

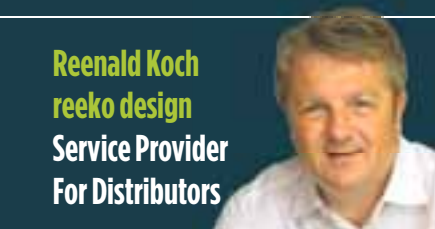
➤ **PSI**

**POWER FOR PROFESSIONALS**  
International Magazine  
For Promotional Products  
**AUGUST/SEPTEMBER 2013**  
Volume 52

# JOURNAL



**Stephan Speckbruck,  
Christoph Ruhrmann**  
Plan Concept Dr. Lichtenberg  
The Perfect Team



**Reenald Koch**  
reeko design  
Service Provider  
For Distributors

**PSI 2014**  
A Feast For The Senses

**Product Guide**  
Christmas  
Generation 2.0

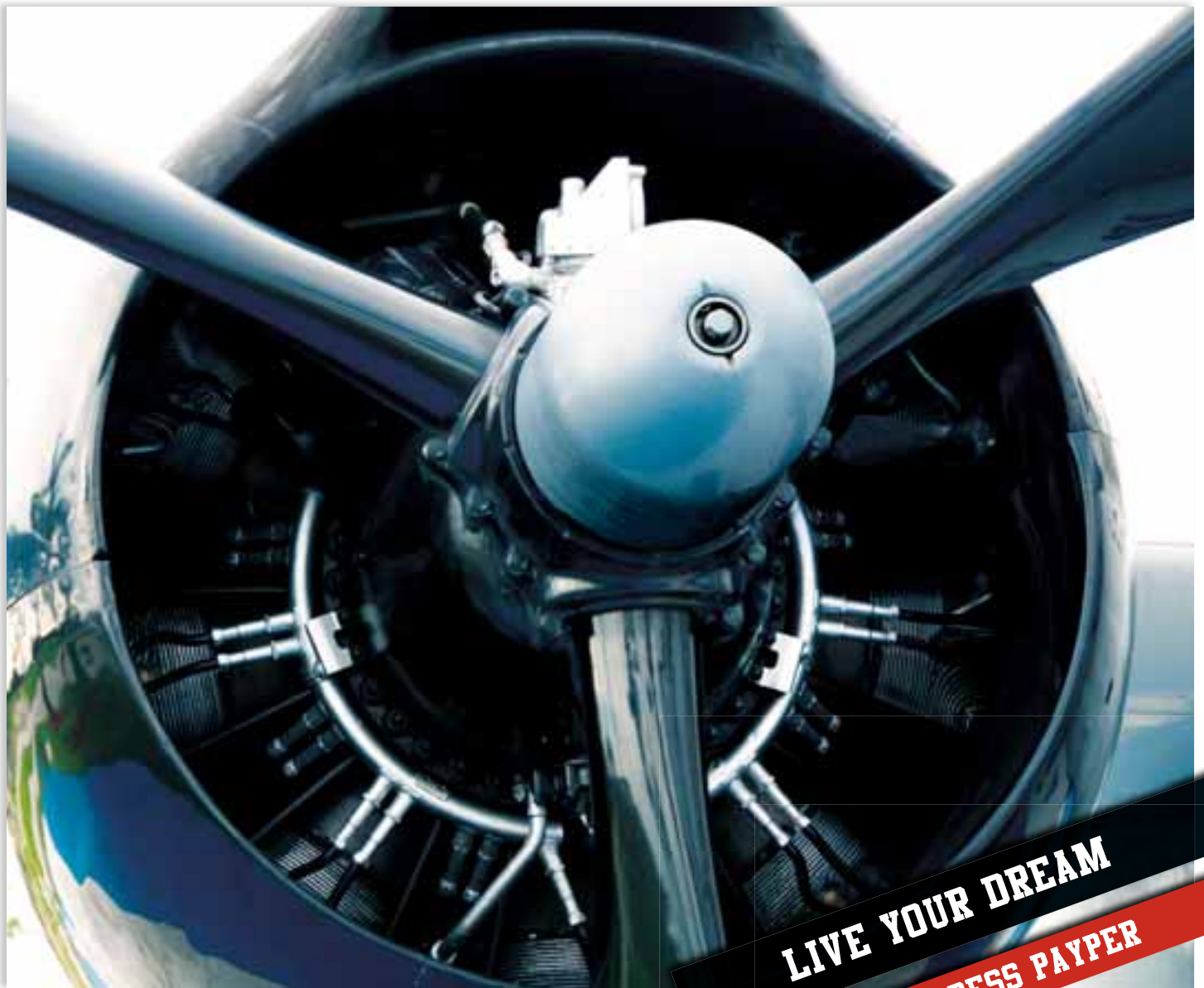
**Lediberg GmbH**  
Multitalented Lanybook

**15 Years Of CD-Lux**  
Continuing Expansion

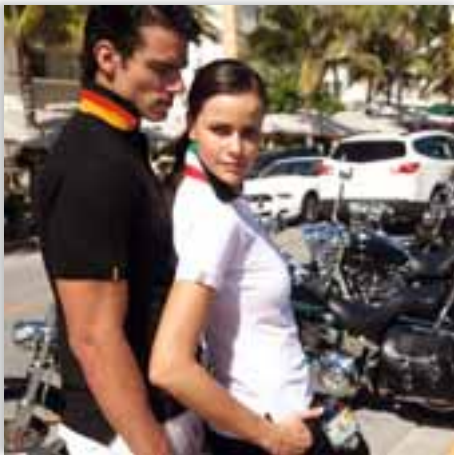


**NEW EUROPEAN TOY DIRECTIVE**

# CHILD SAFETY FIRST



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## EDITORIAL

### BETTER THAN EVER ...

**P**ublishers often write on their own behalf, but it is rather unusual for us. All too quickly suspicions can be raised of a subjective view or, worse yet, of crude self-indulgence. I would like to spare myself both of these. Nonetheless, after careful consideration I stand by the assertion that the coming PSI Trade Show is going to be one of the best in recent history, in fact, the best for sure. Now let it be understood that I am not speaking of the market, nor of the ambient conditions, nor of possible visitor figures, nor of the echo in the press. I am speaking exclusively of what was created to let this exhibition shine in new splendour. Once blessed with constant growth, it ran into a bit of trouble last year, at least as far as visitor figures are concerned. And here the accent is on "a bit". Other major trade fairs suffered much greater problems. The economic crisis, especially in the South of Europe, could hardly have left our industry unscathed. But there is no point in joining in all the lamentations, for they have in the past rarely helped or got markets going again. Instead, action is called for, entrepreneurial spirit is in demand, in brief: courage must be found. The PSI has shown such courage, as I know from inside experience.



Manfred Schlösser

A young, dynamic agency created the new campaign for the 2014 PSI. The exhibition team has conceived new elements for the PSI which are as exciting as they are revolutionary. PSI First, for instance. Under this label, fifty companies have agreed to keep at least one product secret before the PSI – really not showing it anywhere else at all. This will strengthen the function of the PSI as a premiere exhibition and give visitors advantages over competitors who would rather stay at home around the fire. Then there will be a Gusto pavilion, a little bit of paradise for enjoying new ideas for tasteful advertising. In the foyer, the team is turning everything topsy-turvy. Communication is the order of the day and a big after-work party will be held in the evening for all exhibitors and visitors. There will again be the special inventors' area, the Tech Forum will be substantially recharged and enhanced, there will be refreshments at the PSI Café and a new catwalk to serve as a stage for presenting surprise products each day. And exhibitors can invite visitors in 2014 free of charge in close partnership with the PSI.

So now can you imagine that I am talking about the best PSI in a long time when I think about 2014? Just wait. If I am wrong, you can trip me up in the aisles – I've been tripping over trolleys for long enough.

Keeping this in mind (even if it is somewhat tongue-in-cheek)

Manfred Schlösser  
Editor-in-Chief PSI Journal

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## CHRISTMAS WONDERLAND

30

Once again, Christmas is coming sooner than we think. And since the industry is gradually getting ready for this festive season, it is also high time that we present some imaginative suggestions for festive gifts in our "Christmas Wonderland" on the following pages.



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## NEW EUROPEAN TOY DIRECTIVE: CHILD SAFETY FIRST 8



The requirements for toys in terms of technical-design and chemical safety are particularly high, and rightly so. When it comes to toy safety, Germany has taken a special legal route and won a first-stage victory in its legal dispute with the European Commission. Germany is permitted to continue using its limits on chemicals in toys, which are stricter than those of the EU directive, even after 21 July 2013. What is allowed, what is banned?

## PSI 2014: A FEAST FOR THE SENSES 14



Nowhere else in Europe are there so many promotional product innovations and variations on display as at the PSI. This colourful variety of products can not only be seen at the PSI 2014, but above all experienced. For instance, in the Gusto, the exclusive tasting pavilion in Hall 9. There you will be able to try lots of things that will give wings to your senses under the heading of "tasting, smelling, enjoying". Take advantage of your opportunity – behind the tasting counter or in front of it!

## IN-CRYSTAL: THE LEAP INTO THE UNKNOWN 116



In-Crystal has been specialising in internal glass engraving since 2010; the young German company has made itself a name primarily with the patented USB Crystal Drive. The fascinating thing is that the original plan to open a parachute drop zone on the Greek island Rhodes was decisive for the success of today's company. This demonstrate that the path to success can be a winding one.

## C. RUHRMANN AND S. SPECKBRUCK: A PERFECT TEAM 122



With Plan Concept Dr. Lichtenberg Christoph Ruhrmann and Stephan Speckbruck have become one of Germany's biggest promotional product distributors. It's not only their professional and entrepreneurial skill that's got them precisely where they are today – a strong understanding of teamwork and, not least, a number of happy coincidences are added success factors. This year they celebrate their 20th company anniversary – a good reason for taking a look behind the scenes.



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**WELL TUCKED**

Everyone knows of at least one weather proverb, but it is debatable as to whether they are true or if they are simply superstition. Because farmers were always very dependent upon the weather, they recorded their observations in the form of weather proverbs which rhymed over the centuries. One of the most popular proverbs in Germany is the dormouse proverb. The 27th of June is dedicated to the seven martyrs who fled Emperor Decius to the caves near Ephesos (today Turkey) during the Persecution of the Christians in 251 AD. After fleeing they fell asleep for 195 years and woke up from their deep sleep on 27 June. Farmers linked their weather observations to this legend, and since then, the 27th of June has been considered the day when the weather for the following seven weeks can be predicted. In reality, the pathway of the jet stream establishes itself for the next few weeks at the end of June and beginning of July, which is really the decisive factor for the way the weather is going to develop.



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#### GRIPPED BY AN URGE TO TRAVEL

Germans think about going on holiday a total of 171 million times a week. Accordingly, every German citizen feels the urge to go on a last-minute trip more than two times a week. These were the findings of a study conducted by the travel portal lastminute.de. These findings show that Germans' desire to travel clearly lies under the European average. The Irish think about their holidays the most, namely almost five times a week. And the sun-blessed Italians dream of travelling more than four times a week. The main reason people travel is that they are curious about new places. The second reason is their desire for rest and relaxation, and only in third place does weather play a role in people's urge to travel.



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## NEW EUROPEAN TOY DIRECTIVE

# CHILD SAFETY FIRST

The requirements for toys in terms of technical-design and chemical safety are particularly high, and rightly so. When it comes to toy safety, Germany has taken a special legal route and won a first-stage victory in its legal dispute with the European Commission. Germany is permitted to continue using its limits on chemicals in toys, which are stricter than those of the EU directive, even after 21 July 2013. This was decided by the General Court of the European Union. Since toys are also used as promotional products, we have scrutinized the current EU Toy Directive. What is allowed, what is banned?

**W**hen it comes to children, product safety takes on a new dimension. Around 80 per cent of all toys in the EU are imported; the majority come from China. Millions of recalls due to non-compliance with the European norms in 2007 startled consumers and policy-makers and consequently led to the toy directive that had existed since 1988 being reviewed. Although this Directive 88/378/EEC had improved the safety of products and eradicated trade barriers between the EU states by standardizing the norms, it presented substantial deficiencies with regard to safety requirements. In 2009 it was superseded by the new European Toy Directive 2009/48/EC. The new Toy Directive is implemented in Germany through the Ordinance on the Safety of Toys (Second Ordinance to the Equipment and Safety Act – 2. GPSGV).



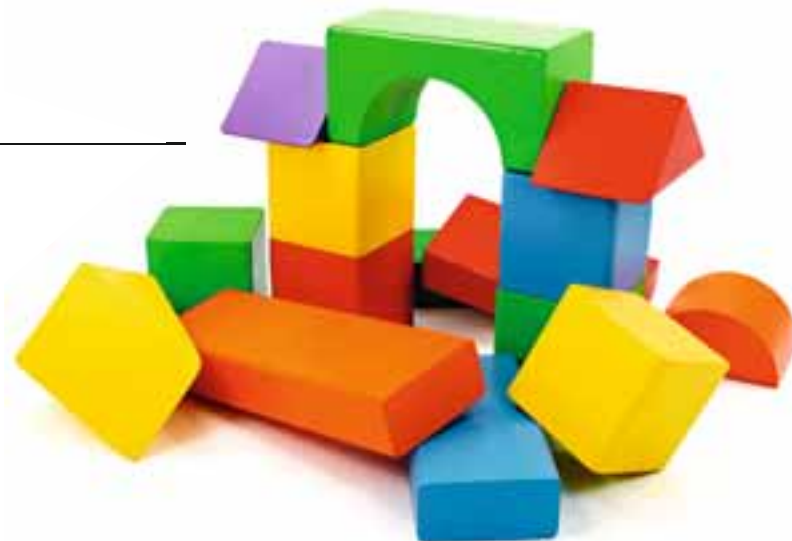
sioned the Federal Institute for Risk Assessment (BfR) to carry out various risk assessments for toys in order to reinforce the necessity for improvements in toy safety in Brussels.

#### NETHERLANDS ENCOURAGE TIGHTER CONTROLS

Alongside Germany, the Netherlands is also fighting for safer toys and mobilizing people against the import of dangerous toys. It is via Dutch ports, especially Rotterdam, that the majority of Chinese toys enter the EU. For this reason, the EU, at the instigation of the Netherlands, agreed on a plan of action with China about “Cooperation in the field of toy safety” in January 2013. This joint plan of action strengthens the Chinese export controls and aligns them with the Dutch import controls. In this way, fewer non-compliant and unsafe toys should find their way into the EU. The closer cooperation between the European market surveillance authorities and the Chinese export controllers should achieve seamless monitoring of the entire toy supply chain.

#### RISK MANAGEMENT IN PRACTICE

Manufacturers conduct an analysis of the chemical, physical, mechanical, electric, flammability, hygiene and radioactivity risks that could emanate from the toy. In addition, there is the assessment of possible exposure to these risks. Furthermore, manufacturers should undertake an assessment regarding the probability of the presence of banned substances or substances whose use is limited. The extent of any tests can be based on the risk assessment. Tests only have to be carried out for those substances of which it is to be reasonably expected that they are present in the toy (material/substance) in question. On the basis of the requirements, focus can be placed on individual materials that are presumed to contain dangerous substances. It is not necessary, in legal terms, to test a finished toy for all substances. To comply with the increasing chemical requirements of toys, manufacturers, wholesalers, importers and retailers need to assess their products as soon as possible in order to gain a precise



overview of the chemicals used in their supply chains. Efficient chemical management is vital in gaining the necessary transparency and knowledge regarding the chemicals used in the supply chain. In order to be on the safe side, it is advisable to involve a specialist in quality management. Bureau Veritas, for example, has developed four models to support companies in proving their compliance with the new

chemical requirements and optimizing the chemical management systems in their supply chains. As a general rule, the more transparent the existence of chemicals in the supply chain is, the less costly the quality management will be. <

Sources: German Federal Ministry of Food, Agriculture and Consumer Protection (BMELV), Bureau Veritas Consumer Products Services, Euractiv.de

## THE EU DIRECTIVE 2009/48/EC ON THE SAFETY OF TOYS

### MAIN REQUIREMENTS

#### Safety assessment

Before launching a toy on the market, manufacturers are required to carry out a safety test. The risks which can emanate from chemical, physical, mechanical, electrical, hygienic or radioactive properties are analysed. In addition there has to be an assessment of the potential risk resulting from this.

#### EC declaration of conformity

This document, which has to be constantly updated, shall verify fulfilment of the major safety requirements and also show which harmonised standards were taken as the basis

#### Internal production control

Manufacturers shall take all necessary measures to ensure that the produced goods meet the requirements. These include, amongst others, the monitoring of the production process.

#### Technical documentation

The technical documentation shall contain all relevant data and details concerning the measures carried out by the manufacturer to ensure that the toys meet the requirements (e.g. safety assessment, EC declaration of conformity, test reports).

### MAIN CHEMICAL REQUIREMENTS

All toys, which are launched on the EU market from July 2013, shall fulfil the new and revised chemical requirements contained in the EU Directive 2009/48/EC concerning the safety of toys. All toy manufacturers shall be aware of the materials and substances existing in their products. A list of the materials (BOM – bill of materials) and the substances (BOS – bill of substances) is necessary. In Germany, the national (lower) limit values shall apply for certain materials until further notice.

### REACH

- Toys should not include any SVHCs (substance of very high concern) and shall adhere to the REACH Regulation (EC) 1907/2006. The ECHA Candidate List (SVHC) is constantly updated by the European Chemicals Agency (ECHA).
- The use of a material (BOM) and a substance list (BOS) alleviates searching not only for substances for which registration is necessary but also for finding SVHCs in your product. If products should actually contain SVHCs, it is necessary to determine whether these materials have to be reduced, replaced or registered, or whether approval has to be applied for. It is possibly necessary to modify the product.

### CMR materials

- Toys and toy components may not contain any of the materials classified as CMR (carcinogenic, mutagenic or toxic for reproduction) (CLP Regulation (EC) No. 1272/2008 concerning the classification, identification and packaging of materials). Materials in the category 1A, 1B or 2 may not be used.

CATEGORY 1A (previously 1): Classification takes place on the basis of detection in human beings (epidemiological data)

CATEGORY 1B (previously 2): Classification takes place on the basis of detection in animals

CATEGORY 2 (previously 3): Classification takes place on the basis of detection in studies of the human being and/or animal which, however, are not sufficient for classification of the material in category 1A or 1B

### Nitrosamines and nitrosatable materials

Prohibited in toys, which are intended for use by children under 36 months, or in toys, which are intended to be put into the mouth.

This requirement is relevant for balloons but also applies to all materials such as, for example, finger paints or rubber. At present a new standard is being prepared.

Migration limit values: 0.05 mg/kg for nitrosamines, 1 mg/kg for nitrosatable substances

### Scents

- Toys may not contain 55 allergen scents (inasmuch as their presence is technically unavoidable for adherence to good manufacturing practice and the limit value does not exceed 100 mg/kg).
- 11 additional allergen scents have to be listed if their concentration in the toy amounts to more than 100 mg/kg. Identification shall take place on the toy, on a label fixed to the toy, on the packaging or on an accompanying document.
- Board games for the sense of taste, vanity boxes and games for the sense of taste: 26 scents are permissible but have to be identified. At present, a new standard (pr EN 71-13) is being prepared.

### Cosmetic agents

Cosmetic toys including, for example, dolls make-up, shall, in respect to their composition and identification, meet the requirements of the EU Cosmetics Directive 76/768/ECC. On 11 July 2013, the new Regulation (EC) no. 1223/2009 concerning cosmetic agents shall come into force.

### Heavy metals/compounds (prEN 71-3)

- New migration limit values for 19 elements permitted to a limited extent
- After the toxicity and cancer-causing properties of chrome (VI) were established, a differentiation has been made between chrome (III) and chrome (VI). Textiles and leather may contain chrome (VI) (see limit values)
- Organotin compounds have been included
- To take the different risks into consideration, 3 categories of material are differentiated:
  - › Dry, brittle, atomised or ductile toy material
  - › Liquid or adhesive toy material
  - › Abraded toy material

A detailed table of the new chemical limit values and other information are available at [www.bureauveritas.de](http://www.bureauveritas.de). Bureau Veritas is one of the leading companies worldwide in the area of conformity testing and certification services. Established in 1828, Bureau Veritas today employs a staff of over 60,000 in 1,330 offices and laboratories in more than 140 countries.



### NEW EUROPEAN TOY DIRECTIVE

In the new European Toy Directive that is under discussion here, the safety-related aspects have been regulated in a new way. Tightened product requirements are intended to guarantee a higher level of toy safety and protect children effectively from hazards and injury. This first part has been in force since 20 July 2011 and includes stricter demands regarding production, controls and warnings related to mechanical, electrical and fire safety. The safety requirements for toys and minimum requirements in market surveillance apply EU-wide in the light of the single market. This includes the requirement that manufacturers conduct a safety assessment before putting something into circulation. They have to analyze the risk that could emanate from the toy in physical, mechanical, chemical or electric terms and estimate the risk of hygiene deficiencies, flammability and even radioactivity. There is a general ban on using substances in toys that are carcinogenic, mutagenic or reprotoxic. Nonetheless, such substances may be used under specific conditions if the limit set in Community Law Acts is complied with. The use of 55 allergenic fragrances is banned for reasons of consumer health protection. Eleven additional fragrances must be labelled if they are present in a toy. In a conformity assessment process, manufacturers prove that the toy meets the directive's safety requirements. This can be achieved by using harmonized standards. If no harmonized standards are used, an EC type examination is carried out by a "notified body", meaning the toy and the technical documentation are tested by an independent third party.

### STRICTER REQUIREMENTS

By comparison with the old directive, the amendment contains stricter requirements concerning the production of toys and tighter monitoring obligations for manufacturers and importers. In future toys are no longer allowed to be attached to foodstuffs to reduce the danger of children accidentally swallowing them. For individual toy categories specific warnings are, in future,

mandatory. These have to begin with the word "Attention" ("Achtung" in German), be written in the German language and easily legible. The second part of the directive, which stipulates the limit values for chemicals used in toys, applies as of 21 July 2013 – not in Germany, however, which is distancing itself from the limits set in the directive, and with good reason. This is because, according to the tightened EU directive, toys can even contain more harmful substances in some cases than currently permitted in Germany.

### GERMANY FIGHTS FOR LOWER LIMIT VALUES

When it comes to chemical toy safety, Germany does not make any compromises. It is true that the regulations that apply as of 2013 tighten the permissible limit values for so-called carcinogenic polycyclic aromatic hydrocarbons (PAHs) and other carcinogenic, mutagenic or reprotoxic substances (CMR substances) and in theory there is a general ban on the use of CMR substances in toys. According to the Federal Ministry of Food (BMELV), Agricul-





ture and Consumer Protection), however, the level of protection in toys regarding CMR substances is not sufficient. The limit values for these substances provided for in the directive are based on limit values that are stipulated within chemical law. Since children react far more sensitively than adults, however, special requirements should apply for determining limit values for CMR substances in toys. Here, for example, insights should also be used that are gained about materials that could come into contact with foodstuffs. When it comes to the limits for heavy metals, too, there is an urgent need for amendment in Germany's view. For this reason, the federal government of Germany made a petition to the EU Commission back in January 2011,

asking that the national limit values for five metals (lead, barium, arsenic, mercury and antimony) and for nitrosamines and nitrosatable substances be maintained. In March 2012, the EU Commission allowed the retention of the values for nitrosamines and nitrosatable substances. The remainder of the petition was overruled. In response to this, the German government filed a claim with the European Court of Justice for the retention of the higher German protection standards in the safety of children's toys in May 2012.

#### **NATIONAL LIMIT VALUES CONTINUE TO APPLY**

At this stage, we will not elaborate on the arguments mentioned on both sides in the legal dispute regarding the chemical de-

tails and individual evaluations. The only important thing is the result that Germany is allowed to continue using its stricter limit values for children's toys for the time being. This was decided by the General Court of the European Union in Luxembourg on 15 May 2013 by way of interim relief. This means that, until the court's final decision about the claim, Germany can maintain its high level of consumer protection and does not have to implement the EU's Toy Directive on the contested points. The German federal government has been campaigning intensely for safe toys for years now and repeatedly urged for improvements in the debate about the Toy Directive. The Federal Ministry of Consumer Protection had therefore commis-



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PSI 2014

## A FEAST FOR THE SENSES

Every year, creative exhibitors bring a huge pool of product ideas to Düsseldorf. Nowhere else in Europe are there so many promotional product innovations and variations on display as at the PSI. This colourful variety of products can not only be seen at the PSI 2014, but above all experienced. For instance, in the Gusto, the exclusive tasting pavilion in Hall 9. There you will be able to try lots of things that will give wings to your senses under the heading of “tasting, smelling, enjoying”. Take advantage of your opportunity – behind the tasting counter or in front of it!

**T**he PSI has been characterized by variety and innovation from the very outset. Items from all conceivable product groups come together at Europe's leading promotional product trade fair. The abundance and breadth of the products on offer are without equal – and make some visitors break out in a sweat. This is be-

cause finding just the right product to advance your business is an exciting yet not always easy task amidst all this variety. Sure, every distributor has a plan targeting specific destinations. But would he visit the PSI if he were not also looking for what is new, if he were not curious about fresh ideas and open to surprises?

### PRODUCT PRESENTATIONS AS A SOURCE OF INSPIRATION

At this point, the PSI Trade Show team starts to think about how to offer visitors special opportunities to get to know exceptional products everywhere at the PSI, places they might not come across in their usual route through the exhibition. That is





why the PSI 2014 will feature original product presentations inviting you not only to look, but also to experience them with all your senses, starting from the mall and reaching into all the halls. After all, promotional products are lifestyle products, ideal for being put on show to attract the most attention! Offering distributors many different sources of inspiration and suggestions for their own creativity is one of the main points of the new PSI Trade Show concept. The appearance and forms of presentation are intended to reflect this vibrant, fashion-conscious and dynamic industry.

#### TESTING IS BETTER THAN GUESSING

The mall in front of Hall 9 is already a fashionable lounge where you can get your first impressions of the products and atmosphere at the fair. Visitors who go on to Hall 9 can expect a special highlight: Gusto is the apt name of an outstanding, exquisitely designed exhibition area where eight Gusto partners can offer their products for testing on two modern, fully equipped counters. Which exhibitors would be interested in this form of presentation? All those whose portfolio includes products fitting the above-mentioned motto "tasting, smelling, enjoying". There is hardly a more effective way to attract the attention of visitors than to let them sample these products! Who does not like to be invited to a brief, pleasurable stop, especially when there is something delicious to try?.

#### AN EXPERIENCE FOR ALL THE SENSES

Multisensory product presentations like Gusto attract a great deal of attention and have been scientifically proven to be an extremely effective means of advertising.



**Trade fair as a multisensory experience: everything that tastes and smells good and appeals to the senses can be sampled in the Gusto tasting pavilion.**

This is because promotional products are experienced directly by way of several sensory channels and thereby experienced as a reality which can enable the growth of an emotional relationship. The multisensory potential of promotional products is enormous. They convince not only visually through their design and the perception of characteristics which can be felt and touched, but also through taste, sounds and scents. The higher the number of senses promotional products appeal to, the stronger the effect of the message they transport and the more credible and likeable is the experience they offer. Incorporating the multisensory dimension of promotional products into the trade fair in the form of original presentation opportunities takes account of the latest findings and makes the trade fair a showplace of interactive experience. This concept creates a win-win situation: exhibitors can easily

draw the interest of visitors to their products and make them accessible to distributors. Multisensory presentations help visitors discover and try out what is new and unusual. Registration and contact: tel. +49 211 90191 600, sales@psi-messe.com

#### GUSTO, TASTING PAVILION IN HALL 9 G 28

Participants	Product Category
Bremer HACHEZ:	chocolate
Kolb Import & Export:	tea
Zuckerbäcker:	sweets
Die Olive und mehr:	oil/vinegar
Sanders Image Tools:	non-alcoholic drinks

**Three places left!** (last updated August 9)  
Information and registration with the  
PSI Sales Team, Tel. +49 211 90191-600  
sales@psi-messe.com



The PSI sent out invitations to a barbeque in Düsseldorf's Volksgarten. A lovely, informative evening where a lot was discussed.



## PLATFORM FOR NOVELTIES WAS PRESENTED IN DÜSSELDORF

# PSI FIRST BBQ: CHILLING, GRILLING, INFORMATION

The PSI has developed the PSI First premiere platform to achieve its goal of making the PSI 2014 a real trade fair of innovations, where product premieres set new trends. At an evening barbeque in Düsseldorf's Volksgarten, the PSI presented a circle of interested exhibitors with the idea of actually presenting a selection of products at the PSI for the first time. A chance for exhibitors to show their innovative prowess.

A warm, sunny summer evening, a lake-side terrace in the midst of luxuriant greenery and an enticing aroma from the grill put everyone in a good mood as soon as they entered the "boathouse" in the Düsseldorf Volksgarten. More than thirty guests had taken up the PSI's invitation to

a relaxed barbeque and made use of the occasion to talk to colleagues, as well as to share their thoughts with PSI head Michael Freter and several members of the Trade Show and Sales team. At the centre of many of these talks was the PSI 2014, a good opportunity for exhibitors to ask

their contacts questions about their future trade fair presence and the enhancements offered at the fair. On the part of the PSI, the focal point of the evening was the new PSI First premiere platform, which is an important part of the concept for the 2014 exhibition.



## NEW PRODUCTS EXCLUSIVELY FOR THE PSI

In his opening speech, PSI Managing Director Michael Freter welcomed the guests and summarized the key points of the new exhibition strategy. “The PSI stands for innovation, emotion, creativity and trends. Now we want to bring this back to mind and focus the exhibition more strongly on the products themselves. That is why we have not only thought up special product presentations for each hall, but are also encouraging more genuine product premieres at the PSI. To this end, we have developed the PSI First premiere platform.” PSI First is a programme with its own, promotionally effective label, and which gives a limited number of exhibitors the opportunity to present select new products exclusively at the PSI. Picture this as follows: The exhibitors promise that the products have really been seen nowhere else, not even in road shows, in-house exhibitions or in-house presentations – hence the product appears at the PSI for the very first time.

## MANY ADVANTAGES FOR EXHIBITORS

Exhibitors participating in PSI First receive an extensive marketing and advertising package from PSI to promote the relevant products. The advantages for exhibitors are obvious, for a premiere is always a great way to put something on display, and is always guaranteed to attract attention. This also applies to product premieres, especially when the interest of the visitors is channelled directly to the new product. From there, the visitors’ attention broadens to include all the surroundings, that is to say, the rest of the company’s portfolio of products and services, which enables the exhibitor to demonstrate extraordinary innovative capabilities. Guests thought this was a great idea and discussed it with PSI staff members and their colleagues in the industry.

## THE PSI AS A PREMIERE SHOW

Michael Freter put PSI First into a larger context. “In economically strained times, it is especially important to get together to exchange views and consider how we can best prepare for the future. That is why we

are carrying on an intense dialogue with our members. The look of the Trade Show, the special shows and all the activities combined on the fairgrounds, including the PSI After Work Party, are consequences of the process of change which impacts both the industry and the PSI. The claims of our new advertising campaign, Time to Surprise and Style Your Business express these changes perfectly.” It is eminently important, he said, for the PSI once again to be perceived more as a premiere show. “PSI First offers a way to impressively demonstrate the industry’s innovative prowess and creativity, and thus to make the exhibition a must-see event for the entire industry,” Freter explained.

The relaxed group of company representatives and PSI staff found enough to talk about to keep going into the wee hours in the vacation-like atmosphere, and spent a pleasant, entertaining evening with the best in food and drink and everything a bar-beque should have.

<



PSI Managing Director Michael Freter explained the advantages to exhibitors of the PSI premiere platform, PSI First.



*because You care...*

*Beste Werbekosmetik  
zu Ihren Diensten !*

*Testen Sie unsere Sonder-  
Weihnachts-Duftkompositionen:*

*- Apfel & Zimt*

*- Vanille*

*- Orange blossom*







NO-ONE WILL SEE THE  
PRODUCTS PRIOR TO THE  
PSI: THE PRODUCTS OF  
EXHIBITORS IN THE PSI  
FIRST CLUB WITH THE  
 LABEL. THE CURTAIN  
WILL NOT GO UP IN  
DÜSSELDORF UNTIL  
8 JANUARY 2014. NOW  
THE CALL IS: EXCLUSIVE  
PREMIERE AT THE PSI.  
ANYONE WHO FAILS TO  
ATTEND WILL MISS OUT.



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LM ACCESSOIRES AND THE <REFLECTS> BRAND STAND FOR QUALITY AND INVENTIVENESS. OUR GOAL AND PASSION HAS ALWAYS BEEN TO CREATE SPECIAL PRODUCTS AND TO OFFER OUR CUSTOMERS OUTSTANDING SERVICE. AND THAT ALSO APPLIES TO THE PSI IN DÜSSELDORF.

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MEINHARD MOMBAUER  
LM ACCESSOIRES GMBH

“IT’S GOOD  
TO BE THE  
FIRST  
A M O N G  
THE FIRST  
A T P S I  
F I R S T.”

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NEW IDEAS AND LONG-TERM RELATIONS TO CUSTOMERS ARE THE CORE ELEMENTS OF THE XINDAO COMPANY PHILOSOPHY. IT'S THUS NO GREAT SURPRISE THAT THE CHINESE NAME XINDAO TRANSLATES AS "NEW PATH". THIS DUTCH PATH HAS BEEN TRODDEN FOR THE PAST 27 YEARS.

# 2



ALBERT VAN DER VEEN  
CEO XINDAO

“MUNDANE IS COMMON-PLACE. LOOKING FOR SOMETHING SPECIAL IS PRACTISING XINDAO.”

3



TRADITION AND  
MODERN STYLE.  
ELEGANCE AND  
FUNCTION. OUR  
RECOGNITION  
VALUE AT THE PSI:  
TECHNIQUE MEETS  
DESIGN, THAT'S  
OUR CREDO AS WELL.



KARIN UND PETER PFROMMER  
NESTLER-MATHO

“WE LIVE  
O U R  
PRODUCTS  
AND LOVE  
T H E M  
T H A T ' S  
O B V I O U S.”





STRONG BRANDS ARE OUR DAILY BREAD. WE SPECIALISE IN CREATING INDIVIDUAL ADVERTISING CAMPAIGNS. FRUIT GUMS AND BONBONS FROM OUR OWN CERTIFIED PRODUCTION PREPARE THE WAY FOR EFFECTIVE AND APPEALING ADVERTISING MESSAGES.



FRITZ HAASEN  
KALFANY SÜSSE WERBUNG

“WE’LL  
SURPRISE  
YOU AT  
THE PSI  
NOT ONLY  
WITH PSI  
FIRST.”

4

# 5



AS A BRAND TROIKA STANDS FOR THE CONVERSION OF CURRENT TRENDS INTO SOPHISTICATED AND FUNCTIONAL PRODUCTS – ALWAYS WITH AN EYE TO HARMONIOUS DESIGN AND CREATIVITY. THE COLLECTION IS FULL OF IDEAS THAT INSPIRE.



LIUDGER BÖLL  
TROIKA GERMANY

“THERE IS JOY IN EVERY DETAIL JOY OF GIVING. TROIKA IS FIRST.”



WE ARE KNOWN FOR OUR BAGS. BUT WE'LL BE SHOWING MUCH MORE AT THE PSI. INNOVATION AND DOWN-TO-EARTH DESIGN HAVE MADE HALFAR WELL KNOWN. OUR PRODUCTS ARE CUSTOMER-ORIENTED AND NEVERTHELESS FAR FROM THE USUAL – SIMPLY HALFAR.



PETER LESEBERG  
HALFAR

“WE DON'T JUST SELL BAGS, WE SELL MARKETING SUCCESS.”

6





STRONG BRANDS CALL FOR COMMITMENT, AND TOPPOINT IS ONE OF THEM. WE NEVER LOSE SIGHT OF THIS FACT. THE DECIDING FACTOR IN SALES AND PARTICULARLY IN PURCHASING IS QUALITY, NOT EXTERNAL APPEARANCE. A GOOD PRODUCT EMERGES WHEN FUNCTION “MARRIES” DESIGN.



BAS LENSEN  
TOPPOINT

“OVER 80  
YEARS  
OF EXPERIENCE AND  
STILL TURNED ON BY  
NEW IDEAS.”



BERGAMO AND LEMGO.  
CREATIVITY AND WORK-  
MANSHIP. PAIRINGS THAT  
CONVINCE. LEDIBERG PRO-  
FITS FROM GLOBAL KNOW-  
LEDGE AND EXPERIENCE  
WITHIN THE COMPANY.  
THEY FUEL DYNAMISM  
AND INNOVATION – AND  
THEY ARE FIRST.



THOMAS HERTRANFT  
LEDIBERG

“WE SHOW  
WHAT  
BEAUTIFUL  
CALENDARS  
AND NOTE  
BOOKS  
CAN DO.”

8

9



"WE'LL KNOCK THE SOCKS OFF THEM." THAT ALSO APPLIES TO THE PSI 2014. OVER THE PAST YEAR MORE THAN 2000 ITEMS HAVE BEEN READY FOR ACTION. THE MARKET IS CALLING FOR SPEED, EFFICIENCY AND TIMELINESS – EXACTLY WHAT INSPIRION OFFERS.



SÖNKE HINRICHS  
INSPIRION

“QUALITY  
AND PRICE  
THAT’S  
WHERE  
WE EXCEL.”





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ELASTO FORM SELLS OVER 200 MILLION PROMOTIONAL ITEMS ANNUALLY. THE COMPANY IS THUS ONE OF EUROPE'S LEADING SUPPLIERS OF PROMOTIONAL PRODUCTS. CREATION, PRODUCTION, REFINING AND LOGISTICS ARE ITS STRENGTHS. THIS PROMOTES COMPETENCY AND RELIABILITY.

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MARCUS SPERBER  
ELASTO FORM

“PARADISE HAS ONE MORE TEMPTATION AFTER THE PSI: OUR FIRST PRODUCT.”



## CHRISTMAS WONDERLAND

# PRODUCTS FOR THE FESTIVE SEASON

Once again, Christmas is coming sooner than we think. And since the industry is gradually getting ready for this festive season, it is also high time that we present some imaginative suggestions for festive gifts in our “Christmas Wonderland” on the following pages.

**I**n this festive season, with the often all too strident commercialism that accompanies it, we also need to be frequently reminded that Christmas was not invented by Santa Claus. The closer Christmastime approaches, the more the sound of battle on the consumer front gets louder rather than the bells ring sweeter – quite in contrast to the actual message of the holiday: “peace on Earth”. The religious roots of the celebration of Jesus Christ’s birth occasion welcome holidays even in an increasingly secularized world. Hence Christians and non-Christians usually celebrate Christmas nowadays as a family holiday by exchanging gifts. This custom was propagated by Martin Luther as an alternative to the previous tradition of giving gifts on St. Nicholas’ Day (Dec. 6) in order to shift children’s interest away from the adoration of the saints and toward Christ. But with or without the religious background, Christmas presents show that the giver holds the recipient in high esteem. (By the way, Santa Claus himself was not invented by the Coca-Cola Company. The bearded man clothed in red and white already existed in the nineteenth century.)



## SMALL BUT EXQUISITE

**G**low scented candles from Giving Europe are the ideal present for Christmastime. The closed packaging and cladding around the metal tin give the candle an elegant look and turn it into a real eye-catcher. It is available in the three Christmassy scents Vanilla, Coffee and Cinnamon. With its diminutive shape, the product is also particularly effective as a decoration at Christmastime. The promotional message is applied on the lid by means of laser engraving.



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

## IRRESISTIBLE TEMPTATIONS

**T**he small but exquisite chocolate bars from Dreimeister in first-class whole milk chocolate melt on the tongue and quickly become delicious promotional message bearers. Whether they are provided with city motifs, a logo or entirely personal greetings – there are no limits set to the customer's wishes. The practical transparent box containing 24 mini bars is also ideal as an Advent calendar.



44886 • Dreimeister Spezialitäten Hans  
Schröder GmbH & Co. KG • Tel +49 2922 87730  
gondro@dreimeister.de • www.dreimeister.de

## SWEET RUDI

**I**f the statements of the experts at Nestler-matho can be believed, then the Sweet Rudi item is set to become the hit of the coming Christmas celebrations. This is a little Christmas basket filled with fifty grams of quality tea with the fine-sounding name of Winter Magic and eighty grams of fine Christmas stollen. They come in a transparent foil package with a red ribbon. The dimensions are 12 x 16.5 x 17 centimetres and the weight comes to 258 grams. Advertising is applied by means of a 92 x 52 millimetre label glued to the Tresaphan bag.

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



## EINZIGARTIG IN \_ AUSSTATTUNG \_ QUALITÄT \_ DESIGN



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## REINDEER FOR VEGETARIANS

**T**he three festive reindeer from MM Brown consist of four elements each, containing whole milk, dark, and white chocolate. Particularly at Christmas, the unusual product will grab attention, ensure surprises and above all provide a unique chocolate indulgence.

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

## DRY HOT WATER BOTTLE

**T**he wheat scented cushion from Multiflower containing a filling of wheat and sweet-smelling herbs offers diverse options for use, for example as a "dry" hot water bottle. The grain cushion is packaged in an attractive gift box for instant giving. In terms of promotional message, there is a choice between a standard motif or, from 250 pieces, a custom design.

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



## BEAUTIFULLY PACKAGED

**B**ecause the package is an important part of giving gifts, the new Christmas Special Catalogue 2013 from Inspirion is made up to look like a Christmas present. The crimson cover is decorated with wrapping paper and ribbon. These design elements are continued on the inside pages and convey a Yuletide atmosphere. By contrast, the integrated Picoworld Christmas Selection from Topico at the end of the catalogue is marked by convincingly cool elegance. Ice-covered still-lives depict nature's white world of winter in fresh pastel tones. The handy 21 x 26-centimetre Christmas catalogue whets the appetite for browsing for gifts and is a cordial invitation to go Christmas shopping.

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

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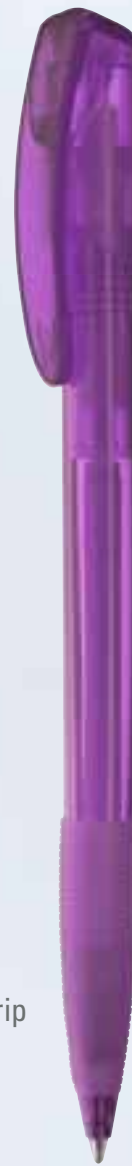
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## SANTA CLAUS IS SWIMMING TO TOWN

**T**he rubber ducks from mbw have got all spruced up for the upcoming Christmas holiday. The angel duck, for instance, comes in three colours (white, yellow and blue) and two sizes (six and eight centimetres). The Santa duck, with a Christmas stocking and candy cane, only comes in the six centimetre size. Available exclusively from mbw is the Christmas duck in two sizes (six and eight centimetres) and as key ring pendant (around five centimetres). This model has a protected design registered Europe-wide. All ducks come from the factory certified by BSCI/ICTI. It goes without saying that all vinyl items are free of phthalates and are produced in accordance with EN 71.

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

## BEAUTIFUL AND DELICATE

**M**agna sweets is also getting into the Christmas spirit. To the classics of years past, this year will find several new treats under the Christmas tree. For instance, delicate macadamia almonds have been added to the almond assortment. The canning jar and the nostalgia jar from the main assortment now come with special Christmas fillings. A real eye catcher is also the Xmas Bag, a trendy paper bag in two different colours and sizes, filled with almonds or gingerbread specialties. Advertising is applied in the form of a cardboard tab.

41617 • Magna sweets GmbH • Tel +49 8146 99660  
info@magna-sweets.de • www.magna-sweets.de



-Anzeige-



## EYES WILL GLEAM

**A**dvents calendars have a long-standing tradition, which is reason enough for the specialists of assembly tools for screws and nuts at Wera to sell an advents calendar, which contains 24 completely calorie-free products inside: It includes high-quality professional tools, which show handymen or those who would like to be one, how much fun it can be to work with screws when you are

using a truly professional tool. The unusual idea is geared to anyone who is looking for a special gift long before Christmas Eve. Wera's Advent Calendar is also ideal for creating a holiday spirit at repair shops and businesses. Its dimensions are 56 x 45 centimetres.

48078 • Wera Werk  
Tel +49 202 4045144  
matuschek@wera.de • www.wera.de





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**Aktion Herbst-Winter 2013/14.**

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Wera Werk  
Herr Adam Matuschek  
Fon: 0202-4045-144  
E-Mail: matuschek@wera.de

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**Art. 256410**

Herbertz Einhandmesser mit Klinge aus Qualitätsstahl AISI 420 und Teilsägezahnung, Pakkaholzgriff mit Edelstahlrahmen und Gürtelclip. Ein stilvoller Begleiter mit einer Gesamtlänge von 17,9 cm.



**Art. 107600**

Herbertz Multitool mit Zange, acht weiteren praktischen Werkzeugen, Leichtmetallgriff mit edlen Pakkaholzeinlagen, ledernem Gürtelutui und Bits. Ein robuster und vielseitiger Begleiter in edler Optik.





## CHRISTMAS WITH CARE PRODUCTS

**T**he large advertising space on the folded card and the long lifetime of the lip care stick from KHK Lipcare are the decisive advantages of this product combination. When it comes to personal care products, both men and women particularly like to use lip care sticks during the cold season. Here the customized printing is often the focus. The Lipcare Greeting Card provides for even more attention and plenty of space for advertising messages. With 4c offset printing, it can also be used as a Christmas card to go with the time of year. All the lip care products from KHK are of the highest quality and subject to strict testing, including by the Institut Fresenius. Six different formulas are possible; customized (Christmas) fragrances are available on request.

46131 • KHK GmbH • Tel +49 221 9854730

info@lipcare.de • www.lipcare.de

## MEASURABLE PROMOTION DURING ADVENT

**A**t first sight “merely” a robust shopping bag – at second glance a promotional tool with a clever concept. Bags by Riedle show how the practical benefits of a carrier bag made of paper can be combined with targeted sales promotion for the Christmas season with its Advent Calendar Bag. The high-quality product comes with 24 Advent calendar windows. When opened, they reveal the detachable coupons such as vouchers or discounts hidden inside. Competitions of all kinds are also possible. The design can be individually chosen to suit the specific occasion. Advertising thus becomes measureable through the redemption of the coupons. The Advent Calendar Bag is not only a great promotional tool for Christmas for an advertising company, but also as a joint promotion for advertising partners.

45202 • Bags By Riedle • Tel +49 7139 9315200

info@riedle.de • www.riedle.de



## CONCENTRATED NATURE

**T**he dried fruits from Plantanas are a true indulgence for all who wish to eat healthily and stay fit. From plums from California, apple rings from South Tyrol, banana pieces from South America or dates from North Africa – the packets offer table-ready delicacies from the best cultivation areas on Earth. The fact that they are harvested at their optimum maturity and immediately dried means that both vitamins and minerals and aroma and flavour remain fully intact. Available in many different packaging options, for example tins, glossy pouches, poly pouches or cardboard. All packaging types can be designed to the customer's wishes.

47992 • Plantanas Group GmbH • Tel +49 7306 926230

info@plantanas.de • www.werben-mit-tee.de





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NL-2517 AC The Hague  
The Netherlands

Tel.: +31 70 363 09 18  
Fax: +31 70 360 55 70  
info@issuetissue.com  
www.issuetissue.com







## SURPRISINGLY DIFFERENT

**W**ith its new Velvety form of finishing the company Mahlwerck has surprises in store: its porcelain, known to be hard and very glossy, can now be turned into a velvet-soft treat for the hands. This porcelain feels indescribably soft and non-slip; nevertheless, fingers glide smoothly over it without resistance. With Velvety, cups and mugs obtain an enormously attractive matt appearance. Even a simple white cup is thus aesthetically enhanced. Numerous methods present themselves for finishing, for example logo engraving or printing.

44833 • Mahlwerck Porzellan • Tel +49 8031 27470  
info@mahlwerck.de • www.mahlwerck.de

## GIVING THE HOLIDAY A PERFECT CUT

**A**t ADV PAX, preparations for Christmas 2013 are going ahead at full steam. For instance, the program has added three new cutters in an appealing design. For tasty, home-made cookies and other sweets, there is now a gingerbread house with a press-in lid (180 x 120 x 58 millimetres). The tin in four-colour offset print design creates a Christmas feeling, gives pleasure and is a must-have for anyone who loves sweets. The new star in a Christmas design also fits perfectly into the programme and is a real eye catcher, with its big gingerbread heart plus Christmas greeting on the hooded lid. Especially for the Yuletide season, there is also a big hinged-lid tin with a knight design (310 x 232 x 132 millimetres). All Christmas tins can be had from the online shop at attractive prices even in small quantities.

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



-Anzeige-



## LUMINOUS SNOWFLAKE

**N**othing is more romantic than candle-light in the wintertime! And anyone who would like to put their customers in the mood for winter will be sure to accomplish their goal with the gorgeous metal tea light holder called Istra. This item, found in the product range of Easy Gifts GmbH, comes in the form of a snowflake. The supplier will laser engrave advertising front and centre. A tea light is included. It is delivered individually packaged in a box.

47300 • Easy Gifts GmbH • Tel +49 911 8178111  
info@easygifts.de • www.easygifts.de



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Mergenthaler Str. 29 - 31

D-48268 Greven  
Germany / Allemagne

Fon: +49 (0) 2571 / 57890-0  
Fax: +49 (0) 2571 / 57890-15

E-Mail: [info@elektronica.de](mailto:info@elektronica.de)  
Internet: [www.elektronica.de](http://www.elektronica.de)



## WELL-ROUNDED MESSAGES

**T**his year, the new bauble from Der Zuckerbäcker gives the Christmas tree a very special, individual character in the corporate design of the promoting company. The baubles are eight centimetres in size, custom-printed and therefore make ultimate eye-catchers during the Christmas period. The special feature: they contain a sweet filling with 36 gram fruit gum tree. The application of a promotional logo on the bag rounds off the overall picture. Once news of the tree ornament's delicious content has spread throughout the office, few will be able to resist the temptation to plunder the tree...

48449 • Der Zuckerbäcker GmbH • Tel +49 7131 8996146  
corinna@der-zuckerbaecker.de • www.derzuckerbaecker.de

## ENJOY TEA ALONE OR WITH A FRIEND

**A** special innovation from Sanders guarantees that you will enjoy a flavourful cup of tea: The premium gift set called BIO Tea-Sticksals, which comes with a mouth-blown thermal glass cup and saucer, comes both as a set with a single cup as well as a set with two glass tea cups. The double-sided thermal glass does not let the tea become cold while steeping or enjoying it, and it makes quite an impression with its unusual appearance. The tea looks like it is floating in the glass. The cup comes with a matching glass saucer. As a standard, the tea sets come with an inlay fitted with a premium selection design. Upon request, this inlay can be completely individualized. The nine tea blends in the BIO Tea sticks, as well as all of their other ingredients, are organically grown.

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



## A DELIGHT FOR ANY BARISTA

**A** new insulated cup from the successful Aroma collection from Koziol is now being introduced by the company: as attractive as the original, more practical than ever – that is the motto and the non-breakable version of the popular coffee-to-go cup certainly has the potential to become a “must have”. Thanks to the flexible ring seal, the lid sits perfectly on the cup and allows you to enjoy your hot drink to the full. Made of insulating material, the cup is comfortable to hold and will bring great style and an even better mood in various colours wherever you go. The friendly barista from around the corner will be pleased to see another smile in the morning.

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





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E-Mail: [zentrale@selter.com](mailto:zentrale@selter.com) • Internet: [www.selter.com](http://www.selter.com)



## NUTTY SNACK IN A FESTIVE PACKAGE

**W**ellnuss is all set for the Christmas campaign. Two of a total of fourteen wellnuss Premium Snacks are just waiting to be given as gifts in a cotton pouch printed with wintry motifs. With orders of one hundred or more, customers can design their own motif for the pure white cotton pouch: company logo, written congratulations or an image motif – printed in up to four colours. The tasty snack duet can be individually combined, whether as a spicy nut, juicy dried fruit or enticing chocolate composition. If you prefer “hard currency”, Wellnuss of course still has the elegant birch wood gift boxes on offer, with two, four or eight wellnuss Premium Snacks.

48508 • wellnuss Premium Snacks GmbH • Tel +49 40 18073158

[kontakt@wellnuss.de](mailto:kontakt@wellnuss.de) • [www.wellnuss.de](http://www.wellnuss.de)

## HE PLAYED KNICK KNACK ON MY SHOE

**T**he product with the evocative name of Traditional Shoe Care Equipment from Frank Bürsten GmbH offers on the one hand the benefit of a high-quality shoe care box and, on the other, the elegant look of a gift set especially for Christmas. The exquisite contents and the box covered in black gift wrap make this promotional product something very special. Along with two polishing brushes and two cream brushes with the finest horsehair, it also has two glass jars of shoe cream of the highest quality. A cotton polishing cloth and extensive shoe-care instructions complete the set. To give this promotional gift a personal note, Frank Bürsten GmbH will be happy to print on it whatever the customer desires.

41853 • Frank Bürsten GmbH • Tel +49 7673 888650

[info@frank-brushes.de](mailto:info@frank-brushes.de) • [www.frank-brushes.de](http://www.frank-brushes.de)



## CHRISTMAS WONDERLAND TO BRIGHTEN THE OFFICE

**T**he grey office desk is transformed into a Christmas wonderland with a clever idea from Der Zuckerbäcker. A 21-centimetre tall cardboard tree is printed completely according to customer preferences and is a real eye-catcher in the festive season. In order to sweeten the pre-Christmas period, the tree contains a special gift: a carefully selected mix of colourful brand-name sweets. A dextrose lollipop forms the bauble on the tree. Whether it finds a place on an office desk or a festively decorated table – the little tree creates pleasure and is a welcome surprise featuring customised design.

48449 • Der Zuckerbäcker GmbH • Tel +49 7131 8996146

[corinna@der-zuckerbaecker.de](mailto:corinna@der-zuckerbaecker.de) • [www.derzuckerbaecker.de](http://www.derzuckerbaecker.de)



LIPCARE BY KHK

## END-OF-YEAR BESTSELLERS

DIRECTLY FROM THE MANUFACTURER IN GERMANY

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Nr. 46131



Nr. 102/06





## LOGOMATTEN LOGOMATS



**Hörsteler Interior Design GmbH**

Münsterstraße 2 | 48477 Hörstel

Tel.: +49 (0) 54 54/93 439-0 | Fax: +49 (0) 54 54/93 439-30

Internet: [www.hoersteler.de](http://www.hoersteler.de) | email: [jt.luecke@hoersteler.de](mailto:jt.luecke@hoersteler.de)



## PACKED LUNCH AND MORE

**T**he box model "Auf der Pirsch" from Troika is really much more than just a lunch box. The smart container in its Emma Magoon design is made of aluminium and is sealed with two sturdy clamp closures. The coloured stag motif on the lid distinguishes the box from all the other well-known, similar kinds of lunch boxes and will arouse people's curiosity. For 30 years now, the lunch box has been an integral part of a proper packed lunch. Plenty can fit inside and, thanks to the above-mentioned clamp closure, it can be opened and closed in an instant. Specialists also use it for tools, small change, screws, sewing supplies or other similar items.

46311 • Troika Germany GmbH • Tel +49 2662 95110

[a.bauer@troika.de](mailto:a.bauer@troika.de) • [www.troika.org](http://www.troika.org)

## IT'S SNOWING

**G**ive me a shake! The likeable snow globe called Hudiks-vall seems to beg to be shaken, and no one can resist the cute little snowman. This enchanting winter surprise (made of polyresin material) will give joy to every customer. The supplier – Easy Gifts GmbH – will apply advertising by means of a sticker on the individual packaging.

47300 • Easy Gifts GmbH • Tel +49 911 81781111

[info@easygifts.de](mailto:info@easygifts.de) • [www.easygifts.de](http://www.easygifts.de)





## A BEAR TO WARM UP WITH

**A**ccording to the supplier's statement, Lehoff is selling the first stuffed animal with a warming function, which is innovative and especially attractive for children. During the day it serves as a playing companion and cuddly bear, and in the evening it can be used as a cosy source of warmth and the ideal aid to help a child fall asleep. This cuddly friend is also a useful remedy for all of the aches and pains that "big kids" can have, like sore muscles and joints, or a stomach ache. The stuffed animal is warmed up using a microwave, and it is always free from fungus and germs after each use. The product is about 30 centimetres in size and has a soft, velvety fur. It is stuffed with millet grain and lavender flowers.

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



## FLUFFY SURPRISES

**G**iving presents is also a time to advertise, although a product doesn't even have to really be upgraded additionally, since it is often the nice gesture alone which is what counts. The right packaging sets the identity point and underscores the significance of the gift, regardless of whether it's for an anniversary, world championship or Christmas party. For the packaging of exquisite Floringo terry cloth, the manufacturer offers the upgrading options of a gift box, sweet or banderole label. Not only do the three variations look good, but they also share a lot of practical features: They are perfect for all sizes and for any quantity starting at 10 units, and they are ideal for urgent orders.

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



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www.reisen





## WELL TEMPERED

**T**he personal glass travel thermos from Kolb has double walls for insulation and a water-tight screw top. Its removable strainer holds back Asian tea leaves and ice cubes when you drink from the glass or use it to shake a beach cocktail. The handy glass thermos is light in weight and just the right city-size for handbags, pockets, computer bags and carryalls. Whether in the office or on the go, you always have your water, coffee or other beverage with you and can refill it in the city without any problems. The StrainerThermosGlas is dishwasher-safe up to 55 degrees Celsius and orders of 200 or more can have a logo printed on them. It comes in high-value standard packaging.

44062 • Kolb Import & Export • Tel +49 40 2500048

kolb-imex@web.de • www.kolb-imex-global.com

## PORCELAIN WITH A PERSONAL TOUCH

**A** gift is always particularly special for the recipient when he sees his name on the item. But the necessary large order quantities are not always required for every occasion and, after all, the recipient also expects exclusivity. Precisely for this purpose, Mahlwerck Porzellan has prepared a special Christmas edition with the best-sellers Coffee-2Go, Snack2Go and Softpad Mug. Although these cups made of finest quality porcelain already speak for themselves, they attract even greater attention through their creative, appealing images. Furthermore, the names of the recipients or the company logo can be applied to the dishwasher-safe decor for orders of 60 or more. What this personalisation means in practice: 60 names on 60 cups as handwritten interior decor or engraved on the outside over the image.

4833 • Mahlwerck Porzellan GmbH • Tel +49 8031 274724

martin.hauer@mahlwerck.de • www.mahlwerck.de



## ALL OFF THE ROLL

**F**or the holidays, Profino also has MYdrap napkins from the roll with Christmas motifs, either as a table set (48 x 32 centimetres) or as a lunch napkin (20 x 20 centimetres). They come in red cotton, with snowflake and Christmas tree motifs, as well as natural-coloured linen. MYdrap napkins are the best possible 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







## Stickaktion Preise



### Schal Art.1885

Inklusive:

Stick 10 x 5 cm  
Stickkarte

150 x 30 cm  
280 gr/m2  
antipilling Fleece



50 st.	3.15 € p.St.
100 st.	2.85 € p.St.
250 st.	2.59 € p.St.
500 st.	2.49 € p.St.
1000 st.	2.39 € p.St.



50 st.	2.89 € p.St.
100 st.	2.19 € p.St.
250 st.	1.89 € p.St.
500 st.	1.79 € p.St.
1000 st.	1.69 € p.St.



### Mütze Art.1874

Inklusive

Stick 10 x 4 cm  
Stickkarte

280 gr/m2  
antipilling Fleece

### Schal Art.1484

Inklusive:

Stick 10 x 5 cm  
Stickkarte

140 x 20 cm  
Acrylschal



50 st.	3.19 € p.St.
100 st.	2.89 € p.St.
250 st.	2.63 € p.St.
500 st.	2.53 € p.St.
1000 st.	2.43 € p.St.



50 st.	2.89 € p.St.
100 st.	2.19 € p.St.
250 st.	1.89 € p.St.
500 st.	1.79 € p.St.
1000 st.	1.69 € p.St.



### Mütze Art.1450

Inklusive

Stick 10 x 4 cm  
Stickkarte

Acrylmütze

## Druckaktion Preise

### Handschuhe Art.1868

Inklusive:

1Fb Druck  
max 2.5 x 2 cm  
Auf beiden Labeln  
der Handschuhe

Touch Screen Gloves  
aus Acryl mit Label



100 st.	1.48 € p.St.
250 st.	1.42 € p.St.
500 st.	1.39 € p.St.
1000 st.	1.32 € p.St.

Vorkosten 19.50€



100 st.	1.05 € p.St.
250 st.	1.02 € p.St.
500 st.	1.00 € p.St.
1000 st.	0.96 € p.St.

Vorkosten 19.50€



### Mütze Art.1455

Inklusive

1Fb Druck auf Label  
max 2.5 x 6 cm

Acrylmütze mit Label



## PERFECTLY SERVED

**X**indao has designed an admirable new XD collection of wine containers which make wine drinking more enjoyable than ever. A masterpiece on any table, for instance, is the Aerato red wine carafe. This aerator made of non-rusting stainless steel gives the favourite wine a fuller bouquet, improves the taste and thus provides for a more intense aftertaste. After the wine is poured into the glass carafe, the aerator can be closed with a bamboo stopper. This is also the case with the Gliss white wine carafe, which adds elegance to the enjoyment of white wine. The stainless steel container can be filled with home-made ice cubes to cool the wine quickly. And to round off the collection, there is the Lumm glass carafe with light intended for water. All carafes make ideal upscale Christmas presents.

42771 • Xindao B.V. • Tel +31 70 3199900

h.vanhouten@xindao.nl • www.xindao.nl

## A SMART SOLUTION

**S**martphones have become a constant companion in our everyday lives. They are also used during a number of outdoor activities like skating, cycling or sightseeing, and should always be held safely in your hand when using them. Thanks to the adaptable 360 degree adjustable angle of Technotrade's Finger Holder Stand, any smartphone can be conveniently put down on a table or night-stand and then used as a media player or an alarm clock. A robust polycarbonate material was used to make this product, which makes attaching and detaching the device a breeze. This handy accessory can be reused as often as you like due to a silicone gel inlay.

43817 • Technotrade Import-Export GmbH • Tel +49 3375 216050

info@technotrade-berlin.de • www.technotrade-berlin.de



## TREAT IN A GOLD BOX

**A** Christmas delicacy to suit all tastes is offered by the Goldbox from Kellermeister Manns. Each decorative box made of sheet steel in a Christmassy golden design contains the sweet surprise of a 50-gram bag of delicious nutty star-shaped biscuits with cinnamon plus a tasty chocolate Father Christmas weighing 25 grams. As possibilities for applying advertising material, the manufacturer offers a strip around the box or a label in 4c printing, single-colour pad printing, a laser engraving or, alternatively, a tag that can be printed in four colours.

45384 • Kellermeister Manns GmbH • Tel +49 2045 960477

info@kellermeister-manns.de • www.kellermeister-manns.de



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Robert-Bosch-Straße 14

41844 Wegberg

Telefon 0049 - 2431 - 5094

Telefax 0049 - 2431 - 72765

[www.stereo-holland-gebaeck.de](http://www.stereo-holland-gebaeck.de)





## REBIRTH OF THE LEGO TEMPLE

**B**ring the Temple of Light to life with Lego! This is the message that Bonus2U communicates with its current offer: Ninjago – Temple of Light by Lego. The ultimate battle for the Land of Ninjago has begun. Together with Sensei Wu and Lloyd, the golden ninja, travel deep into the Temple of Light. Sneaking past Lord Garmadon and his henchmen, the players bring the four elemental blades into place in the heart of the temple. They jump into the cockpit of the golden robot and fight for the freedom of Ninjago.

48347 • IT2U GmbH • Tel +49 511 64688516  
[stefan.oberchelp@bonus2u.de](mailto:stefan.oberchelp@bonus2u.de) • [www.bonus2u.de](http://www.bonus2u.de)

## ALWAYS HIT THE MARK

**A**t Christmas, gift sets from Eurostyle are particularly welcome. The notepad case including a pen from the Alba series is an example of the perfect promotional product for any target group. From the same series, the company offers a set consisting of a ballpoint pen and business card case in the colours red and black, made of a leather-like material. Anyone seeking a set made of leather will also find what they are looking for in the Eurostyle collection. Wallets and purses combined with a belt, key case, business card case or key fob are not only ideal advertising media, they are also visually appealing and perfect in functionality. The company is also happy to put together sets according to the customer's requirements. All the products can, of course, be given a customized finish. Embossing and laser engraving are available for this.

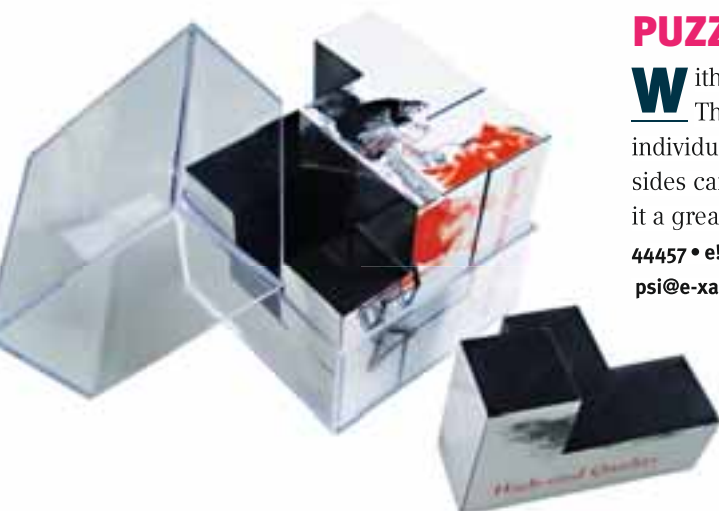
41857 • Eurostyle – Emil Kreher GmbH & Co. KG • Tel +49 921 789520  
[info@eurostyle.eu](mailto:info@eurostyle.eu) • [www.eurostyle.eu](http://www.eurostyle.eu)



## PUZZLING, CUBED

**W**ith the Puzzle Cube in plastic from e!xact there is never a dull moment. The black cube has an edge length of 57 millimetres and consists of six individual parts which must be put back together again to form a cube. All six sides can be custom printed in photo quality in 4c offset printing. This makes it a great promotional product for every age group.

44457 • e!xact Internationale Werbemittel GmbH • Tel +49 6126 951175  
[psi@e-xact.de](mailto:psi@e-xact.de) • [www.e-xact.de](http://www.e-xact.de)







## PERFEKT FÜR JEDEN ANLASS

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DRUCK  
KUNSTHAAR, WEISS



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DRUCK  
KUNSTHAAR, WEISS

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BISTROSCHÜRZEN  
KOCHJACKEN  
TISCHDECKEN  
U.V.M.



HAUT-  
SERVETTEN INKL.  
DRUCK  
KUNSTHAAR, WEISS

PERFEKT  
GEEIGNET FÜR  
MESSEN, EVENTS,  
PROMOTION ODER  
ALS GESCHENK



KOCH-  
JACKEN INKL.  
STICK  
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DRUCK  
KUNSTHAAR, WEISS

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 [facebook.com/karlowskyfashion](https://facebook.com/karlowskyfashion)

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## WHAT IS THAT GLITTERING OVER THERE?

**T**he Christmas and pre-Christmas season would not be complete without the traditional decoration of a little tree. Multiflower has just such an accessory to be put with ease on the windowsill or desk where its little stars will then glitter in the light. A promotional gift which will give joy for a long time, it can be sent by mail as a goods consignment (small parcel) in the individual shipping box or handed over directly. A slipcase with an individual print is available separately.

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



## HAPPY AMBASSADORS

**S**mall, likeable ambassadors in the pre-Christmas season, such as the key ring pendants from Pruner, will get customers in a festive mood and can also serve as friendly reminders or extend thanks for customer loyalty. What is more, these pendants make the dark season safer, since they have an integrated LED light to illuminate all dark paths. The pendant with a melody is also cute. Whether Jingle Bells or a personal favourite, the music plays at the push of a button. Pruner will suggest a layout if you send a photo with the desired motif. The minimum order quantity is 500 units.

42634 • Pruner Werbemittel • Tel +49 7644 1063  
pruner-werbemittel@t-online.de • www.pruner-werbemittel.de

## AS EASY AS PIE

**A**nyone who wants to “bake up” a successful Christmas business season should have a look at emotion factory’s product line. It has a baking set that comes in elegant tins, which can be used as a gift and as a classy way to advertise during the Advent. The containers are available in a two- or four-piece set and come with either an individual insert or a four-colour digital imprint. The little baking tins, which have the shapes of an angel, snowman, star and tree, can be combined with each other in a set, and they will encourage the recipient to start baking Christmas treats. The minimum order required is 250 units.

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







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KOSMOS



## IN ELEGANT WHITE

**E**very business partner can be given a good start on their way into the day with the double-walled stainless steel thermo mug from Esbit – elegantly coated in polar white. Just pour in tea or coffee and enjoy the still hot drink on the go. Of course, it is also ideal for keeping cold drinks cold for a longer time. The spout on the lid opens and closes with a pushbutton and prevents anything from spilling. The capacity is roughly 375 millilitres. The Esbit thermo mug cuts a good figure, and not only under the Christmas tree.

48003 • Esbit Compagnie GmbH • Tel +49 40 85310631

[esbit@esbit-marketingtools.de](mailto:esbit@esbit-marketingtools.de) • [www.esbit-marketingtools.de](http://www.esbit-marketingtools.de)

## PUNCTUAL TRAINS AT LAST

**T**he miniature railways from tradition-rich manufacturer Piko bring home lots of joy at any time. To this end Piko offers attractive beginners' sets in various designs that make for atmospheric Christmas celebrations for railway enthusiasts big and small. The gift boxes are equipped fully ready for playing with a powerful locomotive and several true-to-detail carriages. The enclosed tracks, along with power pack and transformer, complete the attractive sets. Additionally, the custom design options on the models offer long-lasting promotional effect for companies. Later, as many models or products as desired from the extensive Piko accessories range can then be added.

45291 • Piko Spielwaren GmbH • Tel +49 3675 897228

[promotionn@piko.de](mailto:promotionn@piko.de) • [www.piko.de](http://www.piko.de)







## MOOSE TEST WITH THORE

**N**ow sigikid lets you do the ultimate moose test with Thore. Just imagine: bone-chilling cold, a crackling fire in the fireplace, fir sprigs and scrumptious cookies. Let others complain about pre-Christmas stress, for Thore Tannenzweig it could just as well be Christmas all the time. Born on Christmas eve, candlelight and the scent of fir cast their spell on him from the very outset. At the tender age of five, Thore won a straw star making competition in Uppsala, Sweden, and today he successfully runs an online shop for typical Swedish gingerbread cookies. Thore presents himself in a mix of various materials: corduroy, wool, synthetic and plush. The moose comes in small (20 centimetres) and large (47 centimetres). Advertising is applied to the scarf.

48311 • sigikid • Tel +49 9201 70129

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



## FROM THE CHRISTMAS WORKSHOP

**T**he confectionery specialists from Magna sweets have already shut themselves away in the Christmas workshop and are presenting a whole series of tasty innovations. The numerous well-known gingerbread specialties and cinnamon almonds are joined this year by new cinnamon macadamia nuts that can be packaged individually in flow-pack wrapping or in little promotional bags with contents of about twelve grams and can be supplied with custom printing applied. The mini preserving jar is available for Christmas filled with Christmas fruit gums or cinnamon almonds. New to the range is the Christmas Paperback Mini or Maxi. The stand-up pouch made of paper, which can be ordered with a selection of delicious contents, is sewn up with a cardboard strip that can be custom designed.

41617 • Magna sweets GmbH • Tel +49 8146 99660

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

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 Fax +49 74 43/12-45 91  
[info@fischertechnik.de](mailto:info@fischertechnik.de)  
[www.fischertechnik.de](http://www.fischertechnik.de)



## COVER CARDS ARE TRUMPS

**F**or Christmas, i.p.a. Sweets is presenting the Cover Card, an attractive eye catcher. This fir tree shaped card has a holder for test tubes filled with sweet treats or fine spices. They can feature printing in one to four colours. Whether sweet or spicy, the plastic test tubes in the cards combine a flavourful taste with a sizable portion of advertising appeal. Of course, the test tubes can also be individually enhanced. Advertising can be applied by means of pad printing on orders of 500 or more, and screen printing on orders of 3,000 or more. Here you can find tailored treats for pharmacies on the programme as well as eye-catching appetizers.

45893 • i.p.a. Sweets GmbH • Tel +49 4242 961200

[info@ipasweets.de](mailto:info@ipasweets.de) • [www.ipasweets.de](http://www.ipasweets.de)



## FELT FOR THE FESTIVE SEASON

**F**elt wherever one looks. Particularly during the Christmas season this popular material can be found everywhere. Whether it's the little sacks on the Advent calendar, the angel on the tree or the special gift for customers: felt by Halfar should not be forgotten. And it's not merely festive, but also appeals through its charm, soft touch and high-quality appearance. With its three new felt bags, Halfar ensures that felt is practically always in season. In the colours brown sprinkled, red and marine, the shopper ModernClassic sets new accents. The new business bag ConnectClassic is just as puristic at first glance. The square shape and large flap grab attention. It provides ample space for stitched or engraved logos.

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



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Weitere Informationen finden Sie unter:  
[www.troika.org/pimpmypen](http://www.troika.org/pimpmypen)



## BIG PAINTING FUN FOR LITTLE ARTISTS

**T**he Happy X-mas coffee mug from Giving Europe is a rather special gift. The ceramic mug bears a Christmas motif that can be custom designed; to this end, five paints and a brush are included in the delivery. Big painting fun is ensured with this present, not only among little artists.

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



## VIVA ITALIA

**T**he Italian bag from Beyrau contains everything that makes up an excellent Italian pasta dish. Besides sugo all'arrabbiata and exquisite pasta, quality sea salt and peppercorns are individually packaged and offer sufficient space for printing on a recipe. In addition, the package as a whole is equipped with a label which – even from small quantities – can be custom printed on both the front and reverse. In the same style there is now also an Energy and a Wellness bag and, for Christmastime, a festive bag of surprises.

48157 • Beyrau & Rex GbR • Tel +49 4821 7796390  
service@beyrau-rex.de • www.beyrau-rex.de



## COOL LOOK

**T**he Cool Watch watchband can be ordered from Krüger & Gregoriades GmbH under item no. 6020, a perfect gift for the upcoming Christmas season. The colourful watch with a silicone watchband comes in eight trendy colours: black, white, blue, green, yellow, orange, turquoise and pink. Inside it has modern quartz clockworks for accurate timekeeping. It even makes telling the time easy at night with its three illuminated hands and green fluorescent face. A SR626SW coin cell battery is included. It comes packed in a high-quality gift box.

47203 • Krüger & Gregoriades Im- + Export GmbH • Tel +49 40 73102180  
info@kg-hamburg.de • www.kg-hamburg.de



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**Spielkartenfabrik Altenburg GmbH**  
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## NOSTALGIA IN A MINI FORMAT

**T**he Mini nostalgia tin from Magna sweets offers not only a variety of possible colours to choose from, but also various fillings as well as finishing techniques. Aside from the traditional colours of blank, white, silver and dull silver, the popular box now also comes in the trendy colour of matte white. Advertising is applied by way of directing printing on the tin, a shapely laser engraving or embossing. The possible fillings range from Vivil Friendships to peppermint hearts without sugar up to chewing gum and mini chocolate beans. The product can be had in quantities of 280 or more.

41617 • Magna sweets GmbH • Tel +49 8146 99660

[info@magna-sweets.de](mailto:info@magna-sweets.de) • [www.magna-sweets.de](http://www.magna-sweets.de)



## A PLEASURABLE EXPERIENCE

**D**rinking coffee really becomes the ultimate pleasurable experience with the De'Longhi Primadonna Exclusive ESAM 6900.M, which is in the product range of the IT2U brand at Bonus2U. There is something for everyone, regardless of whether you are enjoying a cup of coffee with friends, colleagues, or with your family: cappuccino, latte macchiato, caffè latte, long coffee, hot milk and hot chocolate. These variations can be selected by using the practical one-touch buttons on the machine. The fully automatic machine is suitable for use with coffee beans as well as ground coffee; it offers individually adjustable grinding levels; and has five pre-programmed levels for coffee strength. What is more, the ESAM 6900.M includes an extra-large TFT colour display for easy operating, a patented milk foaming system, and an energy-saving feature.

48374 • IT2U GmbH • Tel +49 511 64688516

[stefan.obereschelp@bonus2u.de](mailto:stefan.obereschelp@bonus2u.de) • [www.bonus2u.de](http://www.bonus2u.de)

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[www.psi-messe.com](http://www.psi-messe.com)

Reed Exhibitions



## HERE IT'S ALL ABOUT THE MUSIC

**J**ingle bells, jingle bells, jingle all the way ...” with this song, the holiday spirit makes its way to your office, and the hectic pre-Christmas season comes to a standstill for a few moments. The small barrel organ from emotion factory with an emotional advertising message on it can be used as an attractive giveaway at Christmas time, and it is sure to enthrall every target group. For a minimum order of only 250 units, the banderole label placed around the small instrument can have a completely individualised design placed on it using four colour digital printing. The dimensions are 4.5 x 3.8 x 2.4 centimetres and it weighs approximately 42 grams.

45997 • emotion factory GmbH • Tel +49 7042 81550

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



## ELEGANTLY PACKAGED GIFTS

**O**n time for the start of the Christmas season, the packaging specialists from Kröll have once again developed new Christmas-themed ideas. One of this year's innovations is the elegant, high-quality paper carrier bag Elegance with short cord and cardboard bottom insert, featuring various Christmas designs. Christmas stars, baubles, reindeers, as well as snowy winter scenes are in vogue. What's more, there are many additional festive packaging options starting with gift boxes and wine packaging right through to gift wrap and ribbons in a multitude of colours and sizes. Christmas bags with a personalised image or logo create a personal touch.

48698 • Kröll Verpackung GmbH • Tel +49 89 7451360

diana.kroell@werbetaschen.de • www.werbetaschen.de



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## AN AFFECTIONATE HUG

**T**he reindeer fleece blanket from Kundenpflege is an innovative and at the same time useful and decorative gift for Christmas. The blanket is 100 x 75 centimetres in size, made of 100 per cent polyester and has a Christmas motif printed on it (quality: 180 grams per square metre). A particular eye catcher is the cuddly reindeer affectionately hugging the blanket and keeping it rolled up. Advertising can be applied on a label. More blankets, innovative wellness sets and giveaways can be found on the Kundenpflege website.

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

## FESTIVE DELIGHTS

**T**he pre-Christmas season is a time of joyful anticipation, and tasty cookies make the waiting a pleasure! For this purpose, we have the Tasty cookie cut-out set from elasto form. This set consists of six stainless steel Christmas cookie cut-outs (shooting star, bell, snowman, angel, Christmas tree and gingerbread man). They are packed in an elegant metal box with a window. The box can be enhanced with pad printing, laser engraving or the entire surface covered with photorealistic UV digital printing.

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



## THE TRADITIONAL STOLLEN CHRISTMAS CAKE

**A**longside its 100 patents and innumerable innovations, Global Innovations has remained faithful to one product for many years. The traditional stollen Christmas cake – made in Germany and winner of many awards – now also comes in unusual flavours and with visually appealing chocolate enhancements. A special highlight is the red wine walnut stollen, which not only has a distinctive taste but is also a treat for the eyes. All stollen versions are available in quantities of twenty or more. Small quantities are branded by means of a sticker on the gift box, customized cardboard packaging is available on orders of 500 or more. This special stollen has now won fans in such places as Bahrain and Japan.

**46626 • Global Innovations Germany GmbH & Co. KG • Tel +49 6502 930860**  
**info@globalinnovations.de • www.globalinnovations.de**

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[www.ksw24.eu](http://www.ksw24.eu)





## SKIN SOFT AS VELVET

**R**elaxing and feeling good while rejuvenating mind and body is easy in a bath drawn with soothing bath salts. The bath salts from wellness specialist i.p.a. cosmetics let customers sink down into a world of feel-good bath sensations. The high-quality ingredients are guaranteed to make skin feel soft as silk, providing a wellness experience which invigorates, stimulates the circulatory system and relaxes muscle tension. Attractively packaged in a test tube, the salts cut a good figure. Of course, the test tube can be decorated with a four-colour label. Inside it has room for 18 grams of salts, just enough for a relaxing bath to stimulate all the senses. The company's wide selection of pampering products is subject to ongoing quality inspections and meets the highest demands.

42567 • i.p.a. cosmetics GmbH • Tel +49 2521 83000

info@ipacosmetics.de • www.i-p-a.de

## THE BATHROOM – A TEMPLE OF WELLNESS

**F**ancos Image-Cosmetics & More makes a relaxing wellness temple out of the wintertime bathroom, while its high-quality, dermatologically tested cosmetic products guarantee the finest in customer care and image cultivation. The company's hand-made massage soaps pay tribute to the theme of sustainability and rely on natural ingredients free of animal fats and preservatives, made of 100-percent natural oils. Along with the "goat's milk" version, which is especially well suited to sensitive skin, the manufacturer also has a "chocolate" version on offer, a sensual scent experience tailored to Christmas. This massage soap is suitable for all types of skin. More scents are available on request.

47463 • Francos GmbH Image - Cosmetics & More • Tel +49 2521 8255112

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



## TIES WITH STYLE

**C**lub Cawatte Crefeld's collection of high-quality silk ties and scarves ensures a tasteful, harmonious presence and a professional appearance not only at Christmastime. Specializing in textile accessories for the promotional product market, this long-standing, Krefeld-based company offers customized ties, scarves and shawls to match the corporate design. The collection is largely produced in German in one of Europe's most modern Jacquard weaving mills. The company has its own design studio and innovative finishing techniques to implement individualized concepts and tailor them to suit advertising enterprise to a T.

43606 • Club Cawatte Crefeld • Tel +49 2151 7812990

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



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## **Auf zur WM nach Brasilien!**

Endlich, es ist fast so weit: die Weltmeisterschaft findet nächstes Jahr wieder statt und diesmal geht es nach Brasilien. Unsere Kollektion besteht auch dieses Jahr wieder aus den bekanntesten, populärsten und originellsten Fanartikeln um unser Team zu unterstützen. Wie wäre es zum Beispiel mit einem Fußball, einem Getränketräger, oder brasilianischem Federkopfschmuck in Deutschlandfarben? Fast alles ist möglich!

## **Wir holen uns den Titel! An unserem Outfit soll es jedenfalls nicht scheitern!**

Wir haben diese Artikel nicht auf Vorrat. Unsere Trading Abteilung kann sie jedoch gerne für Sie besorgen. Bei weiteren Fragen nehmen Sie gerne Kontakt mit unserem Verkaufsteam auf.

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## ON THE RIGHT TRACK

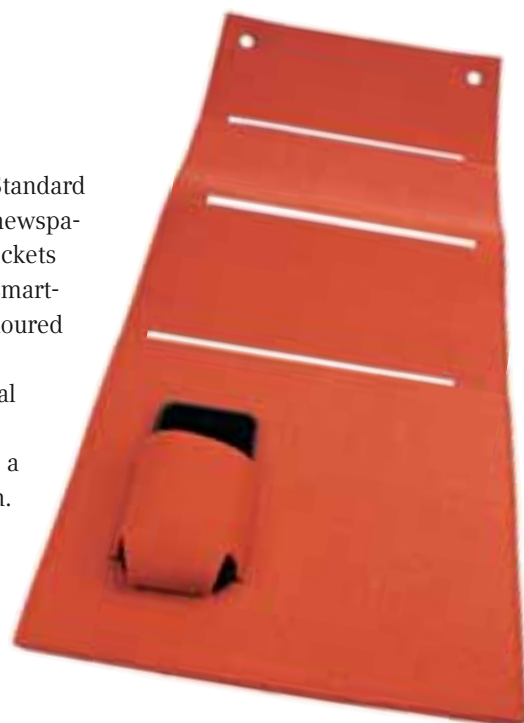
**W**ith high-quality, nostalgic measuring instruments from the Armada series, Kasper & Richter offer treasures at the end of the year that are guaranteed to appeal particularly to nautical enthusiasts. Every compass, every sundial and every sextant is handmade and therefore one-of-a-kind. With the Trinidad sighting mirror compass or the Ventura sextant, every seafarer's heart will surely beat faster. Advertising can be applied directly on the device on a brass plate or, upon request, additionally on the outside of the wooden gift box, also on a brass plate. The company offers further models with a range of functions and the entire Armada series.

40043 • Kasper & Richter GmbH & Co. KG • Tel +49 9131 506550  
[info@kasper-richter.de](mailto:info@kasper-richter.de) • [www.kasper-richter.de](http://www.kasper-richter.de)

## DECORATIVE PLACE FOR THE PRESS

**P**roducts made of high-quality German wool felt in accordance with Oeko-Tex Standard 100 are a speciality in Bühring's range. The recent new products include the newspaper holder Journal, which can be hung up on two metal eyelets. Three deep slit pockets that open at the top are available for newspapers or magazines. In addition, your smart-phone can be stored ready to hand in a further slit pocket. A multitude of plain-coloured and mottled standard colours leave (almost) nothing to be desired. The product is delivered loose in a cardboard box, folded flat in a handy size. Promotional material can be ideally placed to the right of the compartment for the mobile phone in the form of a screenprint transfer or embroidery. The item is produced in Germany on a project-specific basis, meaning individual requests can be taken into consideration.

40807 • Gabriele Bühring • Tel +49 4154 795400  
[vertrieb@buehring-shop.com](mailto:vertrieb@buehring-shop.com) • [www.buehring-shop.com](http://www.buehring-shop.com)



## TEXTILE GIFT IDEAS

**W**hen the days grow shorter, the scent of cinnamon and cloves starts wafting through houses and the stores in town turn into a sea of light, the loveliest time of the year is at hand: Christmas. Time to give customers and business partners a small present to say thanks. For instance, with a gift idea from Myrtle Beach, Daiber's well-known home brand. Among other things, the new X-mas advent calendar can sweeten the pre-Christmas season. The 24 little bags made of red polyester felt with white numbers can be filled individually to put a Christmas flair into any office. Or how about the new knitted X-mas sock to decorate the home chimney starting now? The complete range can be viewed on Daiber's website.

42819 • Gustav Daiber GmbH • Tel +49 7432 70160  
[info@jamesandnicholson.de](mailto:info@jamesandnicholson.de) • [www.jamesandnicholson.de](http://www.jamesandnicholson.de)



# X-MAS TIME

**NEW**


Da kann Weihnachten kommen: Mit den textilen Geschenkideen von Myrtle Beach zaubern Sie garantiert ein Lächeln in die Gesichter der Beschenkten und weihnachtliches Flair in Büro und Zuhause. Weihnachtszeit ist Geschenkezeit: Danken Sie Ihren Kunden und Partnern in diesem Jahr mit **Knitted X-Mas Socks** in Rot und Weiß, der **Felted X-Mas Bag** mit Weihnachtsmann-Motiv oder dem neuen **X-Mas Advent Calendar** mit Platz für viele kleine Überraschungen. Weitere Promotion-Ideen für die Weihnachtszeit finden Sie im Hauptkatalog Zselect 2013 sowie unter **[www.daiber.de](http://www.daiber.de)**.





## SPEKULATIUS FOR EVERYONE

**S**pekulatus spiced biscuits are probably the most popular kind of Christmas biscuit and have particularly widespread appeal. Kellermeister Manns is now measuring up to the standards with a tin in a premium design. The tin is not only an ideal gift for the entire team at the office, it is also a welcome “guest” on the meeting table or at the PoS. Made of tin plate, it is filled with 150 grams of the finest Spekulatus biscuits and a decorative retro doily. As possibilities for applying advertising material, the manufacturer offers a strip around the tin or a label in 4c printing, single-colour pad printing, a laser engraving or, alternatively, a tag that can be printed in four colours.

45384 • Kellermeister Manns GmbH • Tel +49 2045 960477

info@kellermeister-manns.de • [www.kellermeister-manns.de](http://www.kellermeister-manns.de)

## GOOD FOOD SHOULD ALSO LOOK GOOD

**E**specially for Christmas baked goods, confectionery pallets are an indispensable help for transporting cookies and chocolates, for spreading creams, for smoothing cake tops and much more. In order to be able to be sure of covering all the different areas of application, triangle is now offering a wide range of different pallets: straight, angled and in various lengths and widths, with various handles. Corporate lettering or a logo can be applied on request. The item is available in bulk or in an attractive package.

48697 • triangle GmbH • Tel +49 212 2211532

m.forestier@triangle-tools.de • [www.triangle-tools.de](http://www.triangle-tools.de)



## FESTIVE GREETINGS

**C**hristmas presents have been given accompanied by a festive Christmas card for as long as people can remember. Papier Preuninger is now offering PSI members the possibility of incorporating into their range an entire collection of such Christmas cards for the business sector. There are more than 250 Christmas cards on offer at premium quality and with top designs at various price levels. A large warehouse guarantees quick deliveries, even just before Christmas, the manufacturer promises. In addition, they offer free, neutral catalogues and sample cards. An imprint service makes it possible to deliver cards with a finished imprint at little expense.

48757 • Papier Preuninger GmbH & Co. • Tel +49 7452 84040

info@preuninger.com • [www.preuninger.com](http://www.preuninger.com)



# PSI 2014

8<sup>th</sup> – 10<sup>th</sup> JANUARY  
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## SHAPES MADE TO MEASURE

**P**lastic products in special shapes according to customer requirements have been a current theme in the field of plastics processing at Hermann Flörke GmbH for many years. Custom-made plastic products are produced individually and finished by means of pad, screen or UV digital printing. In good time for the coming Christmas season, the company is introducing the Santa eraser. Like the other models in the range, the Santa eraser is manufactured on a TPE basis, is recyclable and is produced in any environmentally friendly way without PVC plasticizer. The standard colour of white can be printed in four colours for print runs of just 200 units upwards.

44294 • Hermann Flörke GmbH • Tel +49 6104 73373

[info@floerke.de](mailto:info@floerke.de) • [www.floerke.de](http://www.floerke.de)



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# PSI 2014

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## STYLE YOUR BUSINESS



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[www.psi-messe.com](http://www.psi-messe.com)

## HIT THE BULL'S EYE

**J**ust in time for the annual World Darts Championship in England, b & a, owner of the Promotionkicker and Keltik-Darts brands, is presenting its customizable tournament dart boards made of sisal fibre. The competition boards are forty millimetres thick and weigh four kilograms. They can sport digital printing according to customer specifications. Upon request, the enclosed rules can be designed to match customers' CI. With these Christmas dart boards, by the way, there is no problem shooting at baubles. Here, "made in Germany" means not only premium quality, but also the shortest delivery times and lowest quantities. Rounded off by matching darts and personalized flights, they are sure to be right on target to suit the customer's taste.

48898 • b & a Vertriebs GmbH • Tel +49 7062 978910

[gauger@b-und-a.com](mailto:gauger@b-und-a.com) • [www.promotionkicker.de](http://www.promotionkicker.de)





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## WARM FINGERS



**S**pranz, the specialist for designer products without the extra design surcharge, presents cosy, warming advertising in true-to-style packaging: its new gel-filled hot water bottle as a hand-warmer. The practical warmer is activated with a simple click, generating a comfortable temperature for around 30 to 45 minutes in the cold months of the year. Heat protection in the form of an attractive textile pouch ensures optimal heat distribution. The gel warming bottle is reusable and does not contain phthalates.

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

## HIGHLIGHTING THE MOOD

**N**o living room should be without these three highlighters, new in the Lehoff product range. Through the frosted glass, the tea lights immerse every living space in a light designed to set the right mood. They are also ideal for putting the bathroom in the right light for a nice warm bubble bath. The feet are made of stainless steel and therefore do not rust. They come packed in a lovely gift box, a good idea for a gift, and not only at Christmas. The highlighters are 15.5, 18.0 and 20.5 centimetres tall.

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



## RACER CRACKS NUT



**T**hings are moving at a fast pace under the Christmas tree: the new Nut Racer from Troika is a nutcracker of a very special kind. It comes in a sleek racing car design from Axel Groß and is a useful tool not only for ambitious hobby mechanics. Made of sturdy, chrome-plated cast metal, the nutcracker has an extended screw function at the rear to crack even the hardest of nuts. Weighing 278 grams, the Nut Racer lies firmly in your hand and conveys a certain sense of value. It is simple to use: after you place the nut inside and turn the screw a few times, the shell jumps off and releases its delicious kernel.

46311 • Troika Germany GmbH • Tel +49 2662 95110  
a.bauer@troika.de • www.troika.org





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There is a great diversity of individual designs of the Lanybook. Customization options are equally diverse.

## LEDIBERG GMBH

# MULTITALENTED LANYBOOK

The use of notebooks is the latest trend and offers great opportunities for presenting a company's corporate identity. Specialists of the company Lediberg have set completely new benchmarks with the Lanybook in terms of quality and design.

**L**ediberg GmbH, based in Lemgo, Germany is one of the major calendar suppliers. At the heart of this company is a state-of-the-art factory in the north Italian city of Bergamo. The global success of the company is based on the aim to be

a strong partner of the promotional product industry. The positive development and the associated solid growth momentum since being founded in 1989 have many different reasons. An important role is played by the Lanybook.

## GREAT DESIGN FLEXIBILITY

"We are learning from year to year and try to take into account the wishes of our customers," says Maurizio Castelli, CEO of Lediberg. The use of individual Pantone colours from quantities of 300 units together with the diverse design possibilities offered by the Lanybook are compelling arguments in favour of using the Lanybook as an advertising medium. "Customers see Lanybook as an enormous opportunity and recognize the many design possibilities offered by the notebook to communicate their image. These range from the individual design of the Lanyband and Lanybutton to advertising pages, embossing or printing images on the cover," adds Castelli. An "absolute highlight" is the high-quality 3D silicon print that is printed in the form of a customer logo or a claim on the Lanyband. The Lanybook also has an international patent (patent No. 2255974) for printing the elastic band. "We also gladly ad-



“We advise our customers and develop the best solution together with them,” says Thomas Hertranft, Managing Director of Lediberg GmbH.

#### ENTIRELY INDIVIDUAL

The Lanybutton fixed to the Lanyband can even be moulded into shape so that it illustrates the company's logo or product. Various materials such as metal, gel doming and rubber are available to choose from. If necessary, a digital memory device can be attached to the Lanyband in the form of a USB stick. The USB stick is suitable, for example, for storing training materials or company presentations. The stick can also be printed or lasered with the customer's logo.

#### HIGH QUALITY STANDARD

Production in Italy guarantees a very high quality standard. Lanybook naturally benefits from the vast experience and long tradition Lediberg has as a calendar manufacturer. The Lanybook is available either as a notebook or calendar in sizes A6, A5, square, large or A4. Owing to its durability and use throughout the year, it represents an optimal image carrier for the customer.



#### THE FLEX SYSTEM

Lediberg has come up with something very special to cater to customers who want to use the Lanybook with a minimum quantity of 100 pieces. In the Flex Lanybook 100+ system, 11 different coloured standard ribbons (7 single-colour and 4 bi-colour) are available that can be attached to the Lanybook in accordance with the customer's wishes. The Lanybook Flex version also offers the already familiar benefit in the form of Lanybuttons. There are 6 standard shapes of high-quality metal buttons available which can be refined with laser engraving and pad printing according to the customer's wishes. A special highlight is the Lanybutton in the form of a 4 GB USB stick. In addition to the band and button, the customer logo or a slogan can be embossed on the cover. “The Flex system is amazingly simple, quick to deliver and it offers a very high level of customization, which makes it more attractive for many customers. We see tremendous growth opportunities in terms of inquiries for small quantities and rush orders,” says Maurizio Castelli. The Lanybook Flex is available in sizes A6, A5 and large.



**Maurizio Castelli, CEO of Lediberg, and Alexander Quehl, inventor of the Lanybook (from left).**

#### VALUE FOR MONEY

An excellent idea also calls for many awards. Lediberg is proud that the Lanybook has enthused many jury members of prestigious award competitions. With the “red-dot Design Award”, the “Design Award of Germany” and the “Good Design Award”, the list is already amazingly long and is likely to become even longer. “The awards are both rewarding and encouraging for us. We want to continue to develop and present great new ideas to our customers in the future,” says Maurizio Castelli.

#### ENVIRONMENTAL AWARENESS

Lediberg attaches particular importance to the environment. Each Lanybook is supplied with FSC-certified paper. By buying FSC-certified products, the growth of responsibly managed forests is supported. Lanybook provides a maximum level of customization, quality and a high level of image transfer. Thus everything that advertisers are looking for today. <

#### LEDIBERG GMBH

Alkenbrede 1  
32657 Lemgo, Germany  
Tel +49 52 61 606-0  
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FROM 11-12 SEPTEMBER 2013 IN WARSAW

## MARKETING FESTIVAL AND PRINT FESTIVAL



**M**arketing Festival and Print Festival, organized by Polish OOH Magazine, is a unique combination of exhibition stands, trainings, presentations and conferences. The exhibitors are companies from the wide advertising market: suppliers of promotional items, printers, manufacturers of POS and packaging, Digital Signage and the suppliers of media and equipment. The Festival includes only selected group of Visitors excluding persons not connected with the advertising business. Organizer lays emphasis on the quality of contacts rather than their quantity. OOH magazine reserves the right to refuse admission to the fair to people unrelated with the advertising industry. During the fair will be organized contest on the Innovation of the Year and the Super Gift in range of prices available in the giftsonline.pl search engine. Once again, will be presented Diamonds of Advertising to Personalities who most support the Polish entrepreneurs. Will be carried out the fifth edition of POS Stars contest for the best displays with an exhibition of submitted realizations. [www.festiwalmarketingu.pl](http://www.festiwalmarketingu.pl)

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## NEW PARTNERSHIP

## BRANDCHARGER AND SKROSS COLLABORATION

**B**randCharger and Skross have started a partnership bringing two worlds together; Award winning corporate gifts and Swiss-designed travel adapters. "BrandCharger and Skross" is a partnership between two global players with a shared passion for creating meaningful products. "Through BrandCharger's focus on charging products and Skross' world renown travel adapters a strong partnership has been born," said James Ung, BrandCharger's VP of marketing. "We are working with Skross to take connectivity to a whole new level". Skross products speak all languages of electricity and keep you connected when traveling to the Americas, Europe, Asia and beyond. Products from Skross are the world's safest and most compact travel companions now made available for the corporate gift market through BrandCharger. Skross line of products are market leader for USB charging devices with many industry awards and one of the first manufacturers in the Industry with full BSCI accreditation. For more information please contact:

James Ung, [james@brandcharger.eu](mailto:james@brandcharger.eu) – [www.brandcharger.eu](http://www.brandcharger.eu)



## KÖSSINGER AG

## CHANGE IN SALES

**A**ndrea Steinbauer, sales consultant since 1 October 1999 and later deputy sales manager of Kössinger AG, left the company at the end of June after a total of fourteen years with the company to find a



Andrea Steinbauer left Kössinger, Robert Boenigk has replaced her.

new orientation for herself outside the promotional product industry. Kössinger AG is thus losing an extremely popular member of staff, held in high esteem by customers and colleagues alike. Starting immediately, Robert Boenigk is taking over the former sales territory of Andrea Steinbauer. This brings a familiar face back to Kössinger sales. Robert Boenigk already worked in sales at Kössinger AG from 2001 to 2003. [www.koessinger.de](http://www.koessinger.de)

## XINDAO

## ANDREAS GOLDHAHN JOINS SALES TEAM



Andreas Goldhahn

**T**he German sales team of Xindao will be strengthened by Andreas Goldhahn. Together with Andre van Offeren and Sebastian Tätzl, Andreas will take the responsibility for customers in the area with codes

7-8-9. In this setting Xindao will have a well balanced team to further upgrade the level of service towards the clients in Germany.

Tel. +31 70 31999-56

[Deutschland@xindao.nl](mailto:Deutschland@xindao.nl)



## RETIREMENT

### MICHAEL MÜHLEN SAYS "THANK YOU!"



Michael Mühlen

**M**ichael Mühlen, a very well-known and popular "institution" in the German industry, most recently active in the field service team of the companies Maximex and Multiflower began his well-deserved

retirement at the end of August 2013. He would like to take this opportunity to thank all his customers for many years of trustful cooperation. <

## MID OCEAN GERMANY GMBH

### SELCUK ZENGİN ON THE SUPPLIER SIDE AGAIN



Selcuk Zengin

**W**ith Selcuk Zengin as the new back office manager of the Mid Ocean Germany team based in Koblenz, Germany Christof Achhammer, Country Manager for Germany, Austria and Switzerland, has

reinforced the customer-oriented restructuring of Mid Ocean Brands in the German-speaking regions. Selcuk Zengin, who can look back on over 17 years of experience in the promotional product industry, spent the last six years working very successfully in sales at Plan Concept in Essen. Since 1 June, he has been running the office in Koblenz and will coordinate all internal affairs. [www.midoceanbrands.com](http://www.midoceanbrands.com) <

## PHARMACEUTICALS ADVERTISING PROHIBITION GWW INTERVENES

**D**isregarding all the concerns and objections brought forth by the promotional product industry, the European Federation of Pharmaceutical Industries and Associations (EFPIA) and its member associations and companies adopted on 24 June a transparency code which, among other things, stipulates a complete prohibition of the use of low-cost promotional products beginning in July 2014. The Association of the German Promotional Products Industry (GWW) and all associated members have now lodged a complaint against this transparency code with the European Commission as well as the German Antitrust Office. In a brief presentation of legal deliberations, both antitrust bodies were informed of the anticompetitive behaviour which, in the view of the industry associations, would result from this decision. Here a reference was made to the initial data on the effects of the revision which were ascertained in the most recent business survey of the Cologne Institute for Trade Research (IfH).

### FEDERAL ANTITRUST OFFICE TAKING ACTION

The Federal Antitrust Office has taken up the matter and asked for the submission of consequential data to be able to understand the facts of the matter, or rather, the effects



of the prohibition, which in Germany is expected to be above the threshold of ten per cent required to demonstrate a substantial effect.

### ENGAGEMENT OF THE INDUSTRY NEEDED

So in the next few weeks the promotional product industry will be called upon to undertake a well-founded economic analysis of the effects the ban will have on the market to enable the Federal Antitrust Office to conduct an in-depth examination of the restrictions arising from the transparency code. For this purpose, the realized sales as a measure of total sales with the pharmaceutical industry must be determined. To this end, the IfH, which is associated with the University of Cologne, will survey all PSI members in Germany. If the Federal Antitrust Office should find that the promotional product industry is significantly affected by this prohibition and share the concerns expressed by the associations, there are good chances that the ban could be lifted. This in turn assumes that as many companies as possible will have taken part in the online survey. That is why the Association of the German Promotional Products Industry and its associated members are now calling upon all market participants to take part in the survey (if they have not already). [www.gww.de](http://www.gww.de) <

## PLAN CONCEPT DR. LICHTENBERG

### TWENTY YEARS OF PROMOTIONAL PRODUCTS

Together with about 200 visitors, the Essen-based promotional product distributor Plan Concept Dr. Lichtenberg celebrated its twentieth anniversary on 26 July. Employees, business partners and customers, as well as friends and companions of many years' standing, joined the two business partners Christoph Ruhrmann and Stephan Speckbrück in toasting the old and new days with beer and cocktails. The guests and hosts had a real good time with tasty curry sausages and rock songs from the Katsche Kruse Allstar Band.

Plan Concept Dr. Lichtenberg GmbH was founded on 26 July, 1993. Christoph Ruhrmann and Stephan Speckbrück now employ 38 members of staff and have branch offices in Münster, Wuppertal and Stuttgart. [www.werbeartikel.tv](http://www.werbeartikel.tv)



## BPMA

### GILL THORPE STANDS DOWN FROM THE BOARD

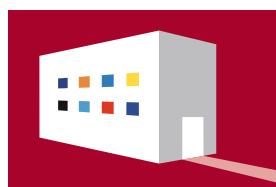
After 19 years of service on the board of directors of the bpma Gill Thorpe has decided to stand down. "I have been proud to have been part of this wonderful association and being able to make a contribution to the association and industry over the years. Being Chair and subsequently, President was a true honour. I have made some wonderful friends throughout the industry and I am incredibly proud to know I have made a difference. The time is right for me to stand down it has been a massive commitment over the years and my more recent involvement with my procurement institute on the fellows



At the farewell party: Gill Thorpe (in the middle).

## WELCOME HOME 2013

### NOW ALSO IN VIENNA AND ZURICH



#### WELCOME HOME 2013

Werbeartikel neu erleben

9 FIRMEN - 8 EVENTS

26.11. bis 12.12.2013



Nine German industry specialists, Daiber, Fare, Geiger, Halfar, Jung, koziol, LM Accessoires, MBW and Senator, are announcing the expansion of their successful series of events in neighbouring countries. "Our customers in Austria and Switzerland are important partners with whom we cultivate in-depth business relations. We have been successfully holding the Welcome Home series of events in Germany since 2010. Unfortunately, our premises are too far away from many of these customers. So it was only logical to go to Vienna and Zurich at some point,"

the organizers agree. For this reason, the show with more than 300 new products to hold, try out and taste will also be making stops at attractive event locations in Vienna on 26 November and Zurich on 28 November 2013. Of course, it will also be possible to take part in the attractive Welcome Home bonus programme at these locations. Reservations for all Welcome Home events can be made at [www.welcome-home-2013.de/ anmelden.php](http://www.welcome-home-2013.de/ anmelden.php).

[www.welcome-home-2013.de](http://www.welcome-home-2013.de)

#### THE DATES:

26 Nov. 2013	Vienna, Austria, event location Studio44
28 Nov. 2013	Dietikon/Zurich, Switzerland, event location Reppisch Hallen
3 Dec. 2013	koziol »ideas for friends GmbH, Erbach, Germany
4 Dec. 2013	Gustav Daiber GmbH, Albstadt, Germany
5 Dec. 2013	Taufkirchen/Munich, Germany, event location Die Alte Gärtnerei
10 Dec. 2013	Fare Guenther Fassbender GmbH, Remscheid, Germany
11 Dec. 2013	Halfar System GmbH, Bielefeld, Germany
12 Dec. 2013	Hamburg, Germany, event location Edelfettwerk

committee along with my other not for profit volunteering roles and the exciting developments within my business The Sourcing Team mean something needs to give! I thank all the bpma members, our partners in industry, the board and of course, our wonderful team at the secretariat for their support and friendship over the years. I am delighted that we have Viv Blumfield now as our Chair and have offered to continue to support her and to act as an ambassador for our industry and association. I love our industry and there is still much to be done to continue to improve standards, ethicability and education throughout the sector – it is great the bpma have such a wonderful board to take that forward long term", says Gill Thorpe FCIPS, Managing Director, The Sourcing Team. [www.bpma.co.uk](http://www.bpma.co.uk)



# Neue Zielgruppen im Blick

## IHR KONTAKT IN DIE PBS-BRANCHE:

**BusinessPartner** **PBS**  
Die Zeitschrift für Handel und Industrie

**PRINT:** BusinessPartner PBS ist eine der führenden Fachzeitschriften für Handel und Industrie in der PBS- und Bürobranche im deutschsprachigen Raum

**ONLINE:** Umfassendes Internet-Angebot inklusive Online-Newsletter unter [www.pbs-business.de](http://www.pbs-business.de)

## BEI FRAGEN STEHEN WIR GERNE ZUR VERFÜGUNG:

Werner Stark (Chefredaktion)  
0611-36098-19  
[werner.stark@pbs-business.de](mailto:werner.stark@pbs-business.de)

Torsten Wessel (Anzeigenleitung)  
0611-36098-70  
[torsten.wessel@pbs-business.de](mailto:torsten.wessel@pbs-business.de)





The new Tower advent calendar holds plenty of promotional power in store.

#### EXAMPLES OF GIVEAWAYS OR GADGETS IN THE TOWER ADVENT CALENDAR:

Banks: piggy bank  
 Heating and plumbing: mini hot water bottle  
 Automotive: model car  
 Food service: coffee cup  
 Energy: flashlight  
 Tourism: compass  
 Insurance: pocket calculator  
 Textile: ties, socks  
 Construction: work gloves  
 Publishing: paperback or handbook

With an ensemble of highly modern digital printing presses, 35 employees ensure that the high quality standard demanded by customers and trading partners is met and even surpassed.

#### TOWER WITH PROMOTIONAL POWER

In the recently published Jung Bonbonfabrik 2013 Christmas catalogue, there is a special new product for which the promotional product trade can expect a great demand and thus delight its customers. This highlight is the Tower advent calendar with all of five advertising areas, filled with 24 Ritter Sport Quadrettis to take out of the tower, which can be covered with customized printing on all four sides. Along with the popular brand-name chocolate and impressive format, the patented Tower advent calendar has another advantage to offer: it makes an ideal gift wrapper. In the middle is enough room for an add-on in the form of a present aimed at the target group or a gadget with a festive message. The promotional possibilities for any industry and any company are virtually unlimited. Samples of the Tower advent calendar and the new sales documents (also neutral) can be requested from the Jung team of consultants starting immediately. [www.jung-europe.de](http://www.jung-europe.de)

## 185 YEARS JUNG BONBONFABRIK

# AS CREATIVE AS EVER

Jung Bonbonfabrik in Vaihingen, Baden-Württemberg, is celebrating a very special birthday this year. The sweets specialist, founded in 1828 by Christoph Friedrich Jung, can look back with satisfaction on reaching the venerable age of 185.

**F**ifty years ago, the company's innovators invented a promotional candy that could carry a printed message. But the new Tower advent calendar proves that today's owners and creative product developers Jörg Dennig and Stefan Kühnbrey still head a young, fresh company full of ideas.

#### HIGHLY MODERN PRINTING PRESSES

The Tower calendar, like all other calendars in the Jung Christmas product range, is produced in Arnstadt in Thuringia. This is where the outsourced digital printing centre is located, where a large number of foils (for example, for fruit gums), cans or cardboard packaging are manufactured.

# YOUR CUSTOM MADE TEXTILE PARTNER FROM TURKEY



## GÖRENLER



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Luggage Belts



Key Holders



Scarf & Hat Sets



Fan Scarves



Beanies



Gloves  
for Touch Screen Devices



Fan Items



Microfibre Clothes



Felt Sleeves



Bags



Kitchen Products



Tube Bandanas



Pennants



Digital Print Towels



Digital Print Bed Covers



Sticky Mobile Cleaners



Cushions



Headbands



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Textile Calendars



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Modern equipment according to the latest European trends: The bone china factory in India uses new German machinery for the most part.

## GLOBAL INNOVATIONS GERMANY GMBH & CO. KG

# CERAMIC PRODUCTION NOW IN INDIA

**G**lobal Innovations Germany GmbH & Co. KG, a globally active promotional product importer with its company headquarters in Trier, has relocated its ceramic production to India. The reason indicated by the supplier is the high anti-dumping import duty of up to 58.8 per cent, which was levied with EU directive No. 1072/2012 dated 14 November 2012 on the importation of dishware and other ceramic products for table and kitchen use originating from the People's Republic of China. This duty does not apply in the case of productions originating from India. "This means that we can continue to offer our customers in the price-sensitive mid-range cost-effective and yet high-

quality ceramic products. To this end we personally travelled to India in order to see the quality of the products for ourselves," explains managing director Torsten Münich.

### SUCCESSFUL LOCATION SEARCH

For this purpose, the Global Innovations team appraised a number of different locations that are known for their ceramic production – among others Ahmedabad, Morbi, Jaipur and New Delhi. "90 per cent of the inspected companies failed to meet our quality standards, as most of the products made exhibited major defects and were therefore absolutely unsuitable for the German market," continued Münich. "Even factories primarily from the stone-

ware field, which initially made a good impression on us as quality appeared to be excellent, turned out to be very unreliable in retrospect. However, we were also able to find a number of factories that are able to offer not only outstanding quality, but also the best service."

### HIGH QUALITY IN BONE CHINA

One of these factories specialises in the production of bone china. Bone china is an exquisite, high-quality porcelain. It is characterised by its extremely white, brilliant colouring and, compared with many other soft porcelains, is extremely resistant. According to the statement by Global Innovations, the factory offers its own collections and produces to customer wishes. The main products in this context are cups, milk jugs, tea sets, dinner services and vases. Torsten Münich: "The factory is equipped to very modern standards, continuously evolves, and bases itself on the latest European trends. For the most part, new German machinery is used there. In addition, all safety regulations and quality standards are complied with. Further, there is a very strict internal quality check, during which only the best A-ware is accepted." The factory is certified to ISO 9001:2008 and is TÜV-tested (material certificate: LFGB). "The factory employees are excellently trained and work very reliably. Compliance with all social guidelines also goes without saying," confirms Münich.

### IN-HOUSE COLLECTIONS

"In connection with the development of promotional products, we have already been working for more than one year with professors from the design faculties of various universities. These develop both the design for new innovative promotional products – specifically for certain customers within the scope of semester projects – as well as their own collections in the area of porcelain tableware. Here there is also the opportunity to develop collections specifically to customer requirements," concluded the Global Innovations managing director.

[www.globalinnovations.de](http://www.globalinnovations.de)







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## PROMOTÜRK POWERED BY PSI 2013

# PROMOTION FOR ALL IN TURKEY

Promotürk powered by PSI, which will be held from 19 to 22 September 2013 is preparing to be the most important meeting in the promotion industry in Eurasia for the 28th edition.

**P**arallel to booming Turkish Economy and booming marketing and communications activities, Promoturk Exhibition will reflect color, variety, innovations and new ideas in CnrExpo Center / Istanbul Fuar Merkezi, Yesilkoy. The fact that the event is in its 28th edition is proof in itself that Promotürk has become a well established date on the calendar not only for

Turkish promotional products but for Eurasia as well. Promotürk powered by PSI Exhibition Project Manager, Günay Arslan spoke about 2013 preparations of the exhibition and commented: "The exhibition participants are already full of fresh ideas for 2013 and future. More than 100 exhibitors have signed up till now and we expect more..."

### FRESH IDEAS

During the exhibition, visitors will have the possibility to see corporate promotional products, special designs, porcelains, glass, leather, textile, stationery, cosmetics, electronics and all sorts of different ideas in each category of promotional products. 2012 Promotürk Exhibition witnessed many innovative ideas such as color changing umbrella when gets wet, gold in weights as promotion, fan football cards with gold and dolls made of tragachant. Among the fresh ideas of 2013 participants we can count the 1 gram gold promotion typical for Turkish promotional products industry, functional clothing options, giftboxes, activities to be gifted and promoted, focus on ecologically sustainable products, cult objects and many more that Turkish manufacturers and distributors can provide.

### TRADE BRIDGE ISTANBUL

In 2013 for four effective days the exhibition will stage a very visitor-friendly environment, ecologically sustainable and elegantly-designed stands that offer visitors time for intensive profitable discussions. Istanbul the gateway that bridges Asia and Europe does not only host visitors from Asia and Europe but also hosts professionals from North Africa, Middle East and CIS Countries as well. The city is now an increasingly important trade show destination, welcomes you to business meetings where the continents meet.

### FACTS OF EVENT 2012

Organized by ITE Group Plc. Turkey office Euf (E International Fairs) and Promotional Products Manufacturers and Retailers Association Promoturk, Promotürk powered by PSI Exhibition 2012 hosted approximately 170 exhibitors. The professional visitor profile included industry representatives from telecommunications, automotive, pharmaceuticals, banks, food, home appliance manufacturers, tourism, health industry and more. During 4 days, 8,216 national and 765 international professional visitors attended the exhibition.

[www.ite-turkey.com](http://www.ite-turkey.com) – [www.euf.com.tr](http://www.euf.com.tr) <





## “OPTIMALLY POSITIONED FOR PROMOTIONAL PRODUCT EVENTS”



Günay Arslan, Project Manager, ITE Group PLC./EUFA.S.

We talked to Günay Arslan, Project Manager of Promotürk powered by PSI.

**Ms Arslan, are you satisfied with the course of the Promotürk powered by PSI events for the last three years?**

In the past three years together with the very valuable support of Promotürk the Turkish association of the promotional product industry, PSI and the international network of ITE Group we achieved positive results especially in terms of international visitors. 480 International visitors came in 2011, 765 in 2012 and for this year we target 1,000 international visitors. We are happy to see that despite the economic and political developments the event continue to grow in terms of exhibitors and visitors. I am also satisfied that our event is a typical Turkish style. Vi-

brant, colorful, oriental, western a mixture of everything.

**How do you assess the current situation of the promotional market in Turkey?**

The promotional product sector should be innovative, creative and evolving at all times which Turkish promotional sector is right now. Turkish manufacturers and distributors can adopt to different requests and challenges. Close proximity of Istanbul to Europe and Asia, fast delivery times and reasonable pricing make them the first choice most of the times. Their motto this year is “We manufacture for you” that simplifies just demand and it is ready.

**What would your suggestion be to international visitors and exhibitors?**

I would definitely suggest them to feel and see the vibrant Turkish promotional products market through which the first step is to see the Promotürk powered by PSI event.





## GENERATION 2.0

## YOUNG – MODERN – TRENDY

Generation 2.0 is the technology-loving, innovative generation of the current day, which keeps up with all new technologies – in other words: young, modern, trendy. On this topic, we have put together a selection of promotional products for you which fit perfectly into this sector.

**T**he neologism “Generation 2.0” is coined along the lines of the term “Web 2.0”. Although everyone is talking about Web 2.0, hardly anyone knows what it actually means. Basically, this term refers not only to specific technologies or innovations, but also primarily to new ways of using and perceiving the internet. Here users create, edit and distribute content to a large degree themselves. Content is no longer created centrally by big media companies and distributed on the internet, but from a large number of individual, independent users who are additionally connected with one another through social networks. A good example of this is the online encyclopaedia Wikipedia. Social networks are increasingly gaining in importance for companies, as well. According to a Bitkom survey, nearly half of German companies are making use of social media. Customers use the internet to share information on products and expect vendors to offer ways of communication. This dialogue further expedites the development. No company today can avoid dealing in some way with social media. <



## CUSTOMISED SCREEN PROTECTOR

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

3557 • Hubert Raase GmbH Werbemittel-Agentur • Tel +49 7243 76360  
info@raase.de • www.raase.de



## CONCENTRATED WORLD OF ADVENTURE

**T**he Xbox One is ushering in a new age of games and entertainment. It is available to the promotional product industry starting now from Bonus2U, an IT2U brand. The next-generation blockbuster games are dissolving the boundaries between the virtual world and reality. Several applications can be used at once or zapped without delay, whether they are games, films, television, music or apps. The personalized start screen shows selected favourites, while 8 GB of RAM and a 500 GB hard drive offer plenty of room for storage. The Kinect sensor enables innovative voice, gesture and motion recognition. Thanks to the cloud, content and games can also be kept up to date.

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





## INDIVIDUAL PLUG-IN

**T**LN Trade Company produces individualized USB sticks in the form of the product submitted. This creates individual advertising vehicles with a great advertising effect. On quantities of 100 or more, the company will make a plastic, rubber or metal stick from the submitted product model. TLN counts on quality in the product materials and design, as well as the use of name-brand memories with a five-year guarantee. Before production begins on the USB sticks in the shape shown in the pictures submitted by the customer, a professional 3D draft is made for clearance. The delivery period amounts to around three weeks. The full package can be rounded off with customized packaging.

47186 • TLN Trade Company GmbH • Tel +49 6131 69301-15  
aida.hakobyan@tlntradecompany.com • www.tlntradecompany.com

## BEAUTIFULLY PROTECTED

**T**roika Design has brought the iPad mini case Colouri on the market, a practical accessory made of robust imitation leather in brown and berry. This iPad mini cover weighs only 80 grams and provides protection combined with a practical detail for users: the loop for holding a touchscreen stylus. Designed of innovative Colouri material in modern colours, it appeals to an accordingly large target group and fan base. Contact Troika for more information on this and other promotional classics.

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



## BRIGHT AND WARM

**T**he Heiz-Pod family available exclusively from Orgahead is now being expanded to include the Heiz-Pod Recharge with LED, an effective hand warmer with flashlight and recharge feature for mobile phones. This 72-gram multipurpose promotional product is easy to use, provides up to four hours of warmth which can be interrupted at any time, and fits into every bag or jacket pocket. The integrated lithium ion battery enables common smartphones and mobiles to be charged using a USB charging cable. The device comes in silver, red, green, brown and blue metallic. Customized advertising can be applied by means of laser engraving. Special colours and packages are available on orders of 1,000 or more.

46479 • Orgahead Consulting & Trading GmbH • Tel +49 4102 4698000  
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## CUTTING, FILING, SAVING

**A**nyone looking for a USB with a USP will strike gold at Swiss knife maker Victorinox. Here state-of-the-art electronics has been cleverly combined with practical mechanical tools like blade, nail file, scissors, tweezers and ink pen to create a unique product called Victorinox@work. With its sixteen gigabyte memory capacity Victorinox@work is a practical key chain pendant for everyday use. Of the eight colours to choose from, two are transparent. Finishing in up to six colours can be applied by means of pad printing, and photographic prints are also possible.

44281 • Victorinox AG • Tel +41 41 8181211

261@victorinox.ch • [www.victorinox.com](http://www.victorinox.com)



## DIRECTLY WIRED UP WITHOUT WIRES

**W**ith the cordless Bluetooth keyboard from Nestler-matho's range, prolific writers can even conveniently enter what they have to say on an iPhone. The wireless keyboard has over 78 keys and is supplied individually packaged in a protective black nylon bag. It is compatible with all common Bluetooth devices, such as the iPad, iPhone or smartphones running on the operating system Android 2.3 or higher. Weighing just 311 grams, this accessory works at a frequency of 2,402 to 2,480 GHz with a frequency channel of 1 MHz. Advertising can be applied measuring ten by five millimetres above the keys.

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

[info@nestler-matho.de](mailto:info@nestler-matho.de) • [www.nestler-matho.de](http://www.nestler-matho.de)

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[www.stedman.eu](http://www.stedman.eu)





## IMPRESSIVE SOUND

**W**ith its headphones called Beat, Giving Europe has a trendy item made of robust plastic for music lovers in its repertoire. The headphones have adjustable, softly padded ear cups to be adapted to the wearer's head. The 80-centimetre-long connection cable will fit any standard smartphone. Available in white or black, this music provider can be given a promotional finishing by means of pad printing.

45737 • Giving Europe BV • Tel +31 344 640500  
[contact@givingeurope.nl](mailto:contact@givingeurope.nl) • [www.givingeurope.nl](http://www.givingeurope.nl)

## MOOD LIGHTING

**A**utumn and winter make us yearn for a homey atmosphere. Reflects-Wallasey from LM Accessoires radiates just the right mood at home or in the office. This small, soft lamp made of glass is partially silver coated on the inside, lit by LED throughout and can be hooked up to the USB port of a computer. It soon immerses the room in a pleasant light. The USB adapter Reflects-Xico, also available from this Cologne-based promotional products specialist, lets you plug it directly to a socket, if desired.

42487 • LM Accessoires GmbH • Tel +49 2234 9900-0  
[info@lm-accessoires.com](mailto:info@lm-accessoires.com) • [www.lm-accessoires.com](http://www.lm-accessoires.com)



## BOARD FOR ANY EVENTUALITY

**E**& H Design has further expanded its range in the acrylic field and is offering a multitude of new products made of this resilient material. With the Mediaboard, the plastics processor has successfully come up with a new highlight: the board is equally suitable for written texts and for technical devices, such as a laptop or notebook. The optimum position of the Mediaboard means that information is not only clearly visible but also, at the same time, presented in a professional and appealing manner.

47632 • E & H Design Kunststoffverarbeitings GmbH • Tel +49 6732 93260  
[info@eh-design.de](mailto:info@eh-design.de) • [www.eh-design.de](http://www.eh-design.de)



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# CLEAN YOUR SCREEN

Mobile cleaner is a unique advertising gadget. It is very useful, and always keeps your smartphone clean and ready to use.



## OTHER PRODUCTS FROM B4U

Round badges



Different shape badges



Name badges



Fridge magnet badges



Mobile stoppers



Sticky hooks



Self assemble badges



Badge machines and components







## TEAM AT WORK

**F**rom now on, Elvis will be swinging his hips with adhesive tape only, while Curly attracts paper clips as if by magic with his magnetic shock of hair: equipped with an advertising slogan, this little, cleverly designed duo from koziol is ideal for an eye-catching advertising campaign. As a set, Elvis the tape dispenser and Curly the paper clip collector will be a dream team on any office desk.

47406 • koziol – ideas for friends GmbH • Tel +49 6062 604-0  
incentives@koziol.de • [www.koziol-incentives.de](http://www.koziol-incentives.de)

## UNLIMITED FUN

**T**he Sony Playstation®4, available to the promotional product trade in the Bonus2U brand from IT2U, has ultra-fast processors, an enhanced graphics capability and an unrivalled system memory. This makes playing faster, bigger and more innovative. Thanks to the PlayGo feature, you no longer need to wait until the download is finished. Instead, you can start playing even while it is being loaded in the background. In addition, it can display TV broadcasts or films as well as games and recommended content. Moreover, you can play your own PS4 titles on the PS Vita by way of Wi-Fi access points. More information [www.bonus2u.de](http://www.bonus2u.de)

48347 • IT2U GmbH • Tel +49 511 64688516  
stefan.oberchelp@bonus2u.de • [www.bonus2u.de](http://www.bonus2u.de)



## LEATHER TRAVEL OFFICE

**T**he British leather product specialist The Leather Business has brought out an attractive series of two in the form of two leather cases that specifically serve to accommodate an iPad, writing pad and writing utensil. These products are particularly aimed at anyone who frequently travels on business and does not want to be without the most important office applications while they are away. The integrated stand means that the iPad can conveniently stay in the case even while being used. Furthermore, the fine leather cases can be closed with a zip and can be custom finished.

46523 • The Leather Business • Tel +44 1299 252099  
sales@leather-business.co.uk • [www.leather-business.co.uk](http://www.leather-business.co.uk)



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## RELIEF FOR BRAINWORKERS

The cleverly designed wallet from Jutamo not only stores finances securely but it also has brains as well. Often a simple note on a slip of paper is no longer sufficient for the endless amount of data that later needs to be processed. In the mess of papers, important data and information get lost. There is an end to that now since the integrated clip for the USB flash drive that comes with the wallet makes it possible to store customer data, for example, simply, quickly and safely. The wallet along with the flash drive are an ideal gift for employees who might often have to “take data with them” when on the road, but they are, of course, also suitable simply as a promotional gift.

45651 • Jutamo GmbH • Tel +49 6108 799380  
info@jutamo.de • [www.jutamo.de](http://www.jutamo.de)

## TENDERLY ENCASED

For the ever smaller smartphones and tablet computers, promotional bag expert Halfar has a number of fitting accessories in its product range which offer many different advertising possibilities. This German-based company not only has elegant felt covers for the technical companions, but also implement especially high-quality finishings, such as expensive embroidery or subdued laser engraving. Because the company controls the entire finishing and production process itself, even small pouches can be individualized. This means that the fest is embroidered even before the covers are sewn in Europe. In this way, a woven label with a logo can be sewn into the seam along with the individual embroidery. A nice detail which draws attention. The selection of cellphone, smartphone, tablet and laptop covers can be found at [www.halfar.com](http://www.halfar.com).

45666 • Halfar System GmbH • Tel +49 521 98244-0  
info@halfar.com • [www.halfar.com](http://www.halfar.com)



## CHARMING SMARTPHONE CASE

A must for all Rubik's fans is the customized iPhone protective case with the Rubik's design on the back, available from e!xact Internationale Werbemittel. The protective case is made of silicone and the 18 squares can be designed in white or in customized colours with the customer's logo. The silicone material is environmentally-friendly and meets the European safety standards. Complete with an individual promotional message on the unusual Rubik's iPhone protective case, the customer is certain to attract the desired attention.

44457 • e!xact Internationale Werbemittel GmbH • Tel +49 6126 951175  
service@e-xact.de • [www.e-xact.de](http://www.e-xact.de)



## EIN CHOCOLATIER UNTER UHRMACHERN

Die Geschichte von Camille Bloch beginnt im Jahre 1929, Jahr der Gründung des Unternehmens in Bern. Das Unternehmen entwickelt sich gut und sechs Jahre später zieht die Firma nach Courtelary in eine alte Papierfabrik um.

Während des Zweiten Weltkrieges werden Kakao und Zucker rationiert. Dieser Rohstoffmangel ist der Anfang einer genialen Idee von Camille Bloch: er mischt dem Kakao eine Nuss-Pralinémasse bei und fügt noch ganze Haselnüsse hinzu – die Geburtsstunde des bekannten Ragusa! Noch heute wird Ragusa nach dem Originalrezept hergestellt.

Das Unternehmen wird von Daniel Bloch, Vertreter der 3. Generation, geführt. Jeden Tag verlassen mehr als 15 Tonnen Schweizer Schokolade die Fabrik in Courtelary, dem einzigen Produktionsstandort. Camille Bloch ist innovativ – Ragusa NOIR, Mousse – im Einklang zwischen Tradition und kompromissloser Qualität.

Die Spezialitäten von Camille Bloch werden in die ganze Welt exportiert, hauptsächlich aber nach Frankreich, Italien, Deutschland, Skandinavien, Kanada und die USA.

Chocolats Camille Bloch SA ist ein unabhängiges Schweizer Familienunternehmen und beschäftigt 180 Mitarbeitende. Die Spezialitäten sind Ragusa, Torino, Mousse und mit Likör gefüllte Schokolade. Die Produkte von Camille Bloch können für spezielle Anlässe von Firmen, Organisationen, Verbänden, auf Wunsch personalisiert werden. Für mehr Informationen:

[www.camillebloch.ch](http://www.camillebloch.ch)

## UN CHOCOLATIER DANS UNE VALLÉE D'HORLOGER

L'histoire de Camille Bloch débute en 1929, année de la fondation de l'entreprise à Berne. Six ans plus tard, Chocolats Camille Bloch SA connaît une expansion rapide et s'installe à Courtelary dans une ancienne usine de pâte à papier.

Pendant la Seconde Guerre mondiale, le cacao et le sucre sont rationnés. Cette pénurie de matières premières est à l'origine d'une idée géniale de Camille Bloch: mélanger au chocolat une pâte de praliné à base de noisettes et des noisettes entières. Le fameux Ragusa est né et continue d'être fabriqué selon la recette originale.

Le destin de l'entreprise repose aujourd'hui entre les mains de Daniel Bloch, représentant de la troisième génération. Chaque jour, plus de 15 tonnes de chocolat suisse quittent l'usine de Courtelary. Site exclusif de production. Camille Bloch innove – Ragusa NOIR, Mousse – dans le respect des traditions et d'une qualité sans compromis.

Les spécialités de Camille Bloch sont exportées dans le monde entier. De manière plus ciblée dans les pays suivants: France, Allemagne, Italie, Scandinavie, Canada et USA.

Chocolats Camille Bloch SA est une maison familiale, indépendante et suisse. Elle emploie 180 collaborateurs. Ses produits principaux sont Ragusa, Torino, Mousse et les chocolats fourrés à la liqueur. Les chocolats de Camille Bloch peuvent être personnalisés pour des entreprises, organisations, associations, etc. pour des occasions particulières. Pour plus d'informations:

[www.camillebloch.ch](http://www.camillebloch.ch)

Mon Chocolat Suisse



## NOTEBOOK WITH USB MEMORY

**T**o suit any budget, the successful notebook called LOG from Arwey, which is equipped with a USB flash drive, is now available in additional attractive variants from Acar Europe. For print runs of 500 units upwards, LOG is available, for example, in the version with Primalux paper and with the USB flash drive coloured in your desired colour according to the Pantone system. Motifs covering the entire surface, which can also be given special lacquer effects, make the advertising both visible and tangible. Alongside the standard versions, the notebook, which comes in sizes A4 to A7, is also available with a cover made of high-quality linen, leather or PU. For the flash drive there is a choice of capacities from 1 to 16 gigabytes. Combinations of LOG and the flash drive can be chosen in any of the nine standard colours and are available within very short delivery times.

48055 • Acar Europe GmbH • Tel +49 6172 1710710

[info@acar-europe.de](mailto:info@acar-europe.de) • [www.acar-europe.de](http://www.acar-europe.de)



## WIRELESS JUKEBOX

**T**he Boomax and Boomin Soundbox of the MiPow brand, available for the promotional product industry from Löw Energy Systems, is a modern jukebox for wireless audio replay. Thanks to the integrated microphone, the speakers can additionally be used as a hands-free device for telephoning. Through the Bluetooth technology, the speakers can be connected to almost any modern mobile phone, smartphone, tablet or laptop. In addition, the connection possibilities of the Boom speakers are multiplied by an AUX-In jack, meaning that other portable devices, such as an MP3 player, can be connected by cable. The speakers in the Boom series from MiPow are not only a real eye-catcher on the technical side, however: the four trendy colours also ensure an individual style.

47113 • Löw Energy Systems e.K. • Tel. +49 2181 479100

[info@loew-energy.de](mailto:info@loew-energy.de) • [www.loew-energy.de](http://www.loew-energy.de)

-Advert-

## ENJOY MUSIC WIRELESSLY

**T**he new earphones from Topico are tellingly named Freesport, referring to their intended area of application. They are made for outdoor activities like jogging and, thanks to their integrated microphone, can also be used as a headset. The wireless earphones work with Bluetooth Version 2.1 and can also stand up well to a few raindrops. Their athletic-ergonomic shape guarantees total freedom of movement and are a perfect fit for head and ear. The player functions of stop, forward and rewind can be operated right on the earphone. In this way, incoming calls can also be taken while listening to music. Thanks to the integrated, rechargeable battery, the earphones can run for about eight hours without electricity. A USB charging cable with a length of around 48 centimetres is included.

44327 • Topico Ideas for excellence • Tel +49 421 5227-0

[sales@topico.de](mailto:sales@topico.de) • [www.topico.de](http://www.topico.de)



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[WWW.KUELLER-TASCHENMESSER.DE](http://WWW.KUELLER-TASCHENMESSER.DE)



## QUALITY MIXTURE

**K**itchen appliance specialist Profino is presenting its high-quality Turmix hand mixer as a premium gift for the promotional product trade. This device, with its purist design, simply exudes high quality and has twin wire beaters and double helix dough hooks in combination with adjusted motor output, soft touch feel and practical cable distribution point. The mixer makes Christmas baking fun and is ideal as a gift for the greatest holiday of all.

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



## NOTE DOWN AND REMEMBER

**T**rends21 in Munich is launching customizable magnetic memo pads and notepads for the refrigerator or any other magnetic surface. The memo pad, which comes in a standard size of roughly 18 by 25 centimetres or in a different size upon request, comes with an overhead marker and can be written and erased. The notepad comes to the customer with fifty sticky notes to tear off. Its standard size is seven by eleven centimetres, but upon request can also have a tailored size. The magnetic elements can be printed in four colours, the paper in one. The delivery time amounts to around five weeks by air freight for orders of 2,500 or less. Orders of 5,000 or more are sent by sea and require between eight and ten weeks for delivery.

46993 • Trends21 GmbH • Tel +49 89 54035054  
info@trends21.de • www.trends21.de

## MOBILE ROCK BOX

**T**he new BigBass XL with Bluetooth technology, a mobile rock singer from the Mobiset Sound 2 Go product series, provides crystal clear sound at home and on the go. This music dispenser convinces with very good equipment and an astounding sound. It achieves the highest volumes without distortion. The basses are improved by the patented LabyrinthX function. The splashproof BigBass XL weighs only 295 grams and is integrated in a high-quality aluminium chassis with a stylish design. A non-skid mat keeps it securely in place. Customizing possibilities upon request.

47983 • Mobiset GmbH • Tel +49 221 989520  
info@mobiset.de • www.mobiset.de





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## MINI-BOX WITH A MAXI-SOUND

The i-man Soundstation, available from Krüger & Gregoriades under item number 6000/6001, consists of a mini hi-fi loud-speaker for external devices, such as cellphone, MP3 player, tablet, notebook and computer. It also features an integrated radio. Its case is made of high-quality aluminium and comes in white and mocha. Power is supplied by a lithium storage battery with a capacity of 600 mA. It is charged by way of USB. Fully charged, i-man will serve listening pleasure for around three to four hours. Along with a USB cable, a 3.5 millimetre jack for earphones can also be connected. Packed in an elegant gift box, this sound package comes with a carrying loop with integrated antenna, as well as USB, electric and car cables, and a carrying pouch.

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

## MOBILE AND SMART

Modern smartphones are also used for sporting activities and must be fittingly stored. Team d has an appropriate package to enable a smartphone to be operated through the film without unpacking it. This product is ideal for cyclists, joggers, walkers, hikers or skaters and can also be used with earphones. It is attached to the upper arm, wrist, belt or backpack strap by means of size-adjustable Velcro strips. The reflective strip makes for better safety and can have a custom advertising message applied to it.

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



## EVERYTHING AT A GLANCE

Some of the questions the new weather station from technoline can answer at a glance are whether the window should stay closed or opened up to a refreshing

breeze, or whether the trip to the office can be made on a bicycle or better with the car. Along with the easy-to-read display of the time and the calendar, the visual display of the current interior temperature and humidity also shows just as quickly the quality of the air in the room. The station's weather symbols also let you know how weather conditions are going to develop in the next few hours and also provide information on the current phase of the moon. The clear design, embedded in a large-scale silver-coloured frame, offers enough space for customized printing and makes the station a prestigious, functional promotional product for home or office.

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



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[www.magna-sweets.de](http://www.magna-sweets.de)



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## ATHLETIC CHRISTMAS PRESENT

**S**peedy, the new 3D fitness companion from Kasper & Richter, becomes an individual gift as soon as an advertising slogan is printed on the front or back. This pedometer with integrated snap hook is equipped with the most modern 3D sensor technology, has easy-to-configure features and is an especially small, lightweight device that can be attached to the body without any problem. It measures very precisely thanks to its 3D sensor and does not count according to jolts. Along with counting up to 99,999 steps, Speedy also calculates calorie consumption once body weight and size have been entered. Moreover, the duration of the jog and the distance run in steps or kilometres can also be read out. It comes in a neutral box.

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

[info@kasper-richter.de](mailto:info@kasper-richter.de) • [www.kasper-richter.de](http://www.kasper-richter.de)



## CONVINCING DUO

**S**pranz has an elegantly packaged, attractive gift set on offer in the form of a bright, splashproof and overheat-proof Classic LED flashlight with an appealing domed surface along with a practical stainless steel knife. The knife handle, done in matte black, is ideal for customization by means of laser engraving. The ensemble comes in a design box, including three high-quality AAA batteries. The product design is protected by law. More products in this and many other themes are listed in the free catalogue on the current Spranz collection.

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

[info@spranz.de](mailto:info@spranz.de) • [www.spranz.de](http://www.spranz.de)

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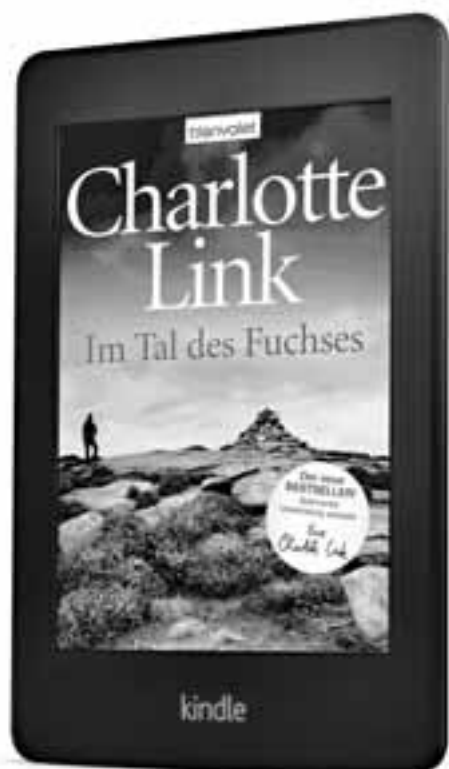
**P**hone Caps is the name of the small, clever plugs for headphone jacks of mobile phones, tablets and MP3s which are available to the promotional product trade starting now from Sushi Mobile Fashion. They protect against dirt and dust, look cool and at the same time give the device a personal note. Made of metal with sparkling rhinestones or of polyresin plastic, the Phone Caps are always sure of getting a seat in the first row. Sushi Mobile Fashion will do any shapes and designs, and with a delivery period of around four to five weeks.

48021 • Sushi Mobile Fashion • Tel +49 234 4179913  
juergen@mobilefashion.com • www.mobilefashion.com

## CONTACT TALENT

**T**he Desktop-Power-Plus with USB 2.0 hubs from Brennenstuhl leaves nothing to be desired: the station has two permanent 230 Volt sockets and a total of four USB 2.0 hubs which are easy as pie to get up and running with the 1.8-metre connecting cable. Then a camera, smartphone and much more can be connected to the computer at the same time. This innovative, multi-talented device won the iF product design award in 2013 for its attractive design.

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



## PLENTY OF READING MATERIAL

**T**he Kindle Paperwhite with WLAN, available to the promotional product trade from Lehoff, has a free 3G mobile connection with fallback to EDGE/GPRS. The Amazon Whispernet is used to set up wireless network coverage on the AT & T network in the USA and on partner networks elsewhere. The Paperwhite display with integrated lighting measures fifteen centimetres, or six inches, and provides not only high definition at 212 dpi, but also the sharpest contrasts. Of the two gigabytes of internal disk space, around 1.25 GB is available for user content. Thus users can store up to 1,100 books. It comes with the eReader, as well as a USB 2.0 cable and brief instructions. The Kindle charging device is available separately.

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





# Individualisierte Schokoladen-Adventskalender

Kontakt Service-Team:  
[info@kaiserstuhl-chocolaterie.de](mailto:info@kaiserstuhl-chocolaterie.de)  
Telefon +49 (0) 7642 90 00 90

[www.kaiserstuhl-chocolaterie.de](http://www.kaiserstuhl-chocolaterie.de)

Musik Schoko-Adventskalender  
Artikel-Nr. 84 01



„Sondermotiv und Sondertray“  
Artikel-Nr. 80 02





## DESIGN YOUR OWN CALENDAR

From the very outset, Geiger has been making the most of the trend toward using photos to personalize calendars. After all, a product with the recipient's own name on it is bound to produce amazement and delight. Normally, Excel lists of names must be maintained to make the personalization work and get the calendars to the right recipients. To avoid potential errors and such high expenses, Geiger has called to life the new MagicPix voucher with advertising printed on it. This enables recipients to configure their own calendars as desired on the internet by selecting motifs and the name, as well as the starting month. A dedication on the title page gives the result an especially personal note. This quickly makes the calendar into a lovely birthday gift, an interesting premium or a congratulatory gift for an anniversary.

41615 • Geiger Aktiengesellschaft • Tel +49 6134 188-0  
info@geiger.ag • www.geiger.ag

## USB PORT FACILITY

In these days of Generation 2.0, anyone looking for a modern USB 2.0 hub will make a find at Easy Gifts. The device called Rotterdam from the product range of this German-based company has a total of three ports and captivates thanks to its clear, simple design. Here the designers intentionally kept to the bare essentials to put the spotlight even more on the individual customer advertising. Easy Gifts applies the advertising message by means of pad printing on the top of the USB hub. It comes individually packaged in a box.

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



## COLOURFUL WORLD OF USB

Wilk Elektronik, a Polish specialist for electronic items, has added the most modern UV digital high-performance printers to its machinery and is now offering USB sticks under its own Goodram brand starting immediately as full-colour printed promotional products in a wide variety of shapes and models. Nearly all surfaces can be printed, including metal bodies, plastics, leather or wood. This gives customers fully individual advertising vehicles which are certain to stay in the memory of the end customer for a long time. More information on this and other products on request.

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## TRAVELLING IN STYLE

**N**owadays, people no longer eat and drink only at home or in restaurants, but anytime and almost anywhere. The 2Go product family from Mahlwerck Porzellan is taking up this trend toward a modern, urban attitude to life with its Snack2Go and bringing cultivated dining back into our mobile world. Snack2Go means eating in style from porcelain dishes even when you're on the go. An environmentally friendly, sustainable solution for stylish eating when travelling, whether on the stairs in front of a museum, at your own desk or on a bench in the nearby city park. This environmentally friendly alternative to plastic and throw-away tableware can accommodate up to 600 millilitres of food. The tastefully designed Snack2Go also has a fully watertight lid. All elements are reusable and dishwasher safe.

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## SMART SOUND GIANT

**D**espite its compact size, the Bluetooth speaker from Lehoff offers a cool 2.5 watts of output power and an integrated lithium ion battery. This makes it the perfect cordless travel speaker for streaming music from smartphones, tablets, notebooks or other compatible Bluetooth devices. The 1.5-inch full-range speaker has an AUX input for hooking up additional audio devices. The local operating keys include the functions play/pause, previous/next and a volume control. More information upon request.

41259 • Lehoff Im- und Export GmbH • Tel +49 40 529607-0  
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## LICENSED IPHONE DRESS

**A**-Solar, Dutch manufacturer of mobile charging units, is presenting the first battery cover for the iPhone 5 licensed by Apple in Europe under the Xtorm brand. The cover serves as a genuine power pack for the iPhone 5 and, when fully charged, can completely recharge the mobile phone in only two hours despite its small size. This is possible because the newly launched power pack has a built-in 2,300 mAh storage battery which nearly doubles the time the iPhone 5 can run on it. The featherweight cover only weighs 55 grams and is kept in elegant, matte black. On the back the charging cover has a switch to display the status of the battery as well as to switch it on and off.

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## DIGITAL PROMOTIONAL PRODUCTS

**S**impludoo is offering its customized advertising games for smartphones to its customers on terms which are much more favourable than usual for programming one's own apps. After selecting one of the standard games, the style sheets are designed so you can receive your own mobile phone game after one week. Thanks to the standardization, there are no long production times nor expensive and troublesome production procedures. The finished games can then be kept ready in the AppStore or in the Google Play Store and can be used as giveaways at trade fairs or as e-mailing extras by means of a QR code. Among the standards are not only a dynamic puzzle game called Jewel Game, a sort of memo game following the time-tested Memory principle, as well as the Cave Game, a jump-and-run game in which a figure runs through a cave and tries to collect as many coins as possible by making skilful jumps.

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info@simpludoo.de • www.simpludoo.de

# Marketing Festival Print Festival



## 9-10<sup>th</sup> September 2013, Warsaw

GIFTS | POS | PACKAGING | OOH | VISUAL&PRINT | SUPPLIERS OF MEDIA & EQUIPMENT

**Marketing Festival** (before: Gifts Exclusive Fair) and **Print Festival** are unique combination of exhibition stands, trainings, presentations and conferences. The exhibitors are companies from the wide advertising market: suppliers of promotional items, printers, manufacturers of POS and packaging, Digital Signage and the suppliers of media and equipment. The festival is dedicated to the representatives of advertising agencies, printers and marketing professionals.

During the fair will be organized contest on the **Innovation of the Year** and the **Super Gift** in range of prices available in the [giftsonline.pl](http://giftsonline.pl) search engine. Will be carried out the fifth edition of **POS STARS** contest for the best displays with an exhibition of submitted realizations.

On the second day of Fair will be training: **MARKETING DURING CRISIS. SHOPPINGSHOW – CONSUMER COMMUNICATION.**

**Marketing Festival** and **Print Festival** is organized by OOH Magazine.



## TALKING TO REENALD KOCH

# SERVICE PROVIDER FOR DISTRIBUTORS

Reenald Koch, CEO reeko design, travels the entire world in connection with promotional products. He knows the markets, he knows the players and often has a good nose for what is going to happen tomorrow. He is an optimist, but not naive. Family, company and football are the three most important things for this native of Hamburg. Creativity and reliability are needed in all of these, and enabled him to help companies grow and survive difficult times, and gave him a successful comeback into the industry ten years ago.

*If you had known on 1 April 2003 how the industry was going to look in the summer of 2013, would you have started up again?*

Let's put it this way, I would have considered it ten times over. I was doing well. I did not have to. I simply wanted a new challenge. When my contract allowed, I was hard to hold back. But with what I know today – well, who knows? But if you want to know if I have ever regretted it, then the answer is a resounding No. Whatever I do, I do it with pleasure. And when it gets difficult, then the pleasure grows. It is good, no, very good, the way it is.

*So you don't get bored?*

I don't even want to get to know how that feels.



***But now times are not getting any easier, neither in the market hereabouts nor in the purchasing markets of the Far East.***

You can say that again. The market for our industry in Europe has not grown since 2008. Instead, some markets have completely collapsed. Around the Mediterranean, the crisis shows through every but-tonhole, how is growth supposed to start there? There remain the markets in Central Europe and in the North. Even in France things are getting more and more difficult. So it comes as no surprise when big companies serving international markets have difficulties with the situation.

***Are importers in particular getting caught in the dangerous pincers of the circumstances in Europe and the Far East?***

You can say that again. If we had stable conditions in the Far East, as we did ten or fifteen years ago, then we could better cope with many a crisis in Europe. Back then we had sufficient margins to make it through a lean period. Today, we are struggling with dramatic changes.

***What hurts most?***

Wages have risen greatly in China and are going to rise by another fifteen to twenty per cent in the coming years, according to the party convention. At the same time, the environmental regulations and inspections also cost money. This has caused many companies to close down, especially in metalworking. Added to this is a doubling of the minimum purchasing quantities, for a great deal is now going to the Chinese home market and they are no longer so dependent on exports. This requires higher risks and more liquidity – and liquidity also costs money, as we all know. What is more, the Chinese currency is no longer as undervalued as it used to be. All these factors lead to huge cost increases.

***Are your partners in the Far East aware of the problems of European importers?***

Yes, they are well informed. But they have become much more self-assertive as their own market gets stronger. This is also be-

cause they have lots of raw materials needed for production and which are hardly found elsewhere in these quantities, if at all.

***Can we speak of dependency here?***

That is a powerful word. I wouldn't go that far. When it comes to trade, circumstances and luck were always more on one side or the other. At present, there is no alternative to the Far East. But developments are forcing us to do our homework for the future.

***So does that mean getting away from China?***

I said there is no alternative and that is what I mean – at least for the metal sector. At present, you cannot get comparable quantities as well as quality anywhere else in the world. China used to stand only for low cost, but today high tech is also first class – if you know where to find it. As far as textiles are concerned, you can maybe switch to Malaysia or Vietnam, but even there it is getting more difficult. Basically, these countries do not have the masses of humanity to build up a factory system like the Chinese.

***People in China can be glad of that. Social standards and environmental protection are getting better and exploitation is being pushed back.***

As I already said, I am careful with such grand notions. Maybe also because I have seen so much of the world. Twenty years ago, the Chinese people were happy to have work at all and overcome famine. Sure, back then we profited from the situation. But that is part of world trade – that's how it is today and how it used to be. But in return we brought a lot of expertise and quality standards into the country. That would otherwise never have come to these markets. It is always a give-and-take situation. And everyone, I hope, wants the Chinese to be better off socially, politically and environmentally. But this doesn't improve our business situation, of course. I could add to the list the container costs, for instance, which have more than doubled since 2004.

***You get the impression that not much that is new – I mean really new – is coming out of the Far East.***

That's right, too. There used to be huge pressure on the vendors to innovate. New





products sold quickly and well. This encouraged brave people to be creative. Today, home markets are consuming a great deal and the Chinese now expect us to come up with ideas for new products. Then they will produce them, but they don't take the risks with their own development costs the way they used to.

***So problems wherever you look?***

You can say that again. But our future cannot consist of whining. We are used to adjusting to situations in global trade and making the best of things. We just have to do more innovation, more thinking, more calculating and keep a closer eye on the risks. That is why we need reliable partners here, too, so we can concentrate on our task. We need solid trade and not travelling salesmen or direct dealings. Let me put that in unmistakable terms: We are the service providers of the trade – and not vice versa, as many may think.

***But now you're hearing about dissatisfaction coming from suppliers. Word is, the trade is not flexible enough and not sufficiently oriented toward marketing to get people to buy large enough quantities.***

Nothing in the world is perfect. And you never know what was first, the chicken or the egg. Did the suppliers make mistakes early on? Who knows? In any case, today we have to go to great trouble if we want our own trade reps to solicit and supply the end consumers in the industry. Hard to imagine what that would mean in terms of finance and human resources. If you have these trading partners, though, which

we greatly appreciate, you can't just use them in some cases and not in others. That is not a partnership. Loyalty still has a high value among decent suppliers.

***But then that brings up the old topic that many distributors also buy in China and only use their services as the case arises.***

You can find selfishness everywhere. But that never really harmed us, although it certainly annoyed us quite often. But I think that 90 per cent of these guys got a black eye out of it. Deals like this may work out a time or two. But then there are problems and no reliable contacts on the part of the Chinese. Or just think about logistics and quality inspections. I'm sure that both sides of the trade levels have had negative experiences if they strayed from the beaten path.

***But competition is heating up and deals often go on price alone?***

The successful distributors and consultants are increasingly noticing that it's not just a matter of the price. Claiming to be the cheapest, positioning yourself as absolutely replaceable, cannot be the right way to go in an advertising industry. Then we turn into mere procurement operators, and that is a different business model – which can also work, but under other basic conditions and only in very large volumes.

***Let's come back to the dependency on China.***

This is not just dependency, it is also partnership. Let's not look at it so one-sidedly. In 1972, Germany's export sales with China came to US\$ 270 million. Today this is nearly € 70 billion. Can you imagine how many jobs this figure represents? China is Germany's most important trading partner in Asia. But this should not deter us from looking for alternatives in specific product groups. Our Chinese partners do the same if they can get more money for their goods at home than on foreign markets. Sourcing is going to be a difficult task in the future, and whoever is good at it will automatically have competitive advantages –

from the distributor to the supplier. So I think that we will have to start paying more attention to Europe and its markets. There distances are shorter, the quality often better and the commercial practice are more European – let's just put it like that.

***But metal and electronics are likely to have a hard time with this.***

Yes, that's only logical. But we have more than a million items in the industry, for sure, and I am talking about opportunities you have to seek and seize – not about acting obsessively. Many markets and industries are in a process of reorientation. Our industry, as well. Well-worn paths will not lead to success in the future. We have to take up this challenge if we want to enjoy success tomorrow and the day after.

***More than a few colleagues are still dreaming about the good old days, though.***

Who can blame them? But that has nothing to do with being ready for the future. Nokia also spent far too long dreaming about the good old days. Change has always presented a great challenge to trade – for centuries on end. Moreover, we do not simply import or product commodities. We have to find creative products which are especially good for advertising purposes. Being good and cheap is not enough. Their feel and impact on the senses also play a part. Advertising has to be capable of being applied so it looks good and must not weigh down the design. Then, too, the products should enable as frequent a contact with advertising as possible. As you can see, there are a whole bunch of other factors which make a good advertising vehicle out of a good product. Recognizing this and putting this knowledge to use is such great fun – today, tomorrow and surely the day after tomorrow, as well.

***Then we wish you lots of fun and success in the next ten years and thank you for this talk.***



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On course for growth: Four new members of staff joined this year. From left: Melanie Malchert, production, shipping, warehouse, Alexandra Genua, graphics, photo gifts, Christine Grzybowski, finances, sales in Poland, Sandra Vavelidis, M.A., Managing Director and Andreas Vavelidis, sales.

## IN-CRYSTAL

# THE LEAP INTO THE UNKNOWN

In-Crystal has been specialising in internal glass engraving since 2010; the young German company has made itself a name primarily with the patented USB Crystal Drive. The fascinating thing is that the original plan to open a parachute drop zone on the Greek island Rhodes was decisive for the success of today's company. Once again, this demonstrates that the path to success can be a winding one.

**T**he story behind the small company In-Crystal is a very special one, as in fact the production of laser engravings in glass was not on the agenda of Sandra and Andreas Vavelidis. The two young entrepreneurs intended, literally, to leap right ahead and open a drop zone for skydivers. The scene of the action was going to be the homeland of the native Greek Vavelidis. With a whole lot of motivation and a plan in their baggage, the Vavelidis emigrated to Greece in 2008 in order to turn their

hobby into a career there. To have something to live off until the drop zone was opened, the two passionate skydivers, following a friend's advice, procured a laser and sold glass key rings featuring engraved photos to tourists. However, the wheels in Greece were turning too slowly for the two company founders. Necessary approvals were granted either not at all, or very haltingly. Added to this was the economic crisis that shook the country. When, in 2009, Greece's economic collapse came, the

Vavelidis' dream was shattered along with it. With a heavy heart they decided to return to Germany and ventured a new start in Weissach, near Stuttgart.

### SUCCESS WITH USB CRYSTAL DRIVE

In the basement of the residential building Andreas Vavelidis, who originally comes from the construction industry, optimised his knowledge in laser technology. By his own account, he engraved several tonnes of glass before he had perfected the technique. Sandra Vavelidis, who had studied

sociology, took on the accounting, order processing and customer communication. Within a short time, the young company turned into an expert in the field of laser engraving. The breakthrough came at the PSI Trade Show 2012, where In-Crystal presented, among other products, the USB Crystal Drive. This product is a USB stick, into the glass body of which logo, lettering or even a photo can be engraved. If the stick is connected with a USB port, an LED lights up and accentuates the 3D laser engraving. The USB Crystal Drives met with an excellent reception, and thus the company's order situation increased within a short time.

#### COUNTERING COPYCATS

The success, however, also put imitators onto the plan. For just under one year Sandra and Andreas Vavelidis have had to struggle with copycats from the Far East. Not even protective patent law measures have shown any real effect so far. "We have brought in our lawyers and have written warnings. In addition to the economic damage done to us due to the counterfeits, the product's reputation is also suffering. The counterfeits from the Far East are of poorer quality, otherwise – after all – they couldn't be offered at dumping prices like these. However, it is especially annoying that distributors from the region are supporting the copycats and distributing the cheap imitations," explains Andreas Vavelidis.

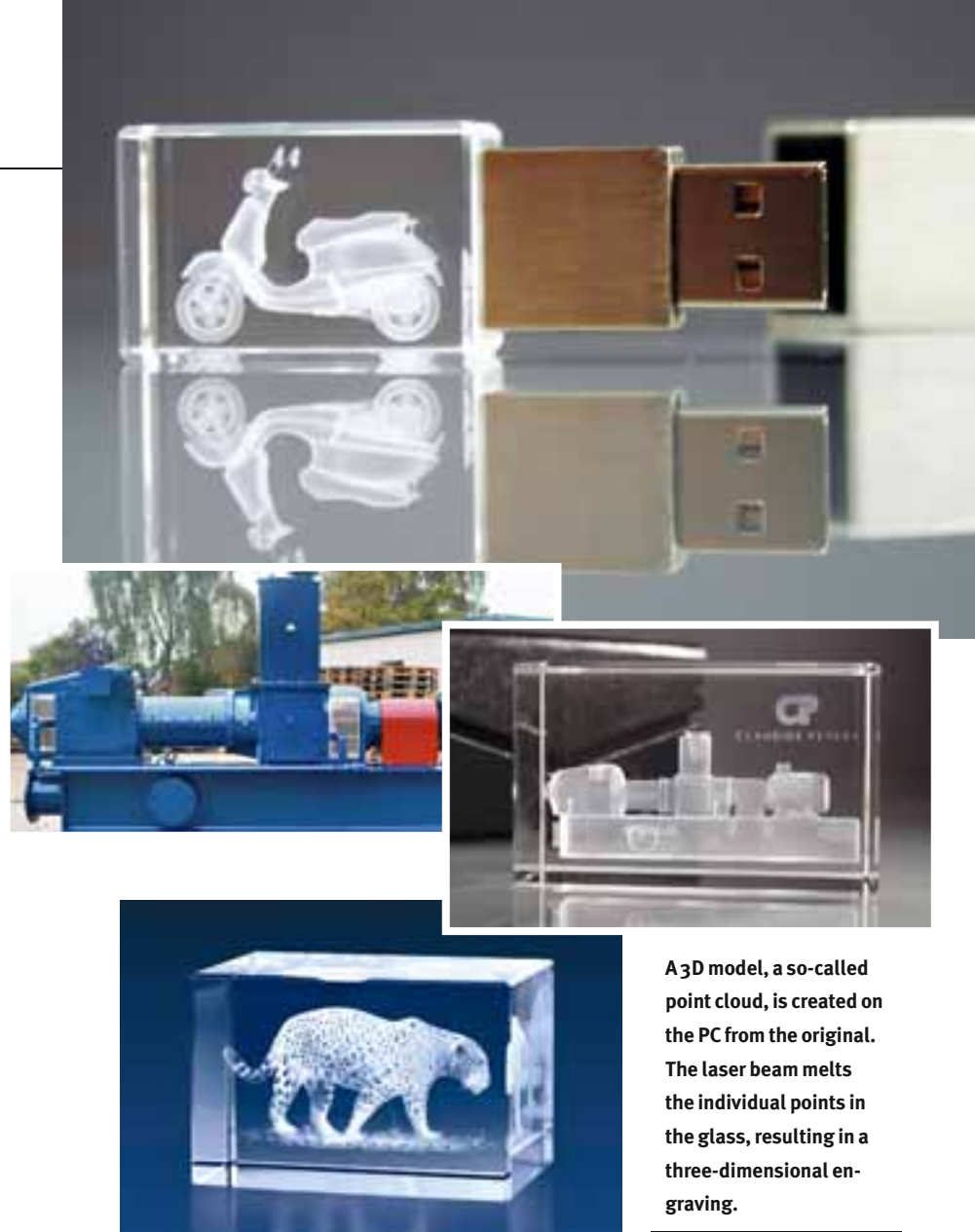
#### TECHNICAL KNOW-HOW CALLED FOR

The production of a laser engraving demands a considerable amount of technical know-how. On the computer a so-called point cloud is created, a 3D model of the logo or photo that is going to be engraved. The laser beam melts the individual points in the glass, so that a three-dimensional engraving arises. Besides the USB Crystal Drives, In-Crystal likewise offers internal glass engraving for office items, trophies and awards, and also PC accessories.

#### STEPPING POSITIVELY

#### INTO THE FUTURE

Despite the difficulties with counterfeits, the two young entrepreneurs will not be disheartened. The company is constantly



A 3D model, a so-called point cloud, is created on the PC from the original. The laser beam melts the individual points in the glass, resulting in a three-dimensional engraving.

growing. The small office, with warehouse and production site in Weissach, long ago become too cramped. Meanwhile, four members of staff have been hired. The product portfolio has also been expanded to include even more of the fashionable items made of glass. Together with Herzog Products GmbH, new articles in the "Glass and Technology" line will be presented beginning in September. Although not too much is supposed to be revealed beforehand, two highlights are going to be a power bank and a PC mouse made of glass. Anyone who knows the young company would never had dreamed that the original plan was once an entirely different one. Nothing ventured, nothing gained – a life wisdom that holds particularly true for Sandra and Andreas Vavelidis from In-Crystal. <



#### KONTAKT

In-Crystal  
Tel. +49 7044 9168160  
info@in-crystal.de  
www.in-crystal-werbemittel.de



View of the building from the west.

**THE ADMINISTRATION AND PRODUCTION BUILDING**

Production and logistics area: 2,504 square metres

Ground floor of office building: 170 square metres

Upper floor of office building: 388 square metres



Managing Director Alexander Dirscherl (right) and his brother Dennis (Graphics Director).

**FIFTEEN YEARS OF CD-LUX GMBH**

# NEW COMPANY BUILDING INAUGURATED

CD-LUX GmbH is giving itself a gift for its anniversary. Recently, the advent calendar experts inaugurated a new production and administration building in the industrial park at Cham-Wilting in Upper Palatinate in Bavaria, Germany. Thus the company is investing in the future of the location and the region.

It is evidence of the good work done by the CD-LUX team and the company's high level of innovative power that our products are increasingly being sought after. Thanks to a future-oriented strategic focus, we are still identifying large market potentials which make it reasonable to invest in something like the new build-

ing just opened," says Managing Director Alexander Dirscherl.

**THREE MILLION EUROS INVESTED**

The newly created 3,062 square metres will provide enough room to handle the very high seasonal demand for CD-LUX products, such as promotional advent calendars and individual business presents,

without customers having to wait. "Our employees now have modern surroundings to work in, which will encourage the highest levels of creativity and productivity. After passing through the spacious entrance area, you come to the two-story administration block. Adjacent to this are the in-house print shop, the production area and



### Innovative advent calendars from CD-LUX.



The administration team has already moved in. Production will follow in September.

space for storage and logistics. Modern conference and training rooms area also available, as well as a pleasantly designed cafeteria,” explains Dirscherl. Together with the “old” plant II, the company now has four times as much area.

#### EMPHASIS ON SUSTAINABILITY

The new building was designed by the Josef Kurbel architect’s office in Cham. “We were able to obtain all permits in an amazingly short time, pushed ahead with the planning and successfully completed the construction. Finishing a new building with sensible furnishings in a total time of only nine months speaks for the competence and highly motivated teamwork of all employees and companies involved,” says Dirscherl, emphasizing that the company’s former location in Cham-Katzbach will continue to be an important part of the production process. And the sun provides all the electricity the company needs. When it started up the 250 kW solar power plant on the roof of the building, CD-LUX GmbH

took a big step on the way to its goal of becoming a model of a sustainable company. Thanks to the start of spring and its southern exposure, the power plant is already supplying more electricity than planned. “We produce more electricity than we need with our new solar power plant. Thus our production site is carbon neutral,” Dirscherl says with pride.

#### EXTENSIVE PROGRAMME

At CD-LUX GmbH it’s Christmas all year round. And no wonder, because the Bavarian company has grown to be one of the leading European suppliers of advent calendars, serving all of Europe. The programme boasts no fewer than 60 different designs. And new ones are added every year. “We have made it our job to wow our customers with unusual, eye-catching products,” emphasizes Managing Director Alexander Dirscherl. While the last advent calendars are still being delivered, research is already ongoing to find products for the next Christmas season. Customers’ wish-

es and ideas are collected, and the employees visit international trade fairs scouting for trends and trying to discover the latest colours and Christmas developments.

#### INNOVATIVE PRODUCTS

By their own admission, these advent calendar experts have the broadest range of advent calendars in all of Europe. They prove to be especially innovative when it comes to development. Their most recent new development is The Cube, a particularly versatile advent calendar in the form of a cube. “You have six sides to place your advertising to the best possible advantage,” says Dirscherl. Along with the “smallest chocolate advent calendar in the world”, the company’s creative minds have also created a canned advent calendar.

#### THE FINEST BRAND-NAME CHOCOLATE

“Recognizing opportunities, asking questions and always thinking outside the box,” is the company’s motto for success. After supplying only chain stores and discount-



The communicative lounge area.



Sweet promotional products and premium customer mailings.



The pleasant, bright management office.

ers with standard calendars since its founding in 1997, the promotional product industry discovered in 2000 that these “sweet companions” are an interesting advertising vehicle for the pre-Christmas season. So the company fixed up an interesting package offer for potential clients. “We are able to guarantee the promotional product trade not only a tailored product, but also fill it with the finest brand-name chocolate (for example, Lindt & Sprüngli, Sarotti, Milka) and ensure high-quality workmanship,” says Dirscherl. Not to mention the flexibility which CD-LUX guarantees. Orders of

only 100 or more chocolate advent calendars can be printed and supplied as customers desire.

#### NOT ONLY AT CHRISTMAS

Innovative promotional products the whole year through mean that CD-LUX no longer has to rely only on the Christmas trade. The product range has been expanded to include calendars for Easter, as well as sweet promotional products for the whole year. Some of the highlights, for instance, are individual chocolate bars and fine premium chocolate, individually packed chocolates, promotional apples and fruit gums,

and much more. The latest development is an exclusive line of individual mailing packages with sweets enclosed. The company also offers a wide range of services to its partners in the promotional products industry, such as non-binding design suggestions, neutral distributor catalogues and a free, personalized online flip catalogue. The latest advent calendar catalogue with many new products can be ordered from CD-LUX starting immediately.

[www.cd-lux.de](http://www.cd-lux.de)





**FYVAR**, Association of Manufacturers, Wholesalers, Importers and Distributors of Promotional Products

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**STEPHAN SPECKBRUCK AND CHRISTOPH RUHRMANN**

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## THE PERFECT TEAM

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With a whole load of energy, a due amount of confidence and the courage to realise creative ideas too, Christoph Ruhrmann and Stephan Speckbruck have become one of Germany's biggest promotional product distributors with Plan Concept Dr. Lichtenberg. It's not only their professional and entrepreneurial skill that's got them precisely where they are today – a strong understanding of teamwork and, not least, a number of happy coincidences are added success factors. Their irresistible regional Ruhr charm makes the duo something special. This year they celebrate their 20th company anniversary – a good reason for taking a look behind the scenes.

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Our portrait partners this time take us to the heart of the Ruhr region, to Essen. Christoph Ruhrmann and Stephan Speckbrück have been jointly successful in the promotional product industry for more than twelve years. At first, neither of the managing directors of Plan Concept Dr. Lichtenberg believed it was possible to really make money in this industry. However, time and experience have dispelled this doubt – although today, both of them associate far more than just big money with luxury. They can set priorities and take liberties, but the company is always there with them, so to speak: “You’re always self-employed and the company’s never far from your mind, even on a relaxed family daytrip,” Christoph Ruhrmann states.

#### SUCCESS WITHOUT A MOMENT’S HESITATION

Ruhrmann joined the promotional product industry somewhat by chance. At 22 years old, he hadn’t the slightest idea that a successful career was in store for him here. He did his training in his parents’ confectioners’, and then also worked as a confectioner there. Actually it all seemed to be wrapped up, until a friend suggested he go into the promotional product industry. By the time the friend dissolved the collaboration again after a short time, selling was already so much fun for him that it took him about a weekend to decide to get a trade certificate and continue on his own. After about a year of self-employment, finishing and distribution, and later the production of mouse mats too, brought the young company a big step forward. The momentum was actually so great that he was forced to stop working at the confectioners’. His first customers came from the pharmaceuticals industry. He is more the visionary of the two business partners today.

#### THEY KNOW WHAT THEY CAN DO

Stephan Speckbrück also took a minor detour into the promotional product industry. He is likewise a confectioner by trade, but that is pure coincidence: the paths of today’s two partners crossed not at a confectioners’, but only later. Speckbrück too

had several careers, then he additionally completed a three-year business course in the promotional product industry – studies to become a communications specialist then followed at the German Employers’ Academy. He earned a crust in between times with jobs as a cook or waiter. Whereas Ruhrmann is likely to get carried away, rarely hesitates and isn’t afraid to take a risk here and there, Stephan Speckbrück has a view of the big picture and prefers to sleep on it before making far-reaching decisions. What the two of them have in common is that they know what they can do, what they are doing and how valuable this is.

#### RECIPE FOR SUCCESS: TEAMWORK

The two Essen natives crossed paths in the business environment for the first time in 1998. Ruhrmann was looking after Speckbrück as a customer. In 2001 they decided to step up their collaboration and Stephan Speckbrück joined the company as fellow managing director. They started with three employees. They tried to set up Plan Concept Dr. Lichtenberg, just Plan Concept at the time, as broadly as possible from the start – but a momentum built up out of it that continues to this day. Speckbrück and Ruhrmann now have a workforce of 38, have branches in Münster, Wuppertal and Stuttgart and, this year, look back at 20 successful years in the promotional product trade. Ruhrmann and Speckbrück say they have no 100 per cent recipe for success. They rely on their gut feeling and are happy to take things as they come. Tasks are clearly distributed, Ruhrmann and Speckbrück complement each other perfectly as entrepreneurs. It soon becomes apparent that their good teamwork is one of the things that has led them to success. The weaker points of one of them are made up for by the other and strengths are combined.

#### DR. LICHTENBERG TAKEOVER

One important step in the last 20 years was the takeover of the promotional product company Dr. Lichtenberg. A little more than four years ago Martin Anuth, the company’s managing director at the time,

suffered a fatal accident. Ruhrmann and Speckbrück drew up a concept for making it possible to take on 90 per cent of the employees. They wanted to prevent the company from being broken up and they also wanted to keep its name as a stamp of quality. In a word, Dr. Lichtenberg was added to the company name Plan Concept and the company was enriched by 13 employees. The two have experienced many a curiosity over the past years. When a batch of 100,000 pocket calculators had the number seven twice in the number pad, for instance. A lost textile delivery also caused Ruhrmann and Speckbrück some worries. Quick as a flash, the two of them got on a plane and personally brought 20 cardboard boxes full of textiles to the customer on the Canary island Lanzarote. Ruhrmann and Speckbrück can laugh over it today – at the time this incident caused a few sleepless nights.

#### ASSURING QUALITY

What professional goals still remain when you’ve almost achieved it all? With every order successfully completed, with every challenge that has been overcome, and with every opportunity that may have been missed, the goals increase in number, Ruhrmann and Speckbrück both agree on that. In the future they would like to set themselves up even more broadly in terms of their offering. The full service they have been providing since 2003 is to be deepened and the online shop, already a great success, is to be expanded still further. The aim is to generate 20 per cent of sales on the Internet. In addition they want to have the company certified to quality management standard ISO 9001 – not only in order to increase the transparency of operational processes, to raise customer satisfaction even more or to cut costs – with the certification, Ruhrmann and Speckbrück wish to demonstrate, once again, how important their life’s work, with all employees, is to them. Some of their employees have been with them from the start. Christoph Ruhrmann’s sisters and his wife and grown-up son all work in the company and Stephan Speckbrück’s brother is likewise on

# CHRISTOPH RUHRMANN IN PERSON

**What was your first thought this morning?**

Luckily my daughter is still asleep.

**When is your day a good one?**

When everything is taking shape and I leave the office in the evening with a certain over-enthusiasm.

**What gets you in a good mood?**

My children.

**And what drives you crazy?**

My children.

**What are you most likely to forgive yourself about?**

My penchant for cars.

**When do you lose track of time?**

When driving a vintage car.

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

Sylt.

**What do you like spending your money on?**

On my family and cars.

**Do you let yourself get seduced by advertisements?**

Yes.

**When is a promotional product a good promotional product?**

When it can be sold without receiving a single complaint.

**What is the best promotional product you have ever received?**

Crayons! My wife and I were able to drink our coffee in peace.

**What do you find irritating in relation to promotional products?**

When they are not available!



board. One can therefore call this a family-run company and, in the past 20 years, all of them have played their part in turning Plan Concept Dr. Lichtenberg into a successful company.

## WORK-LIFE BALANCE

But how can such a successful professional life be balanced with private life, without one or the other of them falling by the wayside? Ruhrmann and Speckbruck are now in the fortunate situation of being able to take the time they need for their families as well. Christoph Ruhrmann has a grown-up son from a former relationship and two small children with his present wife. On vacation and when with his family, he can recharge his batteries. Stephan Speckbruck also enjoys spending his free time amid his family with his grown-up daughter and partner. And the two Essen men share two more big passions: they love vintage cars and enjoy spending time at the Nürburgring, but the two die-hard Borussia Dortmund fans also have nothing against a good football match at the stadium. They say it is important to have a good work-life balance, precisely in stressful times. Only then can the fun be retained in what one does, agree both entrepreneurs. They have achieved their big goal: They can look back at a very successful time in the promotional product trade. There are no concrete plans or goals for the next 20 years. "But our vision is not yet completed. We want to keep what we have achieved going and continue to expand it," explains Stephan Speckbruck. "Let's see what the future brings. Every day brings surprises and, looking back, we'd do it all exactly the same way again," Christoph Ruhrmann is certain. A great summing-up of the last 20 years.





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# INNOVATIVE PROMOTIONAL PRODUCTS



## POSITIVE VALUES

**W**ho would ever have the idea of throwing away a helpful city map or a map of bike paths? Probably no one: because people like saving recreational maps as keepsakes, even in the digital age of navigation systems and GPS. People like to use them again and again and they are lent out to friends or family or given to them as presents. Recreational maps from Publicpress are promotional presents, which are highly regarded by users and they can be used for a very long time. They emphasize, first and foremost, the ties that a company has to a region, and they transport other values like ecology, activities and family-friendliness. Customers can select the right title for themselves from the more than 500 recreational maps and hiking and travel guides available; the product selected can also be personally designed and used as an advertising space. The following options are possible: An imprint of a logo or a full branding image can be placed on the cover, or the cover, information and tour sections, as well as the cartography page, can be changed according to individual specifications.

48027 • Publicpress Publikationsgesellschaft mbH • Tel +49 2942 988700  
info@publicpress.de • www.publicpress.de

## A FRESH BREEZE IN YOUR OFFICE

**I**t's really great to be able to cool off in the office, especially in the hot summer months when stuffy air is looming indoors. A constant breeze at your workplace is a welcomed relief, which can be achieved with the portable metal fan with a USB connector, which is being sold by Nestler-matho. The rotor blades are made out of aluminium and the fan itself is made out of iron. The 2.5 watt and DC5V voltage fan can simply be connected to the USB slot on a computer and will have enough power for providing refreshing moments in your office. It is also possible to place an advertisement with a diameter of 25 millimetres in the middle of this individually-packaged product.

41816 • Nestler-matho GmbH & Co. KG • Tel +49 7221 2154-0  
info@nestler-matho.de • www.nestler-matho.de



## GEL FOR THE PERFECT LINE

**T**he latest product for sale at Dream Pen is the new gel ink refill. It can be used with any model in DreamPen's product line. The gel ink refill was created using the best properties of liquid ink gel and pigments as a basis so that the colour of the ink looks even more intense and vibrant. What is more, the manufacturer stresses that it is absolutely waterproof. The gel ink also doesn't smear, the refill cannot dry out, and it has a one-of-a-kind feeling of lightness and effortlessness when writing. The end result is flat and straight lines. Every refill is protected from drying out by a tiny wax cap.

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

## MULTIFUNCTION ON THE KEY RING

A multifunction promotional message bearer for everyday use is presented by ArtLine Manufacture with its new 4-in-1 tool. The four functions of the useful giveaway will thrill men and women alike. The front part is used as a shopping cart chip, while underneath a minimum profile measuring device for car tyres with the corresponding statutory marks is attached. The whole surface can be used for promotional messages and the mini karabiner ensures that the small assistant in keyring form is always close to hand.

48642 • ArtLine Manufacture GmbH • Tel +49 7771 916474  
info@artline-gmbh.de • www.zahlteller-shop.de



## A SPORTY START TO THE SUMMER

Hanes is expanding its successful Cool-DRI sport collection for the second time this year. Right at the start of the year, three new Cool-DRI Athletic men's styles in stretchable polyester/elastane weave with particularly high breathability were introduced. Now Hanes presents four brand-new Cool-DRI T-shirts for ladies and men. They are made in a 105 g/m<sup>2</sup> light and extraordinarily stretchable polyester weave. The fabric's "bird-eyelet construction" means that moisture transport, temperature control and wearing comfort are enormously improved. The particularly flat seams prevent unpleasant rubbing on the body. Hanes Cool-DRI Performance products are extremely breathable and are distinguished by tried and tested properties: dirt-repellent, no-iron. The comfortable, sportily cut fit enables maximum freedom of movement. New dazzling colours and neck tapes in contrasting colours draw all eyes, and the incredibly soft material also grabs attention. Narrow reflex strips in the front dividing seam enhance visibility even in low ambient light. They are available in classic white and black, but also in the two new dazzling trendy colours Electric Yellow and Electric Blue. Due to their special manufacturing process, Cool-DRI fabrics made out of polyester are optimally suited to an excellent finish both with heat transfer printing (e.g. sublimation printing) and with ink.

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



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## PURE FLAVOUR

For half a century, fans of stylish dining have been thrilled by Grandfather Frömbgen's delicate mini salami recipe, which he created in 1956 at the Oberbreisig country butcher's. Master butcher Siegfried Marhöfer manages the traditional butcher's shop in its third generation and has now, together with the Cologne-based art fair director Walter Gehlen, finally made the small delicacies accessible to a wider public. The mini salamis, hand-packaged in traditional Havana crates, are made out of natural products and out of certified pork or beef from German farmers.

48904 • Olami GmbH • Tel +49 151 15676128  
gehlen@olami.de • www.olami.de

## POLO SHIRTS FOR EVERY OCCASION

That a polo shirt is much more than a straightforward shirt with collar and button border is demonstrated by the current polo range from James & Nicholson by Daiber. Here, polo shirts for every taste and occasion can be found in more than 30 colours, in many different styles and cuts and with the widest variety of functions. Chicly coupled with reliable protection against UV radiation UPF 30+ the Ladies' and Men's coldblack polo offers colourful contrasting strips on collar and sleeves and forms the perfect basis for chic corporate wear. Laid-back and ideal for a daytrip to the country is the unicolour Ladies' and Men's Active Polo in seven colours. Thanks to excellent wearing comfort the functional polo made out of 100 per cent micropolyester is ideal for all outdoor activities. Finally, the Lifestyle Polo for ladies and gentlemen brings colour into everyday life. Whether in the office or during leisure time, the short-sleeved polo in high-quality piqué in coarse structure scores points with knitted collar, sleeve hem, neck tape and contrastingly-coloured button border.

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



## A COLOURFUL WRITING EXPERIENCE

The new retractable pen in the uma Match Series combines a love of colour, design and writing with each other. The available models, which include a wide array of different colour variations, are special because of the combination options available, short delivery times and the "Made in Germany" seal. All Match models can be personalised according to a customer's wishes and come in lots of different colours. Depending upon the model, the retractable pens also have a coloured or transparent shiny shaft as well as a comfortable grip area. Thanks to the large space available for imprinting and finishing purposes and the various colours available, they can be adapted flexibly to any special wish. The European jumbo refill with its white plastic tube guarantees lots of fun while writing. It has a silver tip, a tungsten carbide ball and ink made in accordance with the ISO standard. Its writing performance is approximately 2,500 metres.

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

Art. 5301



Art. 1104D



Art. 640X



Art. 6040



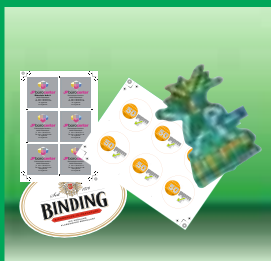
Art. 67XX



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Art. 1810



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## STYLISHLY-CLAD NOTES

**A**car Europe GmbH presents a range of high-quality notebooks with its Arwey collection. The clear design and cleverly-devised functionality, a high quality standard and the exclusive use of FSC-certified paper are the bases of the ranges. One example of this is the Baer model, which owing to its function and construction is design-patented. The integrated ballpoint pen cannot get snagged in other documents carried in one's bag. The Baer notebook offers 256 pages made out of ivory-coloured 70 g/m2 FSC paper. An inner pocket with stretch compartment for one's own notes and documents and a bookmark band help with organisation. Various information pages offer space for diverse features such as yearly planner, telephone numbers and e-mail contacts. Custom promotional pages convey any message entirely to the customer's requirements.

48055 • Acar Europe GmbH • Tel +49 6172 1710710  
[info@acar-europe.de](mailto:info@acar-europe.de) • [www.acar-europe.de](http://www.acar-europe.de)



## CULTIVATED CORRESPONDENCE IN SIMPLE WHITE

**C**lear, simple and pure: This is how Senator characterises its modern, style-defining Image White Line. The company knows all about the trend for clean products and is showing the way with cartridge pen, rollerball and ball point pen in the exclusive Senator Design. With gleaming white housings and equally gleaming clasps, the new models form the perfect complement to the established Image range. Their popular look, combined with their stand-out, trendy colour statement, thus produces an aesthetic platform for sophisticated promotional occasions. The ballpoint pen is equipped with a quality large-capacity refill containing blue ink. Metal embossing and laser printing can be selected as finishing options both for the barrel and for the top.

41838 • Senator GmbH & Co. KGaA • Tel +49 6162 8010  
[info@senatorglobal.com](mailto:info@senatorglobal.com) • [www.senatorglobal.com](http://www.senatorglobal.com)



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48426 • Rösle GmbH & Co. KG • Tel +49 8342 9120  
[info@roesle.de](mailto:info@roesle.de) • [www.roesle.de](http://www.roesle.de)







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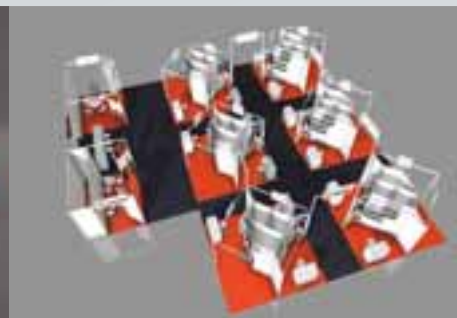
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ASOCIACIÓN DE IMPORTADORES, MAYORISTAS Y FABRICANTES DE ARTÍCULOS PROMOCIONALES  
Association of Importers, Wholesalers and Manufacturers of Promotional Goods



## TAKE YOUR FAVOURITE DRINK ALONG

If you do not want to do without your favourite drink when you are on the go, you will be sure to find something to suit your own personal style in the broad range of up-to-date Contigo To-Go mugs from Kambukka. These elegant and stylishly designed drinking vessels come in many colours and sizes, go with nearly every occasion and can all be customized according to customers' specifications. They reliably maintain the temperature of the beverage they hold, and their patented Autoseal lid not only protects against leaking, but also lets you open and close them easily with only one hand. The products are fully leakproof. To drink, just press and lock the Autoseal button.

48425 • Kambukka BVBA • Tel +32 11 373001

info@mycontigo.com • www.mycontigo.com

## SOFT AS VELVET AND LOVELY TO HOLD

The writing instrument manufacturer Prodir describes its latest model, the ES1 Soft-Touch, as a pen that you won't want to give away once you've held it in your hand. The retractable pen offers a perfect writing image and the highest level of writing comfort in addition to its velvety soft surface and ergonomic form. This object of affection ensures that the brand written on its clip is perceived in a positive light. It comes in four colours: red, orange, blue and black. The transparent plastic clip is the space available for personalising the product. It has the same colour as the shaft, but doesn't have a soft-touch surface like the shaft does. The chrome-plated push-button is another valuable feature.

43417 • prodir GmbH • Tel +49 6762 40690

sales@prodir.de • www.prodir.com



## THE CARDS ARE STACKED AGAINST TICKS

Annoying ticks, which appear en masse in summer, have the cards figuratively stacked against them thanks to the Safecard tick card presented by Lupenmaxx. This helpful tool for easily and safely removing the tiny vampires fits into any wallet and can therefore be taken along on outdoor activities. The integrated magnifying glass makes it easier to find the ticks, and the special cutting on the tick card helps pull out the little beasts. This can effectively prevent the transmission of harmful bacteria, says the manufacturer. Upon request, the Safecard tick card can be supplied on its own or in a transparent PVC jacket. Customers can also choose between the neutral version or one printed with any desired advertising message.

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## HIGHLIGHTS FOR THE AUTUMN KITCHEN

**A** whole series of highlights for autumn cuisine is presented by Profino. A particularly functional device is the Turmix juice extractor, which, like the whole product line, has been distinguished with the red dot Design Award. Functional simplicity is coupled here with technological top quality. The device takes care of an important vitamin boost before the cold season starts. Equally valuable during the harvest of fresh herbs is the electric herb chopper, which, thanks to its powerful motor, can also be used for nuts. Additionally it is usable as a shaker, in order to blend the contents perfectly. Its sharp, flexible blade guarantees an impressive work result in this context. Finally, cleanliness in the kitchen is ensured by the new vegetable brush. With it, potatoes, carrots and co. are quickly and carefully liberated from soil remnants and other dirt.

47807 • Profino GmbH & Co. KG • Tel +49 2173 1014720  
[info@profino.net](mailto:info@profino.net) • [www.profino.net](http://www.profino.net)

## OUTSIZED EMBROIDERY

**O**ne speciality of the Turkish textile manufacturer Cemertas Textil is the customisation of jackets with extra big embroidered emblems. At the same time it is of no significance whether lettering or a complex logo is required. The jackets are available in various models, from a light transitional jacket through to the thick winter coat. Additionally, the company produces among others T-shirts, polo shirts, shirts and much more. All textiles are suitable for branding and can also be produced directly to the customer's specifications.

47456 • Cemertas Promotional Textiles • Tel +90 212 4811147  
[info@cemertas.com](mailto:info@cemertas.com) • [www.turkeytextileproducts.com](http://www.turkeytextileproducts.com)



## OUTDOOR FUN WITHOUT LIMITS

**G**oing outside to play, so "Oh, go outside", was the inspiration behind the name Ogosport. The focal point of the exploratory work of Ogosport by MTS Sportartikel is to develop attractive new games for active leisure-time planning in all age groups. The Superdisk for example catches balls and shoots them up to 45 metres away, but can also be used as a Frisbee. The special feature lies in versatility – there are no limits on creativity. Ogosport can be played alone, by two people or by multiple players and adapts to many sports types, such as volleyball, baseball and tennis. A special variant is the game featuring filled water balloons. As the OgoSport Disk does not sink, it takes care of lots of fun on the beach or by the pool.

48527 • MTS Sportartikel Vertriebs GmbH • Tel +49 8171 43180  
[info@mts-sport.de](mailto:info@mts-sport.de) • [www.mts-sport.de](http://www.mts-sport.de)

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## FOOD TO KEEP YOU FIT

**N**ow that it is the season for greenery, it is time for everything in the kitchen to turn colourful and healthy. Light salads, rich vegetable stir-fries or fruit compositions are put on the table. The new Cuisipro Scoop collection from Profino, including measuring spoons and scoops, is a versatile helper kit for everyday use in the kitchen. The bevelled edges of the colourful plastic spoons and scoops (BPA free) make it easier to scoop up freshly chopped bits and pieces or flour and other ingredients. A measuring scale on the inside helps to get the right amount quickly into the mixing bowl or cooking pot. These kitchen talents come in the summertime colours of pink, red, green, white or blue, and are not only ideal for preparing food or as measuring cups, but are also good for storage.

47807 • Profino GmbH & Co. KG • Tel +49 2173 1014720  
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**W**hen raising children, every day brings situations that can be marked positively with TLC and rewards.

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43808 • Goudsmit Magnetic Design B.V. • Tel +31 40 2212475  
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## SALES AND SERVICE

### NEW FACES IN THE PSI TEAM

**T**he PSI Sales Team is working at full speed so we can offer you the best possible ways to advertise. Especially just before the Trade Show, extensive support is again indispensable. Below we will be presenting the new faces in the PSI Sales Team to you:



**Bettina Nettelbeck,**  
**Sales Executive,** has been working for Reed Exhibitions since early April 2013. She is the person for PSI distributors to contact.  
**Tel. +49 211 90191-364**

[bettina.nettelbeck@reedexpo.de](mailto:bettina.nettelbeck@reedexpo.de)

**Charles Domoraud,**  
**Sales Executive,** takes care of all French-speaking distributors and the French market.



**Tel. +49 211 90191-298,**

[charles.domoraud@reedexpo.de](mailto:charles.domoraud@reedexpo.de)



**Anna Vaccari,**  
**Sales Executive,** takes care of PSI manufacturers and exhibitors in those territories whose German postal code begins with 0, 1, 2, or 9, as well as in Aus-

tria, Asia, Oceania and Southeast Asia.

**Tel. +49 211 90191-192**

[anna.vaccari@reedexpo.de](mailto:anna.vaccari@reedexpo.de)

**Thomas Passenheim,**  
**Sales Executive,** has been working for Reed Exhibitions since April 2013. Thomas Passenheim is in charge of all matters



concerning PSI manufacturers in those territories whose German postal code begins with 6, as well as Poland, Slovakia, North and South America, Eastern Europe, Denmark, Sweden, Norway, the Benelux countries, Portugal and Russia.

**Tel. +49 211 90191-150**

[thomas.passenheim@reedexpo.de](mailto:thomas.passenheim@reedexpo.de)



**Viola Proietti,**  
**Sales Executive.** She handles the territories whose German postal code begins with 3, 4 and 5, as well as manufacturers in

Slovenia, Croatia, Bosnia and Herzegovina, Macedonia, Serbia and Montenegro.

**Tel. +49 211 90191-258**

[viola.proietti@reedexpo.de](mailto:viola.proietti@reedexpo.de)

## ONLINE SERVICE CENTER (OSC)

### SERVICE PLATFORM IS ONLINE NOW

**I**t could hardly be more practical: thanks to the proven Online Service Center, exhibitors can again conveniently order online the most important services associated with their participation at the PSI 2014 Trade Show. Technical orders, as well as parking tickets, hostesses, flowers, catering and much more can be ordered through OSC as of 8 August 2013. A useful add-on tool: exhibitor passes can be downloaded as a PDF for the first time this year. Late submissions because of Christmas or delays caused by winter weather are a thing



of the past. Please also note: it was also possible to order admission tickets for the PSI Night through the OSC. This is no longer the case because the event no longer exists in the previous form. PSI has developed an exciting new event concept that provides a lot of scope for personal communication: On Wednesday and Thursday evening, directly after the official end of the fair, the Networking Event PSI After-Work will take place in the redesigned mall at the entrance to the fair. So, right after the fair has ended, you can meet customers and partners in a pleasant atmosphere while sipping a drink, having a bite to eat and reminiscing the day. More information on this will soon be available at [psi-network.de](http://psi-network.de) and in the PSI Journal.

## PSI ONLINE TICKET

### ORDER NOW AND BE SURE TO ENJOY THE ADVANTAGES

**T**he PSI Online Ticket Shop has been up and running since early June. Be sure to reserve your admission ticket for the 2014 PSI and benefit from the early-bird advantages. All early birds who order from the PSI Online Shop by the end of September will pay only € 57 for their e-ticket, a saving of € 20. And anyone who registers online right away will get a free ticket, as well. Be sure to get your admission ticket now at [www.psi-messe.com/ticket](http://www.psi-messe.com/ticket) and visit the industry event of the year.



## COOPERATION CONTRACT

PROMOTION WORLD AND PSI  
WORK TOGETHER

**D**eutsche Messe AG and Reed Exhibitions Deutschland GmbH are working together on jointly holding a trade fair for promotional products. This is the objective of the cooperation contract, which was signed by both partners in Hannover on 30 July 2013. The agreement therein concerns further development of the concept of the promotional products trade fair Promotion World and, that from 2014 onwards, it will be jointly organised under the new name PSI Promotion World by Deutsche Messe AG and Reed Exhibitions Deutschland. In future, PSI Promotion World will display on three days a complete range of products from the promotional products industry. In the evenly numbered years, it will be held in the prov-

en format in parallel to the Hannover Trade Fair, in Hannover, from Tuesdays to Thursdays. In the unevenly numbered years, it will be held in parallel to CeBIT. In addition to the target group in the manufacturing industry at the Hannover Trade Fair, the industry will also gain access in future to new business contacts from the software, communications and service industries, e.g. the financial industry. In the past, Promotion World was held simultaneously to the Hannover Trade Fair in April and, in the past few years, has become established as a platform for important business contacts between industry and the promotional products sector. Reed Exhibitions is the organiser of the largest trade fair for the promotional products industry

in Europe - The PSI Trade Show is open exclusively for PSI members and will continue to take place in Dusseldorf. The event brings together 1,000 suppliers and up to 20,000 promotional products distributors. The PSI Trade Show is supported by the PSI – Promotional Service Institute, the largest association of the promotional products industry in Europe, in which promotional product suppliers and distributors have been organised for over 50 years. “By aligning itself to the final consumer, PSI Promotion World will in future provide a suitable platform for new business for the whole of the promotional products industry and has the objective of encouraging customers from the trade to employ promotional products as a marketing instrument,” says Dr Jochen Köckler, Member of the Board of Management of Deutsche Messe AG. “This cooperation opens up a unique opportunity, especially for the promotional products trade, to present itself professionally within the environment of the most important industrial trade fairs worldwide, to gain new business customers and to make better known the strengths of the promotional article and its effect on the marketing mix,” explains PSI boss, Michael Freter. That’s why the cooperation with Promotion World will have an outstanding effect on the whole industry. At present, the promotional products industry achieves 20 per cent of its total turnover of € 3.47 billion with major clients from the industry in Germany. A proportionate quantity, which can “definitely be increased”, says Mr Freter. With the new cooperation between PSI and Promotion World all competencies of the market are being combined. <



Michael Freter, PSI Director; and Arno Reich, Director Hannover Messe/Promotion World at Deutsche Messe AG, during the official signing ceremony regarding the cooperation agreement. Beside them (from left): Hans-Joachim Erbel, CEO Reed Exhibitions Germany and Dr Jochen Koeckler, Member of the Board of Deutsche Messe AG.



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# SENSE OF COMMUNITY

**T**he fact that charity begins at home – or as the Germans put it, your own shirt is closest – is nothing new. Nor is the fact that this shirt is about all you can take with you on your final journey. And this has always been even truer whenever times have been hard. Many are fully aware what needs to be done to protect the industry. Some of them say it boldly right out loud. “You should not import this, you should not sell that to him, you should not talk to him here ...” The same holds for the alleged knowledge about all that is not happening and all that would have to be done to achieve a better position politically or even to prevent whole laws from passing. What I am missing in this whole repertoire

of assumptions and across-the-board opinions is a combination of listening and a sense of community, which is increasingly disappearing. Is it really only because our own shirt is closest? Or is it the fear for our own livelihood?

How did I come to talk about this subject? I just took a look at the upshot of our lobbying. It is quite impressive. The most recent example is the battle against the pharmaceutical industry in Germany and Europe. This battle is not yet over. We in the GWW are still trying to get the German Antitrust Office to take action. But then there are distributors who come along and tell us we should just leave it all alone. Their intentions may be good, but they do

not make their money in pharmaceuticals, that is why they don't care. What a great sense of community! The fact that fewer and fewer companies are paying the lobbying fee which is necessary to finance the ever more expensive studies and lobbying work also testifies to growing indifference. The sum gets smaller each year, because only a portion of industry members are responding to the appeal of the GWW to pay the annual fifty-euro lobbying fee, even though this contribution is immensely important to the industry's outward representation. Let's not lose our idealism!

Best regards,



Michael Freter  
Publisher of PSI Journal  
Managing Director PSI  
[michael.freter@psionline.de](mailto:michael.freter@psionline.de)

»Let's not lose our idealism!«





**TREND - die Fachmesse  
für den Werbeartikel-Handel  
13.-14. September 2013**

EUROMODA, Anton-Kux-Str.2, 41460 Neuss

Mehr Infos unter [www.bwg-verband.de](http://www.bwg-verband.de)

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## LIFESTYLE AND DESIGN

**P**roducts should always have more than just a practical use, they should also meet the design expectations of the customers. With products and brands, we express who we are and how we want to be perceived from the outside. Design appeals to the emotions of buyers and, depending on the design of the product, may evoke curiosity, surprise or amusement. Promotional products that cause the recipient to experience pleasant feelings remain positive memories. In the next issue, we will be presenting a wide range of promotional products in the areas of lifestyle and design that remain in our memory. We will also be introducing products for winter.

**Please give some thought now to the title themes of the November issue "Cooking and Savouring" and "Fire and Light" and send your product presentations (image and text) by no later than 18 October 2013 to: Edit Line GmbH, Redaktion PSI Journal, Dekan-Laist-Straße 17, 55129 Mainz, Germany, hoechemer@edit-line.de.**



## FRANK & SÖHNE: PHOTO PRINTING TECHNOLOGY

**N**ew to the PSI is the company Frank & Söhne AG from Schweinfurt. And new to the specialist printing works Frank is the world's first printing press which prints conical and cylindrical objects up to a diameter of 24 millimetres with photo-realistic designs. In the October issue of the PSI Journal, you will have the opportunity to take a look behind the scenes at the Bavarian company.



## INDUSTRY: COMPANIES, EVENTS, MARKETS

**I**n the next issue, we will update you on developments in the promotional product market, inform you about news from PSI member companies and report on events from the promotional product industry. Look forward to exciting news and reports from the international network of the promotional product industry.



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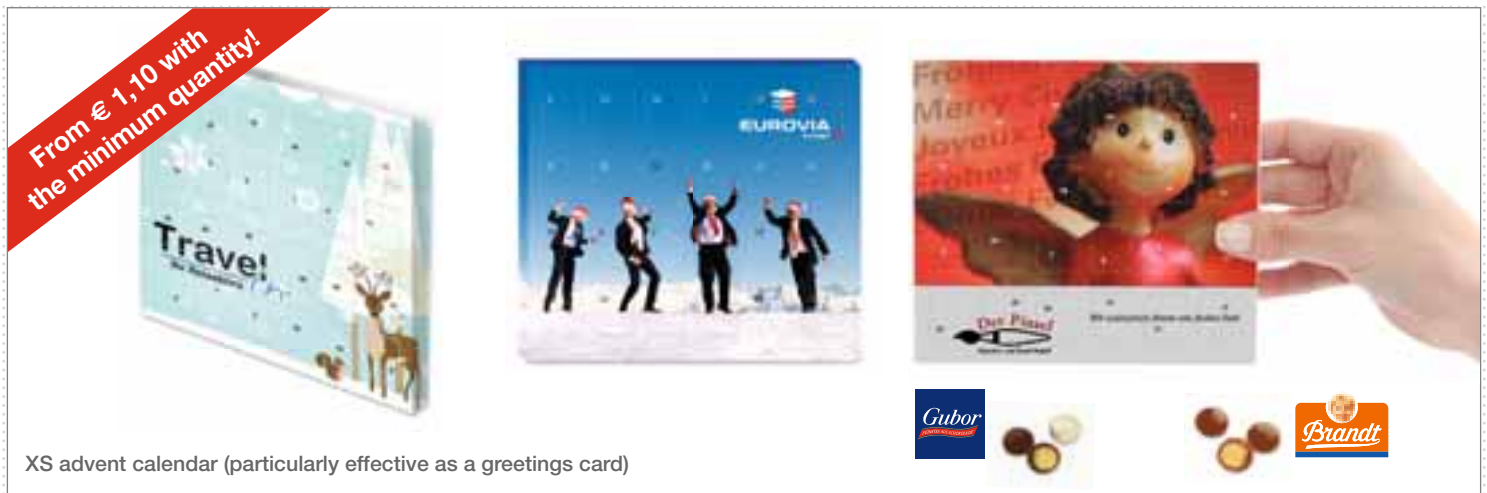
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