for decisions where the concern is marketing and concepts, the knowledge of communications scientist Magdalena Kladzinski is particularly in demand. Together, the two develop strategies in order to move the company forward. They find relaxation in the company of their large international circle of friends and during sport: snowboarding, kite surfing, hiking and cycling are equally enjoyed by both of them and keep them fit. <

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INNOVATIVE PROMOTIONAL PRODUCTS



OSKAR IN THE BOX

The new Oskar in the Box series of knives from Herrmann Flörke GmbH combines top Solingen quality with ergonomic design. Precise hollow grinding guarantees that the extremely sharp, stainless steel blades on these knives will keep their edge. Thanks to their practical plastic package, the small household knives are ideal for home and away. The handles as well as the plastic folding box can be digitally printed in up to four colours.

44294 • Herrmann Flörke GmbH • Tel. +49 6104 73373

info@floerke.de • www.floerke.de

SCREWDRIVERS IN ROYAL BLUE

The official FC Schalke 04 Edition from Wera – devoted to the German Bundesliga Footballclub – not only cuts a good figure in a tool box, but also looks great on any shelf with fan memorabilia. The tool specialists from Wera answer the question, “What is the best way for the round end to fit in the angular shape?” with five screwdrivers in a royal blue Schalke Football Club design. Wera is now selling these screwdrivers as officially licensed products. Taking into account all the product advantages that a typical Wera professional tool has, the Schalke slogan “Royal blue – for a lifetime” now also applies to this powerful and advertising- effective fan merchandise. The screwdrivers are delivered to the recipient in an attractive gift box.

48078 • Wera Werk Hermann Werner GmbH & Co KG • Tel +49 202 4045144

matuschek@wera.de • www.wera.de



DATA STORAGE IN THE CLOUD

With the global innovation Cloudbox to go SSP Europe presents an intriguing data storage device between USB stick and Web key. In customised plastic card form, the temporary online storage device is suitable as a giveaway for promotions, trade shows, mailings and events with immediate activation via smartphone, tablet or PC/Mac. At the same time the customer's promotional content is deposited centrally in the Web storage and can also be updated if required. This content cannot be changed by the recipient of the Cloudbox to go and is thus constantly to hand. The added-value effect for the recipient exists in the option to use a two or five-gigabyte online data storage device as well as a team function. For example: in order to swap images and photos of the most recent vacation with friends or family, or to work jointly on documents or files.

48977 • SSP Europe GmbH • Tel +49 89 189378540

t.haberl@ssp-europe.eu • www.ssp-europe.eu



A SUPERLATIVE FOR TECHNOLOGY FANS

With its XXL model of a bucket wheel excavator, fischertechnik caters to a wider audience than just the young fans who like to assemble things; it is comprised of 1,500 pieces and totals 1.4 metres in length and 80 centimetres in height when assembled. Alternatively, the company's construction kit called Advanced Power Machines also offers the opportunity to build a caterpillar crane with a height of 1.7 metres from the included parts. This self-assembly kit also includes an XS motor. The name fischer not only stands for creative toys and handicraft ideas; it is also the market leader of fastening systems, kinematic components for car interiors (fischer Automotive Systems), and process consulting (fischer Consulting). The construction assembly kits and the creative materials are recommended by academics and teachers alike, and they have received several awards in the past few years, including The Golden Rocking Horse and Top 10 Toys.

48315 • fischertechnik GmbH • Tel +49 7443 124395

info@fischertechnik.de • www.fischertechnik.de

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ORIENTAL MOOD

The new wind lights from Rastal's Stack, Oriental Spin and Starry Night series brings light to any table and really sets the mood. A tea light has its resting place in the foot of the wind light, which is thirteen centimetres high, and it illuminates mesmerizing patterns of oriental circles and falling stars. Writing and advertising messages, which are visible and yet discreet, can be placed on the Stack glasses using Rastal's UV printing technology. The tasteful decor accentuates any personalised advertising message. The Stack, Oriental and Starry Night series will be delivered to customers in an individual box.

41829 • Rastal GmbH & Co. KG • Tel +49 2624 160

werbeartikel-service@rastal.com • www.rastal.com

FRAGRANCE AND FRESHNESS

A specialist in special productions, Global Innovations has been distributing high-quality ballpoint pens with off-beat features for many years. One particularly striking example is the sleek metal ballpoint pen with brand-name ink and decorations made out of precious rhinestones. This, however, is not all: On the back end of the ballpoint pen, beneath the removable cap, a small atomiser is concealed. With the aid of the pipette (included with delivery), liquids such as perfume, spectacle cleaner or mouthwash can be poured into the glass container. An exquisite velvet pouch completes the high quality of this product, which can be ordered in a custom Pantone colour from just 3,000 pieces. It is also possible to incorporate materials supplied by the customer into the ballpoint pen.

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

info@globalinnovations.de • www.globalinnovations.de



SUSTAINABLE ELEGANCE

Bathrobes and all other the special models can be made in a new Bio Eleganza quality at Herka Frottier for textile promotion, hotels and laundry services. This textile from Austria, which has certified top organic quality, stands for fair production, sustainability in commerce, careful use of resources and certified suppliers and finishers. This is guaranteed by the Gots Certificate (Global Organic Textile Standard) and IVN Best Certificate (International Natural Textile Industry Association) which are issued to validate the production process as well as the manufacture of raw materials. What is more, Bio Eleganza meets the Öko Tex Standard 100 and Emas guidelines.

46235 • Herka GmbH • Tel +43 2864 2317

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

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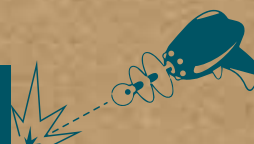
KE-0109



Gepflegte Nägel sind ein persönliches Statement

Unsere Prachtstücke der TYPE Serien begleiten Ihre Besitzer oft über ganze Lebensabschnitte und sind damit auch ein perfekter Werbeträger und zugleich persönliches Geschenk. Jeder unserer Clipper vereint nützliche Ergonomie mit eleganter Form und sorgt für präzises Kürzen von Hand - und Fußnagel. Die super scharfe Klinge, sorgt für einen super scharfen Cut!

Die kai Type Clipper sind in unterschiedlichen Farben und Materialkombinationen erhältlich und lassen sich alle mittels Lasergravur individuell mit Ihrem Firmenlogo versehen.



Kai, eine Marke Japans. Das 1908 in Seki, Japan gegründete Unternehmen entwickelt und vertreibt in nunmehr 100-jähriger Tradition Schneidwaren und verwandte Produkte mit exzellenter Schärfe und Funktionalität. In Europa seit Jahren bekannt als führender Hersteller von Kochmessern und Friseurscheren. Die Entwicklung von Klingenprodukten besonderer Qualität und Herkunft gehört zu Kai's Kernkompetenzen. Der gemeinsame Nenner basiert auf der jahrhundertealten Kultur japanischer Samuraischwert Schmiedekunst.



KAI EUROPE GMBH, KOTTENDORFER STR. 5, 42697 SOLINGEN, GERMANY +49 (0)212 23238-0, FAX -99 WWW.KAI-EUROPE.COM



LIKE: NEW FRUIT GUM IDEAS

Starting now, Jung has lots of new ways for advertising to capitalize on the great appeal of brand-name fruit gums. Public transportation services, bus companies or the tourism business can now use the 4.5 x 10.5 centimetre No. 1 Fruit Gum Bus as a giveaway. The individually packed sour apple rings are like a breath of fresh air to invigorate communication, and the little brother of the successful tetrahedron with the fitting name of Preis-Wert-Tetraeder (roughly, "low-price, high-value tetrahedron") provides a budget-oriented way to advertise. Last but not least, the word is "Like!" when it comes to the new "Daumen" ("Thumb") filling for fruit gum packages. All packages come in white or transparent film with digital printing even on small orders. Larger quantities can also be made with flexo printing.

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

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

ROUND, UNOBTUSIVE AND PRACTICAL

With the Pen-Clip, Geiger is presenting a totally new pen holder, which can be used with nearly any writing instrument. The new design is a proprietary development and is protected as a utility patent. It not only enables an automated production, it also enables advertising imprints to be placed on it using 4c printing or embossing. The Pen-Clip comes in 10 different colours. It is an advertising medium with an unobtrusive design and serves as a colourful and handy design element for almost any pen and any design. Because it is manufactured from a flexible plastic, the Pen-Clip can be adjusted to the size of a pen, making it ideal to use with nearly any writing instrument.

41615 • Geiger Aktiengesellschaft • Tel +49 6134 1880

info@geiger-ag.de • www.geiger-ag.de



ON THE GO WITH A SPORTY AND SOFT OUTFIT

Fleece is a real all-round talent. A fleece jacket is always a great thing to have with you regardless of the season, or what sport you are playing: James & Nicholson by Daiber has a large selection of fleece products for sale for any athlete. This includes 34 fleece products, including cool hoodies, sports jackets and practical vests. The stretch fleece jacket for him and her, or the ladies' and men's structured fleece jacket are absolute "must haves" for real sports fans. The new ladies' and men's hooded fleece jacket is trendy and at the same time practical. This stylish hooded jacket guarantees that you will get noticed while playing sports: It comes in five trendy colours with an understated all-over print and has flat lock seams, zippers, and a thumb loop in a contrasting colour. It is optimal for all fashion enthusiasts and sportsmen.

42819 • Gustav Daiber GmbH • Tel +49 7432 70160

info@daiber.de • www.daiber.de





PASTRIES IN SMALL PORTIONS

AYoh GmbH from Berlin is now offering various pastries, cookies and gingerbread in individual-portion packaging. This includes one or two pieces of pastry. The dessert packages are each offered with 30 grams of pastry content. The pastries are traditionally made in Germany. From 300 kilogram gross mass, one's own recipe is even possible! The minimum order quantity for portion packaging is 5,000 units including digital printing, and 80,000 units including flexographic printing. The dessert packaging includes digital printing from as little as 3,500 units and flexographic printing from 80,000 units.

46794 • aYoh GmbH • Tel +49 30 27581630
nihao@ayoh.de • www.ayoh.de



ALL ORGANIC SWEET BEARS

Fruit gums made out of certified organic ingredients from Kalfany Süße Werbung are now available in compostable advertising bags. It's the one-of-a-kind advertising highlight for everyone who wants to prove the ecological correctness of their promotional gifts over the long run. The fruit gums with the traditional gummi bear design are made in the company's in-house, IFS certified production facility; they have ten per cent fruit content and are made with natural aromas. They will appeal to any age group with their fun assortment of different colours and message of sustainability. Other fruit gum shapes, colours and flavours are available upon request. The residue-free, bio-degradable advertising bags have a size of 85 x 60 millimetres, and are available in a transparent or white design.

42706 • Kalfany Süße Werbung GmbH • Tel +49 7643 8010
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Werbung am BAU

MAX FRIEBOLIN

PSI LUNCH & LEARN EXCITING PRESENTATIONS AT LUNCH & LEARN AT THE PSI 2014

As part of the Lunch & Learn programme, the lecture programme will offer interesting facts about industry-related topics on each day of the fair. Owing to the great interest at the last PSI Trade Show, the lecture series at the upcoming 52nd PSI 2014 will be expanded. In Hall 12 at Stand 12D56, experts will provide compact knowledge. Exciting presentations on various topics will provide participants with valuable information for their daily work in dealing with promotional products. On all three days, Lunch & Learn will offer useful know-how, snacks and drinks included. The price per person per lecture (including VAT and snacks) is 10 euros. <

Find out more and register now at www.psi-messe.com/lunchandlearn where you will find the registration form in PDF format: Simply fill it out and fax it to PSI.

PRODUCT FINDER 2.0 LIVE AND DIRECT

The new PSI Live Data Logo in the Product Finder 2.0 now shows which manufacturers regularly have their details updated via the PSI Connector. This allows users of the Product Finder to find up-to-date information at a glance every time. Thanks to the live connectivity function in the product database, distributors have the possibility to immediately check whether the desired products of the supplier partner are available in stock. The Product Finder 2.0 offers a range of different technical



AMONG OTHER THINGS, THE FOLLOWING TOPICS WILL BE COVERED (FURTHER TOPICS AND LECTURES WILL FOLLOW):

Wednesday, 8 Jan 2014

12:00 noon – 1:00 p.m.

Topic: "Protected diversity"

Speaker: Dr Johannes Freudenreich,
Werner Hochmuth

Deutsches Patent- und Markenamt (DPMA)

Language: German

Thursday, 9 Jan 2014

12:00 noon – 1:00 p.m.

Topic: "Improving working conditions in your clothing supply chain"

Speaker: Fairwear Foundation

Language: English

Friday, 10 Jan 2014

10:30 a.m. – 11:30 a.m.

Topic: "Correct labelling is crucial to product safety"

Speaker: Lutz Gathmann, PSI Design Forum

Language: German



sophistications. In addition to modules for the development of outstanding product presentations, the Product Finder offers different layouts for design purposes. What's more, users can also use their own logos. Reports and dashboards in the Product Finder give information about key facts and figures and thus offer excellent possibilities for success monitoring.

www.psiproductfinder.de <

PSI PRODUCT FINDER 2.0 LOTS OF FUN AND GREAT PRIZES

The online certificate game in Product Finder 2.0 in which you can win great prizes every month is as popular as ever. If you want to be in a relaxed mood while searching for products in Product Finder 2.0, just click on the Product Finder online game, assign the certificates to the appropriate groups, and then try to crack the high score. The latest winner of a Cinemaxx voucher box is Franz Dennhardt from Präsent- & Werbe-Service in Speyer, Germany who showed he was pleasantly surprised: "Thank you for the box. I have no idea how that happened." Try your luck and get involved, too! Fun is guaranteed! All monthly winners will also be automatically entered into the annual raffle at the PSI 2014 where there are more attractive rewards for the winner. Join in and secure your high score at:

www.psiproductfinder.de <



The winner Franz Dennhardt from Präsent- & Werbe-Service in Speyer sent us this photograph.

PSI 2014

PSI FIRST ALMOST FULLY BOOKED

PSI FIRST presented itself to exhibitors of the upcoming PSI Trade Show for the second time last August. PSI FIRST is the name of the brand which brings those together who will be presenting a product at the PSI 2014 that has never been shown before – a true product premiere. And PSI FIRST is already a success story: at first a small, select group of 20 participants at most was planned in the FIRST club. But soon it was expanded to 30, then the limit was raised to 40 participants, and now it will be 50 products that will be presented by participants at the Trade Show for the first time. “But that’s definitely the maximum,” said PSI head, Michael Freter, at his welcome speech. Because “After all PSI FIRST is intended

to remain an exclusive group. A group that’s subject to strict agreements and that places importance on design and value in its products.” And this is why Silke Frank, responsible at PSI for the trade show, couldn’t hold back a smile when she announced on Wednesday evening, “And we already have a waiting list.” It’s therefore already confirmed that the PSI 2014 will feature 50 products that can only be seen at the PSI in Düsseldorf. “Those who miss the event will miss a great opportunity,” according to Freter.



PSI SUPPLIER FINDER 2/2013

LAST CHANCE TO UPDATE DETAILS

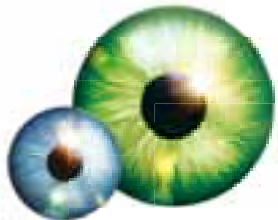
PSI manufacturing companies can update their business details in the Supplier Finder until 4 October 2013 at the latest in order to be found quickly and simply by suppliers. The new edition of the PSI Supplier Finder offers members comprehensive presentation possibilities. By publishing their certificates at the certificate directory, manufacturers can demonstrate to suppliers that they are committed to the highest standards of professionalism and customer service. The QR Codes allow immediate access via direct link to the dynamic supplier offer in the Product Finder 2.0. Log in at www.psi-network.de/supplierfinder with your PSI login data and update your details. Tobias Fliss is pleased to provide further advice and answer any questions: tel.: +49 211 90191-321, e-mail: tobias.fliss@reedexpo.de



Neueste Trends und Möglichkeiten von Druck und Textilveredelung

viscom düsseldorf, 7. - 9. November 2013

Die neuesten Trends und Entwicklungen bei den Individualisierungsmöglichkeiten – ob Druck oder Textilveredelung – sind zentrales Thema auf der viscom 2013. Von Agfa Graphics, Canon, Complot Papier Union, Epson und Fujifilm Sericol, Hewlett-Packard, Mimaki und Multi-Plot Europe bis hin zu Mutoh, OKI Systems, Roland DG Benelux, Seiko Instruments, Sihl Direct, Spandex/Brunner oder Technoplot: Die Branchengrößen des Digitaldrucks zeigen vom 7. bis 9. November auf der viscom in Düsseldorf ihre Neuheiten. Zudem darf sich die Textilbranche auf zahlreiche Premieren und Innovationen im Bereich Textilveredelung und -druck freuen. So werden zum Beispiel die neuen Textilprinter d.gen Teleios Black, Teleios Grande Plus und Mimaki TPC-100 oder die nahezu vollautomatische Nähanlage Chronos Ultimate der Branche präsentiert.



Moderne Methoden der Textilveredelung gehören seit ihren Anfängen zu den zentralen Themenbereichen der viscom. Ausgestellt wird dabei die volle Bandbreite der Druck- und Veredelungstechnik. Dazu gehören der Sieb- und Digitaldruck, Prägungen und Beflockungen oder auch Bestickungen.

In der Digitaldruckbranche stehen neben der Präsentation von Trends wie Digital-Interior-Design und Produktinnovationen wie der Canon Arizona 660 GT oder der HP Latex 3000 von Hewlett-Packard neue Geschäftsfelder und Herausforderungen im Fokus. Umweltfreundliche Produktion, individuelle Lösungen, neue Anwendungsbereiche und Farben, Kundenservice und Beratungskompetenz sind Themen, die aktuell die Branche bewegen und die entsprechend auf der viscom behandelt werden.

Von der klassischen Werbetechnik über den Digitaldruck bis hin zu digitalen Werbeträgern und PoS-Medien – die viscom zeigt mit ihren sechs Themenwelten die Neuheiten der visuellen Kommunikation. Neben den Bereichen „Druck, Verfahren und Material“, „Werbetechnik“, „Schilder- und Lichtreklame“, „Out of Home Media“ sowie „Arbeitsmittel, Arbeitsplatzausstattung & Dienstleistungen“ gibt es die „Digital Signage World“ und die „Display PoS Expo“, die als „Messen in der Messe“ das Angebot abrunden. 2013 findet die viscom vom 7. bis 9. November in Düsseldorf statt. Erwartet werden rund 350 Aussteller und 12.000 Fachbesucher.

Tickets gibt es unter www.viscom-messe.com/ticket

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ZOGI



Wer Ausschau hält in Richtung Zukunft, der ist hier genau richtig.

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COOKING AND ENJOYING

In many cultures, eating and drinking is much more than merely satisfying needs. Good food is considered the epitome of the enjoyment of life. And even Goethe was aware that “No pleasure is temporary, for the impression it leaves behind is permanent.” In the coming issue of the PSI Journal, we will be presenting promotional products to you which leave a lasting impression, while “keeping body and soul together”, as the Germans say. In addition, we will be presenting products which make life a bit brighter. You can look forward to promotional products from the areas of light and fire. **Please starting giving some thought to the theme of the December issue, “bags and traveling companions”, as well as “tools and technology”, and send your product presentations (image and text) by 18 October 2013 at the latest to: Edit Line GmbH, Redaktion PSI Journal, Dekan-Laist-Straße 17, 55129 Mainz, Germany, e-mail: hoechemer@edit-line.de.** <



HEPLA: FROM THE GARAGE TO THE WORLD

The 17th of July this year marked the 40th anniversary of the founding date of Hepla-Kunststofftechnik GmbH & Co. KG. The company from Homberg (Efze), Germany has made a name for itself throughout Europe with a diverse and creative mix of promotionally effective giveaways over the course of time. The high level of recognition of Hepla in the European promotional products industry is the result of the interaction of competence, reliability, strict distributor loyalty, strong-selling product ranges and years of market presence. We will be presenting this remarkable company in our next issue. <



BWG TREND: ¡VIVA LA TRENDITA!

In mid-September, over 100 suppliers of the promotional products trade presented numerous innovations at Euromoda in Neuss. The bwg Trend, as the central business platform for contacts and the industry showcase for new impressions and ideas, was once again at its very best. The evening event in Roncalli's Apollo Variety Theatre featured southern temperament with vigorous acrobatics, dances and Spanish flamenco rhythms. Not least for this reason was the bwg Trend this year under the motto: ¡Viva la TRENDita! <

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