Düsseldorf · G-30212

POWER FOR PROFESSIONALS International Magazine For Promotional Products APRIL 2014 Volume 53



Marietta Christ, Maximilian Spall KH–Werbeartikel Continuing The Family Tradition



Zbigniew Kaczor Maxim High-class Promotional Ceramics

PSI FIRST Club Product Premieres At The PSI 2014

Product Guide

Bags, Leather, Luggage, Travel Snacking And Enjoying

Farewell To Walter Jung The Visionary Founder Of PSI

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EDITORIAL REINFORCING SALES

There are many reasons for this. Entire markets have collapsed in the financial crisis. The recovery process is stretched like chewing gum and has not even really begun in some countries. The major suppliers are consolidating and reducing the number of locations. Once considered generous, they are today much more hesitant about spending money. Which of course is not necessarily wrong. But targeted strategies are not recognizable in all companies. Instead, actionism is becoming more prevalent – sometimes even acts of desperation.

Let us turn to those who have realized that 2014 is definitely a year of decisions. These are the companies that have streamlined their portfolio. These are the compa-

nies that have adapted themselves both technically and in terms of content by using all channels of communication. Today, you can no longer use a single "medium" and wait to see what happens. But no matter what you do, it must be highly professional. These progressive companies and all of us must succeed this year in getting back on track again towards achieving growth. On the whole, years of stagnation do industries little good. Not only cheerfulness but also creativity slowly dies, manners degenerate and it all ends in an unsightly distribution struggle. A distribution battle that is being felt from time to time in the promotional products industry. How else can we explain the fact that business is being done for margins that do not even cover the han-



Manfred Schlösser

dling costs. That has nothing to do with despair but rather with stupidity. Usually a zero-sum business deal does not lead to good business.

In addition to the measures already mentioned, there is only one effective remedy: All efforts should be targeted towards marketing and sales. Albeit the latter is not a particularly easy undertaking. Distribution costs money and the art of selling has never really been learned in the industry. For a long time, products were distributed and then sold. Things are different now. According to all studies, however, the market is there. The only difference is it is now harder to work the market because advertisers are confused and bewildered. This is not only being felt by the print media, but also by all providers of advertising space – even the space on promotional products. Uncertainty can only be resolved through persuasion and by converting it into positive action. For smart companies, this is still possible with good sample cases and even better sales reps. In medium-sized companies and corporations, PowerPoint, Internet and facts from impact research are required. Generally speaking, focus on sales.

On this note

Manfred Schlösser Editor-in-Chief PSI Journal

New DS8



Personality pens. Swiss made.



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ds8.prodir.com

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PROMOTIONAL PRODUCTS FOR ON THE GO

Modern times – mobile times. The product groups concerning "Bags, leather, luggage, travel" are constant companions in our mobile society – and, as impressive promotional products, offer the possibility to convey messages throughout the world. Moreover, appealing promotional products have sensory potential as the selection of tasty products for "Snacking and enjoying" shows from page 48 on.



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Für Planer, die nichts dem Zufall überlassen.

Verlässliche Messedaten tragen dieses Zeichen:



Erklären, was Daten im Klartext bedeuten. Das ist unsere Sprache. Denn auf Messen, die von uns zertifiziert wurden, ist Verlass: Wieviele Besucher gab es? Welche berufliche Stellung haben sie? Wieviele treffen Einkaufsentscheidungen? Wir liefern die Antworten. Prompt. Übersichtlich. Genau. Für rund 300 Messen und Ausstellungen.

www.fkm.de

FAREWELL TO WALTER JUNG



Walter Jung, visionary founder of PSI and industry pioneer of the first hour, died on 6 March at the age of almost 80 years. With his life work, he laid the foundation for an entire industry and the success story of many a company. Everyone who had the pleasure of knowing him will remember Walter Jung not only as a manager and consultant, but also as a helpful friend.

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PRODUCT PREMIERES AT THE PSI 2014



There is one aspect, all these products have in common: They belong to the exhibitors of the PSI FIRST CLUB. On the occasion of the PSI Trade Show 2014, 50 exhibitors had promised that each of them presents a product that has really been seen nowhere else before the PSI Trade Show, not even in road shows, in-house exhibitions or inhouse presentations. The PSI Journal once again glances at the product premieres.

HIGH-CLASS PROMOTIONAL CERAMICS



Maxim is a manufacturer and importer of promotional pottery and one of the first suppliers of the Polish promotional products market to decide to sell its products only by way of the specialized promotional products trade. We visited Maxim at their headquarters in Wolkowo, Poland.

CONTINUING THE FAMILY TRADITION



Their fathers were already partners of the German distributor Kurt Hoffmann Exklusive Werbeartikel founded in 1971. Today's managing director, Marietta Christ and Maximilian Spall, were both employed for many years by the company before they took it over in 2000. A portrait of the second generation.



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INDIVIDUAL TAG BAG Bag tag "Notebookstyle" aloga GmbH PSI Nr.: 45590 www.aloga-europe.de



A STABLE HOOK Sponge bag "Maine"

PSI Nr.: 46261

www.reeko.com

reeko design gmbH & co. Kg

TRENDY ON TOUR

Adventure Bag Nestler-matho GmbH & Co. KG PSI Nr.: 41816 www.nestler-matho.de

HANDSOME LEATHER-CLAD

Wallet "Rough 'n' Smooth" Jutamo GmbH PSI Nr.: 45651 www.jutamo.de





CHILD'S PLAY

"I'm packing my suitcase and taking with me ...". Who doesn't know this children's game. And everyone knows that the possibilities are endless. Those of us who struggle to pack suitcases and bags in a spacesaving and wrinkle-free manner can get help on the "art of packing" in a series of easy-to-learn videos from a well-known suitcase brand. Whether it be with visual support or using your own creativity – the world of bags is big and colourful as well as the variety of what you can put in them and take with you.

4



360° DIGITAL BARREL PRINT: SENSATIONALLY EYE-CATCHING

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FRUITY HEARTS

Fruit gums "Thank You" Kalfany Süße Werbung PSI Nr.: 42706 www.suesse-werbung.de

ENJOYING LIKE ITALIANS DO

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Amary Italy

PSI Nr.: 48993

www.olive.de



CAKE FOR A HOLIDAY

Wondercake® emotion factory PSI Nr.: 45997 www.emotion-factory.com

SWEET PROMOTION IDEA

Candy box Müller Werbemittel GbR PSI Nr.: 47774 www.mueller-online.de





A WHIFF OF PROVENCE

Cheese tray "Acero" Profino GmbH & Co. KG PSI Nr.: 47807 www.profino.net

A POTPOURRI

Mozart was a man of pleasure and probably not choosy when it came to food. He was certainly not averse to something sweet, in whatever form. He probably never would have dreamt that his music would accelerate the ripening process of bananas and result in sweeter fruits. A Japanese importer of bananas has just come to this very conclusion, however, and treats fruit with music by Mozart. Whether it be sweets to the tune of "Eine kleine Nachtmusik", "The Magic Flute" or the "Marriage of Figaro" is a matter of opinion. The selection and creative variety for people with a sweet tooth is nevertheless very large.

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DER ZUCKERBÄCKER

SWEET WITH CHARM AND AFFECTION

The beauty of promotional products made with love and an amazing selection of traditional Sweets can be seen in case of Der Zuckerbäcker GmbH. Upon customer request the aspiring company provides advertising articles with charm and affection

which put the finishing touch to the customer's marketing efforts. Whether hard candy, fruit gums, liquorice or Marshmallows - the content is carefully selected from over 500 delicious sweets to fit the customer's corporate design. With such care the homemade products put a smile into presentees' faces. "Candy creates Joy. And the best way to convey your company's image is by creating joy." As Corinna Lenz, the Co-Founder, confirms. For the



The Team of Zuckerbäcker (from left): Christopher Pfahl, Corinna Lenz, Anastasios Paliakoudis.

World Cup 2014 Der Zuckerbäcker comes up with a cheerful product: The World Cup Turf 2 go. A can of sweet eatable football turf with one yummy gummy football chewing gum. "Since the world is taking place so far away, we bring at least a piece of turf to Europe!," adds Corinna Lenz.

Contact: Anastasios Paliakoudis, Tel +49 7131 89961-46 werbeartikel@der-zuckerbaecker.de, *www.suesses-schenken.de*

FARE – GUENTHER FASSBENDER GMBH

ANIMAL FUNDRAISER

L is "Open Day" at the FARE umbrella plant on 10 May 2014. A portion of the proceeds will benefit the animal residents of the Bergisch Land falconry. This is the background: In August 2012, "Zur Grüne", a popular restaurant in Remscheid, burned down completely. On the night of the fire, the animals of the neighbouring falconry were brought unharmed to safety. Flight shows are still being held but visitor numbers have plummeted since the "Zur Grüne" burned down. Up to 100 people can attend a flight show. In addition to the rebuilding costs there are also the costs of looking after the 38 residents of the falconry. Karsten and Carola Schossow give owls, falcons, hawks, vultures and eagles a home, are working vigorously on the reconstruction and are looking for someone to take over the restaurant business in the future. FARE is using the



Open Day to collect donations for feed and upkeep of the falconry. One euro per drink, sausage and umbrella sold will be donated to the falconry. The falconry team will be at the Open Day with the bald eagle, the owl and the Harris hawk. *www.fare.de/messen-und-events* <

Carina Hartmann (Marketing Manager of FARE) with the Harris hawk "Pille" during the first meeting in the falconry.

TWELVE GOVERNING PRINCIPLES LYNKA GETS WRAP CERTIFIED

ynka is happy and proud to announce that as of January 2014, they have been awarded the WRAP Gold Certificate of Compliance. This makes Lynka one of the very few European suppliers of promotional apparel who have this prestigious accreditation. WRAP stands for "Worldwide **Responsible Accredited Production**" and is a benchmark compliance body of the apparel industry. WRAP works with manufacturers and decorators to verify that they are in compliance with WRAP's twelve governing principles. The 12 Principles set high standards for: Fair and decent treatment of employees, healthy and safe workplace, environmentally friendly production processes, Compliance with laws and customs practices. Founded in 1992, for over 20 years Lynka has been supplying promotional agencies with branded clothing and accessories. Today, Lynka is recognized as one of the EU's leading apparel distributors and at the same time, one of the world's leading screen printers and embroiderers. From our 3,200 sqm state-of-the-art production facility strategically located in Kraków, Poland, Lynka ships decorated promotional apparel to clients in 20 EU countries every day. www.lynka.eu



Design "Elephant Comes Alive".

FAREWELL TO WALTER JUNG AS A VISIONARY HE SHAPED THE INDUSTRY

Walter Jung, founder of PSI and industry pioneer of the first hour, died on 6 March at the age of almost 80 years. With his life work, he laid the foundation for an entire industry and the success story of many a company. Everyone who had the pleasure of knowing him will remember Walter Jung not only as a manager and consultant, but also as a helpful friend.

The name Walter Jung and PSI are inextricably linked. Even those who did not experience the "Jung era" and did not know the PSI founder personally know that PSI and the PSI Trade Show would not exist without this multi-facetted personality. And certainly the small group of companies from the sixties would not have developed into the nucleus of the largest European promotional products market. If we all keep this in mind, we will recognize the significant dimension of the life work of Walter Jung.



Even before the first PSI opened its gates with just 60 exhibitors in Bad Soden in 1963, Walter Jung had already done pioneering work by bringing together manufacturers and distributors under the roof of PSI which he founded in 1960. With great entrepreneurial vision, he had recognized the growing importance of promotional products and did everything possible to create a well-structured and efficient market to meet the rising demand. With great skill, he began to build networks of relationships and to inspire great names for his cause.

With a vision in his heart and an enormous perseverance, Walter Jung did a lot of convincing. At suppliers, distributors and at public places. Many owe the fortunes of their company to the good advice they received from Walter Jung. Many a supplier would not be where he is today without him and PSI. Walter Jung shaped an industry. He once said that it was anything but planned. He had simply recognized a need and offered companies all the information and contacts they needed to build their business as members of PSI. And he was ever-present whenever tax laws and tax deductibility limits threatened to slow down the industry time and time again. Even during the last great tax debate he supported industry representatives within hours in an advisory capacity.

When Walter Young made the decision to merge PSI with Blenheim in 1989, he was convinced that PSI could achieve more if it were affiliated to a large multinational corporation. Even after the sale, Walter Jung remained head of the PSI and was also involved in guiding the global group as the first Managing Director of Blenheim Germany and as a member of the Main Board in London. After he officially retired from professional life in 1999, he continued to serve the management of PSI, also under the umbrella of Reed Exhibitions, as a competent advisor and partner.

Those who knew Walter Jung regarded him as an elegant, objective and communicative man who despite his success was always willing to listen to the concerns of others. Many companions, colleagues and friends regretted in recent years that the "father of PSI" was unable to enjoy his life for a number of years due to his serious illness. All too tragic was the early passing of his wife Barbara in 2009, who remained at his side during all important stages of his career and tirelessly supported her husband.

The PSI, with all current and former employees, as well as the editors of the PSI Journal express their sincere condolences to the relatives and companions of Walter Jung.

DS MODEL RANGE

DS8. THE NEW PRODIR

w ith the new DS8, Swiss writing instrument manufacturer Prodir is supplementing its DS model range with a top-quality push ballpoint pen in classic triangular form. The design is not only convincing in its form. The writing instrument also sits very comfortably in the hand. Upon closer inspection, it's easy to see that the DS8, despite its versatility, always retains its high-profile identity: It is persuasive in all available combinations. Prodir offers its DS8 in select, perfectly coordinated surface- and colour-configurations. The four casing surfaces (matt, polished, varnished and Soft-touch) are always combined with a clip and a push button in the same colour, but with a transparent surface. Always? Not quite. The rules can be intentionally broken when another combination better communicates its quality profile: White and black polished DS8s are therefore available with clip and push button with the same surface and colour. The colour range has also been painstakingly tailored to the personality of the DS8. With its eight elegantly varnished surfaces, the DS8 alludes to materials like copper and gold. Three print surfaces are available on the DS8 for individual printing options. The clip provides enough room for logos and messages in up to five colours. And, as with all Prodir writing instruments, the DS8 is equipped with an excellent Floating Ball® refill. The result: relaxed writing – and the long-lasting effectiveness of your message. Once the ink runs out, the refill can simply be replaced. www.prodir.com



PF CONCEPT

SIX IF PRODUCT DESIGN AWARDS FOR PF CONCEPT

P F Concept continues to sweep up the awards. The multi-specialist has won a total of six iF Product Design Awards 2014 for its own brand products. Awards went to

the Explorer and Carve ballpoint pens from Marksman, the Elevate Caledon feather down parka and the Elevate Mani power fleece jacket, as well as the Avenue Flow bottle and Avenue Flow isolating tumbler. All prize-winning products were designed by in-house designers. The award-winning products will be on display to the public from March 2014 at the new iF design exhibition in Hamburg. Detailed information about the award-winning PF Concept products can be found at: *www.pfconcept.com* <

One of he iF Design Award winners: the Avenue Flow drinking bottle.



CD-LUX ADVENTSKALENDER NEW KEY ACCOUNT MANAGER

B eside Jan Skoupy, Monika Decker is the new Key Account Manager at CD-LUX GmbH in Cham-Wilting. The focal point of her work is to support PSI customers. Together with her experienced



Monika Decker

sales team, she is now also their personal contact person. The business administration graduate has many years of experience in customer service and project management. Her experience in the consulting industry will help

<

CD-LUX GmbH to continue to grow at its new headquarters. *www.cd-lux.de*

MBW VOCATIONAL TRAINING WITH TOP MARKS

A t the company mbw in the Schleswig-Holstein town of Wanderup, vocational training is seen as very important. Therefore, it was no surprise that the current trainee Viktoria-Luise Elstermann completed her studies as a wholesale and

foreign trade clerk with flying colours under the optimal conditions at mbw. "Viktoria-Luise Elstermann has completed her vocational studies at our company with straight As. We are naturally very proud of this," says



Viktoria-Luise Elstermann

Managing Director Walter Both and adds: "Ms Elstermann is a motivated employee who provides considerable support to our export team through her commitment." *www.mbw.sh*

ABSATZPLUS GMBH

PROFESSIONAL COLLABORA-TION WITH UNIVERSITY HOF

bsatzplus GmbH is pursuing a professional cooperation with Hochschule Hof. In cooperation with the Department of Marketing Management the German promotional products distributor has gained the services of the 24-year-old Master's student Anna-Katharina Pleier.



The Managing Director of absatzplus, Christof Eul, and his team received strong support from the young scientist to optimize the online store. The graduate in business administration has studied and worked in

Katharina Pleier

Turkey, Mexico. She speaks Spanish, English and French. *www.absatzplus.com* <

RICHARTZ GMBH SUCCESSFUL WITH GERMAN DESIGN AWARD

n February, Struktura, the classic tool of the Solingen-based company Richartz, was distinguished with the German Design Award – Special Mention 2014. Following the red dot Design Award and the nomination for the German Design Award 2014, this significant, nationally and internationally renowned award underlines the exceptional quality of this Richartz tool. In addition to its great design, the innovative features (glass breaker with adapter for 9 bits, Solingen high-tech cutter blade wetc.) and the high quality connected with a 10-year warranty also set it apart from other products. www.richartz.com <



OBITUARY

OBITUARY FOR HANS KAUFMANN

On 6 February 2014, Hans Kaufmann, a founding member of the association of Austrian promotional product distributors (VÖW), passed away. Born in 1939, Hans Kaufmann was considered an institution in the promotional products industry. He began his career in the late 1960s as a sales representative. In 1977 he moved to what was then the Austrian publishing house Agrarverlag in Vienna where he rose to become managing director of AV Präsent. After his retirement in 2003, Hans Kaufmann was actively involved in establishing Kaufmann Handels & Service



GmbH. After 59 years of employment, including 46 years in the promotional products and banking sectors, he finally retired at the end of 2012. As a VÖW board member, he campaigned for the sustained support of promotional products in Austria.

"With the death of Hans Kaufmann, Austria has lost a significant pioneer in the promotional products industry as we know it today," said Gerhard Wagner, CEO of VÖW. "He will always remain in our memory as a role model."

The editorial team of PSI Journal extends its condolences to the family and companions of Hans Kaufmann, also on behalf of PSI and its members.

TWELVE GOVERNING PRINCIPLES

LYNKA GETS WRAP CERTIFIED

ynka is happy and proud to announce that as of January 2014, they have been awarded the WRAP Gold Certificate of Compliance. This makes Lynka one of the very few European suppliers of promotional apparel who have this prestigious accreditation. WRAP stands for "Worldwide Responsible Accredited Production" and is a benchmark compliance body of the apparel industry. WRAP works with manufacturers and decorators to verify that they are in compliance with WRAP's twelve governing principles. The 12 Principles set high standards for: Fair and decent treatment of



employees, healthy and safe workplace, environmentally friendly production processes, Compliance with laws and customs practices. Founded in 1992, for over 20 years Lynka has been supplying promotional agencies with branded clothing and accessories. Today, Lynka is recognized as one of the EU's leading apparel distributors and at the same time, one of the world's leading screen printers and embroiderers. From our 3,200 m2 state-of-the-art production facility strategically located in Kraków Poland, Lynka ships decorated promotional apparel to clients in 20 EU countries every day. *www.lynka.eu* <





PRODUCT PREMIERES AT PSI 2014

PREMIUM NOTEBOOK RELOADED

E xactly 256 pages of paper and up to 16 GB Flash: The current "LOG Exclusiv" designer notebook from the Acar brand Arwey combines analogue and digital data in one sophisticated presentation - it not only offers space for handwritten items, but, in its attractive binding, also holds a high-quality mini USB stick. The sleek successor to the LOG shines with its elegant PU cover. The USB is now enclosed in matt metal and is simply pushed into the base. The USB is held securely by a small magnet. However, the metal USB can also be inserted into elegant leather covers. The USB's colour is a modern "gunmetal"; special colours are also possible from a quantity of 1,000 pieces. In the case of the notebook, a diversity of rulings and two calendar variants can be selected. The secure binding is pleasant to hold and is available in nine different colours. The USB can be equipped with even bigger memory capacities on request. LOG offers almost unlimited customisation possibilities - from the placement of the company logo through the design of the whole binding and/or interior to preparation of the USB stick with the data. 48055 • Acar Europe GmbH • Tel +49 6172 1710710

info@acar-europe.de • www.acar-europe.de





COLOUR ME UP!

he shopping bag "ColourMe" by the Hungarian company Anda Present can be turned into a real eye-catcher. The name of this product says it all. The bag, made of non-woven fabric, is printed in single colour with the desired logo or graphic outline. The integrated six-piece colour marker set can then be used to colour the bag in bright shades according to taste. The minimum order quantity is 100 units. 45753 • Anda Present Ltd. • Tel +36 1 210-0758 export@andapresent.hu • www.andapresent.hu





FLATTERING, QUALITY ACCESSORIES

Design is visible, quality is felt. We are both! For Club Crawatte Crefeld, the specialist for shawls, scarves, ties and custom-made products, this is aspiration and commitment at the same time. As a PSI FIRST Product, CCC presents a high-quality, woven shawl, made of 95 per cent wool and 5 per cent silk with a size of approx. 35 x 180 centimetres. Custom-made varieties of this flattering accessory are already available from 50 units.

43606 • Club Crawatte Crefeld • Tel +49 2151 781299-0 service@club-crawatte.de • www.club-crawatte.de

PROTECT YOUR MONEY

B adge4u has come up with a truly clever and protective idea. The Cardguard holder protects credit cards from unauthorised access and data transmission through misuse of the RFID system. This system has increasingly been used in recent years to illegally read codes such as the PIN codes of money and credit cards. The Card-guard holder makes this impossible, thus protecting the 'nervus rerum' of the user. The immense potential of the case as a promotional product is demonstrated alone by the large number of card users. The inexpensive Cardguard holder is easy to customise in full colour printing and is seen every time the protected card is used. **47411 • badge4u • Tel +48 32 6165573** info@badge4u • www.badge4u.eu





THREE EXCLUSIVE CAPS

B uttonboss has selected 3 exclusive caps to present at the PSI First. These caps were chosen by their top qualities and perfect fit. The first cap, article 46W, is a 6 panel washed cotton cap with low profile. The cap has no frontlining, which makes it more casual. The cap has a closed metal buckle with grommet and is available in the colours khaki, navy and black. The second cap which was presented, is article 49P. It's a low profile 6 panel cap in pigment dyed damaged cotton twill and is available in fashion colours: orange, blue and black. The third cap is our style icon, article 75S, the original snap back flat visor cap. This cap is available in black and is one of the trending caps at this moment. It has a plastic buckle and frontlining, which makes embroideries on the cap a bit finer. These PSI First caps are embroidered in house with a lead time of 3-5 working days.

41446 • Buttonboss B.V. • Tel +3153 4769791 info@buttonboss.com • www.buttonboss.com • www.kingcap.de

FOUR DISTINCTIVE SHAPES

he Peppermint Company has presented 4 distinctive shapes of tins at the PSI First. These tins are available in four unique shapes. The first, the triangle tin, contains approximate 20 grams of peppermints and is available in white or silver. The shielded shaped tin comes in white or silver and contains approximate 26 grams of peppermints. The third unique tin is the long sliding tin. This tin comes in white and can be filled with approximately 11 grams of mini mints. The largest tin of these 4 new tins, is the round high tin with a dimension of 30 x 80 mm. The tins are filled with peppermint with a shelf life of 36 months and will be delivered with a seal and ingredients sticker. **44176 • The Peppermint Company • Tel +3153 4750430**

info@peppermint.nl • www.peppermint.nl

SPORTY WORLD CUP TOUR

Let he World Cup Travel Guide Brazil 2014 by Dorling Kindersley offers all the information that (future) World Cup fans need. Starting with football knowledge for beginners and cracks, through to venues, right through to the World Cup match schedule for betting and entering results. The football package is supplemented by valuable know-how on the country, people and culture. This unique combination is sure to be a hit for customers from the promotional products industry both during and after the World Cup. Attractive customisable spaces are provided on the cover and the personal World Cup stadium with branded finger kickers, perimeter advertising and football advertising.

48489 • Dorling Kindersley Verlag GmbH • Tel +49 89 442326-221 sondervertrieb@dk-germany.de • www.dorlingkindersley.de





PURE GAMING FUN

t the PSI 2014, elasto form KG presented the so-called Taetch for the first time under the label PSI FIRST. Developed by the former professional football player and current football trainer Peter Neustädter, Taetch is the new trend for all those who love football: playing, juggling, training and experimenting. And this is how it works: simple juggle the Taetch as long as possible with your legs (instep, thigh, inner or outer side of the foot) and keep it in the air without using hands or arms. A lot of fun either one-on-one or in a group. The Taetch can be printed with a logo and the fur coloured as desired. Custom designs are also offered for the packaging.

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





ELECTRONICS MEETS CRYSTAL

rystal Speaker, the patented Bluetooth speaker by Zogi, is innovative, extravagant and unique. Presented within the PSI First programme for the first time at the PSI 2014, the product, which was developed in-house, impresses at first glance through its extraordinary combination of materials featuring plastic and crystal - creating a high quality and stylish look. The promotional message is applied on the inside of the crystal part via laser engraving, which is not only decorative but also makes a promotional impact and is highlighted by the integrated LED lighting. The three-legged stand ensures optimum sound quality. The speaker, which can be controlled via Bluetooth, is available in the Zogi colours black, white, red, green, orange and blue. The product is part of a complete series of electronic items featuring glass elements which were developed in collaboration with the partner In-Crystal. In addition to the Crystal Speaker, the elegant crystal series includes a power bank, USB stick, table light, travel alarm clock and PC mouse.

45918 • Herzog Products GmbH • Tel +49 7236 982860 info@zogi.biz • www.zogi.biz

WELL WORTH A LOOK

A aihinger Jung Bonbonfabrik GmbH & Co. KG introduced a new type of bonbon packaging for the promotional market at the PSI 2014. BonBox is the name of the fine packaging made of white, glossy cardboard with a window running across the edge, providing a glimpse of the sweet content: approx. 20 g unwrapped, nostalgic shaped bonbons. Promoting companies can choose from the varieties lemon, mixed herbs, fruit drops, cherry hearts, super mint or raspberry, each packed in a transparent bag. The BonBox, which can be customised in 4c digital printing, makes an ideal surface for claims such as "Reinschauen lohnt sich" (well worth a look) or "Einblicke gewähren" (offering insights). In other words, perfect for an open day or as an invitation to visit a trade show stand. The Jung team of advisors is pleased to provide samples and further information.

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







HANDY ADDED EXTRA

Anybook powered by Lediberg Group presents the unique Lanycap: a bottle opener that's attached to the Lanyband. The Lanycap can be refined according to preferences via laser engraving or pad printing. What's more, it's very simple to use and can easily be removed from the Lanyband. In addition to the well-known possibilities of colouring the Lanyband in the client's desired Pantone colour and applying high-quality 3D silicone printing, the Lanycap now offers another great way of transporting the customer's CI. The combination of notebook or calendar and Lanycap is exclusively offered by Lediberg with the Lanybook. Lediberg supplies every Lanybook with FSC-certified paper and, in this respect, also fulfils the highest standards when it comes to protecting the environment. **42438 • Lediberg GmbH • Tel +49 5261 606-0**

info@lediberg.de • www.b2b.lanybook.com

STAINLESS STEEL MEETS SILICONE

L olliclock Evolution – a watch made of smooth silicone paired with cool, sleek stainless steel. With its radiance, the sunray clock-face lives up to its name. Stainless steel casing with silicone strap, together with a stainless steel top ring and fluorescent hands round off the fascinating look. The watch is available in eight colours and two different sizes. Offered with own logo starting at 50 pieces and in the preferred Pantone colour from 500 pieces. An advertising space of 945 cm2 on the design packaging also provides the perfect space for creative flair.

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





TEA PLEASURE FOR EATING AND DRINKING

M agna sweets now presents the innovative PSI FIRST novelty Tetrahedron: pure tea pleasure for eating and drinking. Hot water is added to the small dried fruit pieces; the aromatic fruit tea can be consumed after an infusion time of approx. 10 minutes. But that's not all. At the same time, the softened dried fruit pieces unfold their full aroma and can be eaten with the tea. The natural sweetness of the dried fruit gives the tea a balanced taste, so that no additional sweeteners are needed. The tea treat is available in the flavours exotic, mango-guava, apple-pear-ginger or kiwi-apple-pineapple. The fruit tea is packaged in an appealing tetrahedron made of white or transparent foil in the dimensions 60 x 80 mm. The foil can be custom-printed according to customer requirements. The product is available for a minimum order quantity of 3,000 pieces.

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



A COMPLETELY NEW LOOK

M axim Ceramics GmbH made its debut on 1 April 2012 as a fully owned subsidiary of the successful Polish manufacturer of promotional porcelain, Maxim. The goal of the subsidiary was and is to familiarise all re-sellers in Germany, Austria and Switzerland with the complete service spectrum of the parent company, now celebrating a 16-year history. This is achieved by way of customeroriented service. With a large range of products and decoration possibilities and impressive quality, Maxim was predestined for PSI FIRST. The Colorado model was presented at the PSI 2014 as an exclusive innovation: a promotional cup in a completely new look. This cup shows promotional messages in a near to perfect way, has a capacity of 350 ml material and is designed in the ceramic colours black/white. Various colour combinations are also available from 5,000 pieces upon request.





46503 • Maxim Ceramics GmbH • Tel +49 6061 9798780

info@maxim.com.de • www.maxim.cm.de

FLEECY POSTCARD

A n unconventional and, therefore, worthy PSI FIRST product: the "filzPOST" by Maxx Promotion – a postcard with a special 'feel'. Because one side consists of fluffy felt with ornamental seam which can be refined with embroidery according to customer wishes. The wool felt has a thickness of 2 mm; 70 striking colours are available to choose from. The back of the DIN A6 sized card can be printed in 4/0 colour. filzPOST can be sent out by standard mail and is also suitable as an invitation card or for mailings. Further details can be obtained directly from Maxx Promotion.

47483 • Maxx Promotion • Tel +49 9281 8500380 info@maxx-promotion.de • www.maxx-promotion.de

EXCELLENT MOVING PICTURES

hanks to the latest digital technology, moving picture advertising is become increasingly intelligent, innovative and imaginative. The new Slimline VIDEOcards from micx-media in concept surprise not only through their slim design in mailings, but also due to their outstanding quality attributes such as HD image display from 4.3" and high-quality paperwork. This allows clients to be addressed in an effective and powerful way through a variety of display options for the most diverse range of applications – and starting from only 50 units in customised customer design.

45899 • micx-media in concept GmbH & Co. KG • Tel +49 5205 99-100 info@micx-media.de • www.micx-media.de







A VALUABLE AID

M ichael Schiffer Promotion GmbH exclusively distributes the Post-it® power brand for the promotional products market. PSI FIRST saw the new Original Post-it® SmartCover being brought along to the PSI Trade Show. As the name promises, there's a lot of cleverness in the wrapping with the "SmartCover": for example, the built-in year calendar assists in scheduling dates. The Post-it® Mini Index Set marks the most important information. The Post-it® sticky notes make important to-do's portable and the business card pocket keeps new contacts present. The fully custom-designable cover and fold-in flap offer plenty of space for visual and textual messages. The option to provide a name on cover and sticky note in the form of the Original Post-it® Name Pad underlines the recipient's personality. The very high quality Post-it® SmartCover contains 192 squared pages in A4 or A5 formats. The sheets in the pad are pre-perforated for easy removal, are punched and additionally comprise a bookmark ribbon. The cover is optionally matt (SoftTouch) or glossy.



49018 • Michael Schiffer Promotion GmbH • Tel +49 2843 1692115 m_schiffer@michaelschiffer.com • www.promotion.michaelschiffer.com

ELEGANT PRODUCT

E N Hardcover office sets "Dice" PM 151 – an innovative product designed in a cooperation with a student of University of Arts in PoznaĐ includes a 87x87x87 mm box printable with four colours made of laminated hardcover, a small softcover container for handling writing accessories and paper sheets 75x75 mm. Additional functionality of the product can be obtained by adding a set of index tabs onto the container. The main box can be laminated either with matt, glossy or velvet foil. This elegant product is available only in our offer and certainly is a perfect proposal for a small desk accessory for everybody at work and at home.

46124 • PromoNotes Sp. z.o.o. • Tel +48 61 8117028 biuro@promonotes.pl • www.promonotes.pl





INNOVATIVE POTENTIAL

P SI FIRST AWARD winner Rollco from reeko harks back to the colourful 1970s. It is extremely practical, as all office aids find sufficient space here. Rollco is the cult assistant and eye-catcher on every desk – constantly in the user's sights. The rolling container has three compartments for writing implements, a compartment for sticky notes, as well as two drawers for paperclips and memory cards. With its four rollers, the playful promotional product is both moveable and stable. Delivery is performed inclusive of ten paperclips and a sticky note pad. The innovative office assistant is offered in five different colours: silver, white, black, blue, and red. Simply a must for every desk! 46261 • reeko design gmbh & co. kg • Tel +49 4106 766-0



STRIKING DESIGN

Leven the winners of the PSI FIRST AWARD also include the "Grip K2 safety lock" from knife specialist Richartz. With its striking design and convincing function, it is captivating. The two-component grip plate that sits perfectly in the hand and the striking, functional blade featuring the Richartz Safety-Lock safety system are winners right across the board. This makes the Grip K2 safety lock the professional knife for everyday use.

40884 • Richartz GmbH • Tel +49 212 23231-61 sandraschoenenberg@richartz.com • www.richartz.com

REFINED CONTOUR EDGES

info@ritter-pen.de • www.ritter-pen.de

■ he German-made model "Fresh" from writing implement maker Ritter is characterised by straight lines, refined contour edges and a built-in push-element with clip. The shaft is optimally separated from the upper part, in order to realise the largest possible print surfaces. The slanted push-element with clip sinks harmoniously in the upper part upon activation. Three colour variations are available for selection. An additional attraction of the PSI FIRST product is the pleasantly smooth-writing soft refill, with which this push ballpoint pen is equipped as standar **44508** • Ritter-Pen GmbH • Tel +49 6161 808-0



SPORTY AND SAFE

he S-Derry captivates in a sporty design with models for ladies and men. The most important function of the series is RFID protection. RFID – the acronym stands for radio-frequency identification – is now in widespread use. In the credit card and ID compartments of the S-Derry series is a protective film, which ensures that radio waves from outside do not get to the RFID chips on ID or cash cards on the inside, as sensitive information about the ID holder is stored here. The series comes in specially produced packaging that refers to the RFID protection. S-Derry consists of 100 per cent nappa cowhide (in carbon optic). Further details can be obtained directly from Samsonite.

48847 • Samsonite GmbH • Tel +49 221 921641-24 werbemittel@samsonite.com • www.samsonite.com





ULTRA-COMPACT MOBILE PHONE WALLET

he PSI FIRST product from Spranz GmbH, the Blackmaxx® mobile phone wallet "Mobile&Money", brings together what belongs together. The Blackmaxx is a sleek leather wallet for mobile phones (the ideal size for iPhone5S® and Galaxy S4®), as well as various cards, cash, and everything else that's important. Its ultra-compact construction makes the Blackmaxx ideal for trouser pockets or handbags. The product comes supplied in an appealing cardboard box with design. More products on this or many other themes can be found in the current Spranz collection.

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

APPETISING CHARGER

he company Sol-Expert presented a small emergency charger with a formidable 1200 mAh battery capacity for all smartphones, iPhones, MP3, iPods or other devices for the first time at PSI 2014. The special thing about this handy product by the name of "Macaron charger", which will fit into every jacket pocket or handbag, is, besides its function, its design. The template for this was macaroons, a popular French traditional baked good in the shape of a small double disc surrounding a layer of cream. Thus the charger not only looks strikingly appetising, but in emergencies it will also deliver an extra portion of energy for the mobile phone via USB. The trendy technology item is available in eight colourful "flavours".

49028 • Sol-Expert Tel +49750294115-0 v.repky@sol-expert-group.de www.sol-expert-group.de

XDVISION2020 - AN AMBITIOUS PLAN



D uring PSI 2014 Xindao launched a very ambitious strategic plan, XDVision2020.Without a doubt the coming years will be very important for the industry. The world is changing rapidly, the world population is growing by one million people a week! For our resources we already need 1¹/₂ planet, in 2050 the world population will be around 10 billion people which means we would need 3 planets. Everybody realizes this is impossible. But that's not the only

problem, global emission of CO2 increased 60 per cent between 1997 and 2010. We can't continue in this way. We have to restructure our complete system. PSI 2014 was the ideal moment for Xindao to launch this ambitious plan. Do you believe in a system change as well? Please have a look at www.xdvision2020.com

42772 • XINDAO B. V. • Tel. +3170 3199900 deutschland@xindao.nl • www.xindao.com



MORE FREEDOM WHEN DRIVING

rriving at the destination with lots of energy is a prospect that's enabled by Vim Solution with its PSI FIRST product "Safe Call", the Bluetooth hands-free device for the automobile. Safe Call is charged via the cigarette lighter, while a terminal device of one's choosing can be charged simultaneously by means of micro-USB. This innovation enables safer telephoning during the drive. The detachable earphone contains a microphone along with a small rechargeable battery and comes supplied in three earphone sizes. Safe Call is available in the colours black and white and can be custom-printed from just one piece ordered. Promotion will travel the world with this all-rounder.

47555 • Vim Solution GmbH • Tel +49 7661 90949-70 info@vim-solution.com • www.trader.vim-solution.com





C atch a glimpse of the new Titan series from uma, and you'll definitely encounter a luminous figure. And you'll be smitten straight away. At the same time, the velvety gun-metal finishing brushed against the grain makes less of a weighty impact, thanks to the engravable light metal with its reflective gleam. The real thunder-strike effect befalls the user with a somewhat delayed action: namely, the quality uma High Class refill – Made in Germany, of course – promises an unforgettable writing experience both as a ball pen and roller ball refill. More information about the options for design, processing quality and colour diversity can be obtained directly from uma.

41848 • uma Schreibgeräte Ullmann GmbH • Tel +497832707-0 info@uma-pen.com • www.uma-pen.com

TITAN

IDEAL UMBRELLA FOR ALL-OVER PRINT DESIGNS

Intricate, photo-realistic motifs in all-over print achieve an especially good effect on the Mano walking-stick umbrella One Panel distributed by Häusser Europe. The cover of the elegant walking-stick umbrella with automatic opening consists only of a single piece of fabric – without annoying seams. A company logo can be printed easily and with high precision on the seamless umbrella cover. Register problems when sewing the wedges, which can occur with conventional technology, are excluded with this umbrella. With its windproof frame made of fibreglass and steel, and polyester pongee fabric with a super waterproof coating, the umbrella weighs only 450 grams and features a top quality.

43756 • Häusser Europe OHG • Tel +49 6181 36 42-120 bs@haeusser.eu • www. haeusser.eu



BAGS, LEATHER, LUGGAGE, TRAVEL PRODUCTS FOR ON THE GO

The product groups listed on the following pages have one thing in common: they are constant companions in our mobile society – and, as impressive promotional products, offer the possibility to convey messages throughout the world.

M odern Times – mobile times. Whether it be business or pleasure, short or long, near or far – today's society is characterized by mobility. On roads, rails, in the air, or simply on foot – people are constantly on the go. However, before we examine the products, which eye-catchingly accompany people in their 'mobile' life, let's take a brief look at the history of travel. Travelling initially served the purpose of discovery or conquest, but also trading or spreading religion. Thanks to improved transport, travelling became more popular from about 1850 onwards, initially as a privilege of the nobility, businessmen and wealthy. With the introduction of holidays, the social structure changed and tourism slowly developed. The development of mass tourism finally began after the Second World War with the democratization and industrial organization of travel. But first of all let's take to the road with promotional products (at first visually). Simply keep reading... <



BAMBOO DISHWARE: LIGHT AS A FEATHER

A dishware set made out of nature for nature. Esbit Compagnie invites you to enjoy a meal outdoors in the summer with its four-piece bamboo dishware set. Eating outdoors without a table or chairs will soon be popular again, especially for food lovers who think it is the nicest way to enjoy a meal. Anyone who takes the natural plates in their hand will notice how light it is. And this is due to nature itself: The entire set is made out of bamboo, which is naturally light as a feather. Its weight makes it perfectly suitable to use on any kind of tour where every gram counts. The colour scheme is also exceptional with its pure natural colours.

48003 • Esbit Compagnie GmbH • Tel +49 40 85310631 esbit@esbit-marketingtools.de • www.esbit-marketingtools.de



LET THERE BE LIGHT

W omen around the world are crazy about SOI, the first automatic handbag light in the world. It is made in Germany and is available for the promotional products industry from the company Schrims. When a hand moves near the bag, SOI lights up the inside of the bag. The intelligent sensor mechanism works automatically without having to operate a switch. According to a study, women spend 76 days of their life looking for things inside their handbag – time that SOI saves its owners.

49084 • Schrims GmbH • Tel +49 60317919835 info@schrims.com • www.handtaschenlicht.com



SOI. Das erste automatische Handtaschenlicht der Welt.



Nachhaltige Qualität Made in Germany



Und so funktioniert SOI >

Schrims GmbH

Lindenstr. 49 · 61169 Friedberg T. +49(0)60317919 831 · info@schrims.com www.handtaschenlicht.com



TRAVELLING WITHOUT EXCESS BAGGAGE

Leave the days when airline employees turned a blind eye to excess baggage weight are long gone, and carry-on luggage is currently subject to strict weight and size limitations. Anyone who owns a luggage scale for this situation, like the one that is currently being sold by team-d Import-Export Warenvertrieb, can consider himself lucky. The luggage scale called Porter can be used anywhere without a battery because it is operated mechanically. Porter has comfortable handles, a clear display divided into 1 kilogram increments for up to 35 kilograms, and a measuring tape with a length of up to one metre.

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

UNMISTAKEABLE LUGGAGE

he company Claymore from The Netherlands is selling trolleys with personalised imprints, which are effective and useful advertising messengers that can transport logos around the world. What is more, there is no risk of people's luggage being mixed up at the baggage conveyor belt anymore. Claymore is ready to help companies come up with a creative design for the luggage and offers this professional service free of charge. They will gladly lend a helping hand with creating a one-of-a-kind layout for the luggage. In addition to ensuring that high quality materials are used, the Dutch company also guarantees first-class printing results and fast delivery times, starting from 48 hours. A minimum order of only one unit is required. Larger orders are available at very attractive terms.

48748 • Claymore Willemen Koffers B.V. • Tel +3176 5020818 info@claymore.eu • www.claymore.eu





PRACTICAL PLACE FOR COSMETICS

Let he cosmetic case Travel, which is available at Giving Europe, is a practical accessory for any trip. It is made out of light, transparent PVC and has a zipper for closing the bag. The travel accessory comes in white, red or blue and includes three small bottles, two cups, and a funnel. The funnel can be used to fill up any container with beauty supplies, such as shampoo, lotions or creams. It is ideal to take along on flights because it meets airline size requirements and is for approved for carry-on luggage. Advertising can be placed on the case using pad printing.

45737 • Giving Europe GmbH • Tel +31344 640500 contact@givingeurope.nl • www.givingeurope.nl

reisenthel

MAGIC MUG

he MagicMug of the Dutch company Hypon BV is a collapsible mug with extremely handy features. It is perfect when on holiday or for taking medicine. The drinking cup takes up only a little space and is therefore perfect for use on the move. The MagicMug comes in a variety of models – made of silicone, plastic and metal and in various colours. It is available from 1,000 or 2,000 units upwards, depending on the model.

47349 • Hypon BV • Tel +31 20 3030680 info@hypon.nl • www.hypon.nl



STYLISH CASES

Let he elegant trolley carry-on case called St. Tropez from Inspirion is a great companion for travellers on short journeys because it is suitable to use as carry-on luggage for low-budget airlines. The carry-on case is made out of a mix of durable polycarbonate and ABS. On both sides of the case, there is space for packing your personal items. There is plenty of space to place travel accessories inside the lined interior compartment, which also features packing straps and a big zipper. Easy handling is guaranteed with the lockable and quickly retractable trolley-telescope system and the four quiet, lightweight wheels that can be turned around 360 degrees. What is more, the trolley is equipped with two carrying handles and a combination lock. The interchangeable metal logo offers you an attractive opportunity to place advertising on the case, which will remind customers of your product for a long time.



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



reisenthel macht das Leben leichter und den Alltag schöner

reisenthel.com





A LEATHER TRAVEL AGENCY

he Leather Business, a British leather products specialist, has designed an appealing two-part series in the form of two leather cases, which are made especially for iPad Mini and iPad Air. These products are intended in particular for anyone who takes a lot of business trips and still wants to do the most important office tasks when away from the office. For practical purposes, an iPad can also be kept inside the case when being used, thanks to a built-in put-up hinge. The elegant cases are made out of Nappa leather can be individually finished.

46523 • The Leather Business • Tel +44 1299 252099 sales@leather-business.co.uk • www.leather-business.co.uk

GET MORE WITH GETMORE

B efore you head out on the motorway or to the airport for the summer holiday, you still have to face the first biggest challenge, namely packing your luggage. You don't want to take too much or too little and you want to have the right easy care clothing with you for any occasion. A summer feeling is also conveyed by the presentation of the Maritime Collection from the Daiber brand James & Nicholson with its light materials, bright colours and comfortable cuts. This collection has just the right mix for the upcoming summer look. And with the matching caps from Myrtle Beach, everyone will keep a cool head. All of the new products from James & Nicholson and Myrtle Beach can be seen in the "getmore 2014" catalogue from Daiber. All products can be personalised by embroidery or imprinting.

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





A DUCK FOR THE CITY

A fter four years of travelling, there is now a very special model of the CityDucks from mbw: the city duck. It is bright yellow, made out of phthalate-free PVC, and proudly displays the town symbol for the city the customer chooses. It is a very likeable advertising medium that can be used anywhere. This particularly effective advertising medium is made according to EN 71 guidelines and can be given away in a transparent plastic box. Duck races are also a piece of cake for the city ducks. When used with a patented race weight, practically any duck can be instantly turned into a race duck; the weight only needs to be inserted inside the hole located on the underside of the duck. **42020 • MBW Vertriebsges. mbH • Tel +49 4606 9402-0**

info@mbw.sh • www.mbw.sh

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PROMOTE WORLDWIDE

L uggage belts are very useful gadgets to spot luggages quickly among similar bags. They also help companies to represent their logos and messages to the crowds while waiting at the airports or during their trips. The luggage beltsfrom Gorenler can be customized with eyecatching jacquard weaving or full colour sublimation printing. Just choose one and make your customers happy.

46517 • Gorenler A.S. • Tel +90 258 242-3333 export@gorenler.com • www.gorenler.com

PROPER PACKING

E lasto form has a solution in its product line for suitcases, regardless of whether they are being used for a holiday or a business trip. The suitcase system called Gopack puts an end to the chaos. The three different bags come with symbols for designating what is inside them, which gives you an optimum overview of what's inside them. One bag offers you plenty of room for clothes and features carry handles, two rubber bands, two insert pockets on the bottom, and a zipper compartment on the top. The pouch bag with a cord and stopper is great for holding shoes. The other bag offers plenty of space for bath accessories and features an interior mesh pocket, a mesh compartment with a zipper on the top as well as metal hooks for hanging it up. The company from Oberpfalz indicates that the suitcase system can be finished according to a customer's individual wishes upon request.

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





A BENDABLE FLYING OBJECT

E !xact Internationale Werbemittel guarantees pure summer fun for both big and small alike with its smart bendable frisbee made out of silicon. This promotional product has a diameter of 17.5 centimetres and can be finished with a customer's logo imprint. It makes for a great present for summer parties, company anniversaries, sports parties, or special events. And of course, the toy is great for fun on the beach. The frisbee can be dyed according to the customer's wishes with colours which are nearly the same as Pantone colours.

44457 • e!xact Internationale Werbemittel GmbH • Tel. +49 6126 9511-75 service@e-xact.de • www.e-xact.de

LENDING STYLE FOR MEN

M r. Elegant, Troika's cufflink key ring, is not conquering the world of cufflinks for men's shirts but for key rings instead: The insertion principal of the key ring is the same as it is for cufflinks, but it has another purpose, namely securing keys safely together. The hanger is made out of black leather and it features a metal ring for keys. The cufflink serves as the clasp. The motifs that can be chosen are as diverse and unique as the cufflinks themselves. A world map is currently the standard motif for the new Mr. Elegant key ring, which is recommended for frequent flyers, rock starts, gourmets, golfers and many other target groups.



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

SKIN CARE WHILE OUT AND ABOUT

The new pocket greeting card from the cosmetic specialist KHK is a retractable card that can be imprinted on the inside and outside using 4c offset printing. This card can be combined with other products like the SaniStick for example. The large advertising space for personalised messages ensures an even greater impact. The hand disinfection spray with the patented click fastener enables you to quickly and hygienically clean and disinfect your hands while you are out and about or in the restroom. Another option for the skin care set is the high-quality pocket hand lotion with hyaluron and shea butter and the pocket-sized LSF 15 sunscreen spray called Sun, which the company from Cologne recommends using in summer. All of the pocket-sized products are personalised with all-round 4c labels. A minimum order of 250 units is required, and for orders of 500 units or more, they can come with an individualised pocket greeting card.

46131 • KHK GmbH • Tel +49 221 985473-0 sales@lipcare.de • www.lipcare.de



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GOLFBALL



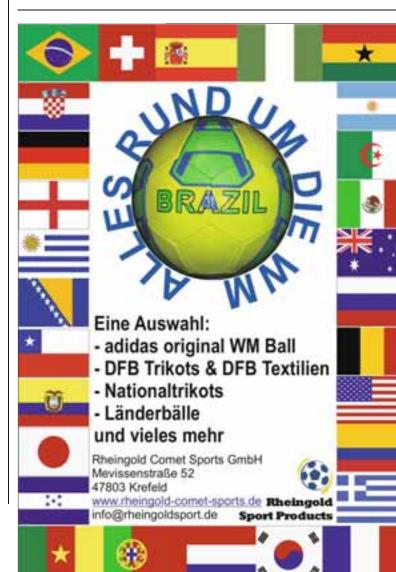


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Golf-Line: 0700-Golfball E-Mail: info@golfball.de

www.golfball.de





ALWAYS REACHABLE

• or the promotional products industry, the company Krüger and Gregoriades is selling a mobile phone recharger for emergencies, which can be connected to the USB port on a standard recharging cable. The product is suitable for nearly any mobile phone and comes packaged in a gift box with a USB adapter cable and a high-quality, powerful 2600 mAH alkaline battery included. The company from Hamburg can meet differentiated customer wishes with its extensive and up-to-date product line and has more than 900 products immediately available. .

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

FOR WEEKEND AND TRAINING

Like "green" companions are always with you: the Second Life bags from Citizen Green. The components of the bag are all made out of recycled materials. The bag not only shines with its good workmanship and modern sporty design, but also with its spacious main compartment and two side compartments. The trend-setting Second Life Collection is composed of fabric, seams, straps, zippers and plastic snaps that are made out of recycled plastic. The highlight: if the user sends the bag back to Citizen Green when it can no longer be used, it will be completely recycled again and turned into raw material for the next generation of Second Life bags. The French company indicates that the product has received an A2 Etikeko rating.

42811 • Citizen Green Boomerang S.A. • Tel +33 1 60377730 souvrard@bewear.tm.fr • www.bewear-pro.com

TEAM#

EASIER TRAVELLING

■ he Germans are runner-up world champions when it comes to travelling. Only the Chinese are on the move more – which means that the right baggage is an important topic. Being mobile promotion, it also generates genuine benefit. This is why the promotional bag specialist Halfar has many solutions in its range that make travelling easier in every respect – and do not cost the earth at the same time. With custom finishing, the Bielefeld-based company offers something for every promotional budget, from the universal shopper to the practical trolley travel bag. For hand baggage, port calls or trips to the beach, the Shopper Match is ideal. The jolly bag even features an extra compartment, in which a 1-litre PET bottle can be transported without slipping. In marine, red, and anthracite, the bag makes a colourful impact. For the larger quant

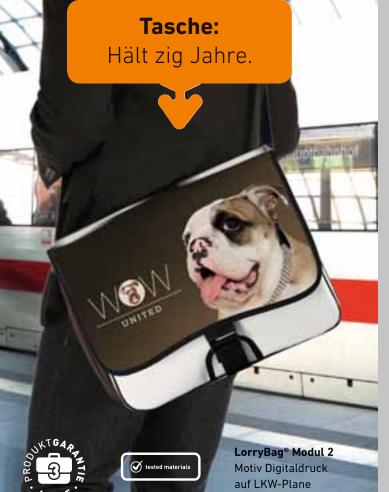
tity of luggage, on the other hand, the Planet trolley travel bag is ideal. The sporty bag in robust polyester is an eyecatcher as a result of its stylish design in black/anthracite. Thanks to its telescopic handle and built-in rollers the travel bag can transformed into a trolley bag with total ease. Everything will fit into the roomy Planet – whether in the large main compartment, the front pocket, or the side pockets, all of them equipped with a zipper.

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



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Exklusivvertrieb über den Werbemittelhandel Halfar System GmbH | D-33719 Bielefeld | Germany Telefon: +49 (0) 521 / 98 244-0 | www.halfar.com

CONNECTING FELT

Through its custom-made products made of felt in combination with additional materials, such as truck tarpaulin, canvas or polyester, the Swabian-Chinese bag maker likes making lots of promotional products distributors particularly happy. In order to put its naturally soft surface to full effect, the felt is used, above all, for the external layers or fold-over flaps. On the interior or for the rest of the main body, it is combined with additional materials. The interplay between these contrasting materials leads to an



astounding diversity of designs. The promotional products distributors themselves can determine the precise range of features, the size and the particular combination of materials, thus having a considerable influence on the price level. As a finish, Nihao recommends embroidery, a cast rubber badge or a woven label. Nihao GmbH focuses exclusively on custom-made bags and sells exclusively to the promotional products sector. As Nihao emphasizes, there are no minimum quantities nor extra charges for colours or tools – the offers quoted are all inclusive.

46356 • Nihao GmbH • Tel + 497116336-541 stuttgart@nihao-bags.com • www.nihao-bags.com

SWISS TRAVEL COMPANION

E unctionality and practicality were the top priorities when creating the travel and business bags by Victorinox. What's more, the Swiss manufacturer is known for its unpretentious and, at the same time, effective design paired with quality right down to the smallest details. The broad and unmistakable range of premium quality travel and business bags with clear lines include trolleys in various designs, boarding, cosmetic, messenger and laptop bags, as well as rucksacks and further travel accessories. The Victorinox emblem – the cross in a shield – remains the visible trademark that stands for quality, multifunctionality and diversity.

44281 • Victorinox • Tel +41418181211 261@victorinox.ch • www.victorinox.com



QUALITY LEATHER GOODS

The Germany series by Eurostyle includes a large selection of, in many cases, fully customisable products, allowing various design possibilities through the choice of colours and materials. The advantages of manufacturing in Germany include the high quality of fabrication and short delivery times, as well as the compliance with the highest environmental standards and the low minimum quantity of custom-made products. New at Eurostyle: the Bicolore series. This consists of three different wallet models made of black cowhide Nappa leather, defined by coloured accents in blue, red or rust. Vintage, a further series, contains wallets, a multi-purpose case, A4 folders, a briefcase, as well as shoulder bags, all produced out of brown vintage cowhide in original "used" look. The checked inner lining

ted by a foldable multi-box in two colours and sizes. 41857 • Eurostyle Emil Kreher • Tel +49 921 789520 info@eurostyle.eu • www.eurostyle.eu

ideally matches the used appearance. The current range is supplemen-



BON VOYAGE!

W ith its Gate trolley, available in black and white, as well as the Flash trolley boarding case, Giving Europe offers its customers practical travel luggage. Gate is a storage marvel made of durable and robust ABS, equipped with a telescopic handle for pulling or pushing. Four plastic wheels ensure easy movement; an integrated combination lock protects the contents. Flash

comes with many generous inner compartments, whereas the partitioning insert for documents is removable and offers ample space for all kinds of items. As with the Gate, the case comes supplied with telescopic handle, integrated combination lock, as well as an enclosed engraving plate. Skater wheels quarantee easy pulling. Advertising

can be applied via laser engraving and doming.

45737 • Giving Europe GmbH • Tel +31344 640500 contact@givingeurope.nl • www.givingeurope.nl

PHONE HOLDER TO GO

NS offers a practical solution for all those who want to recharge their smartphones when travelling, but only have access to a power socket that's too high or their cable is too short and a suitable shelf isn't in reach. Card Your Smart is a phone holder to go: as small as a credit card and sure to find a spot in every wallet. Card Your Smart allows all conventional smartphones to be charged by attaching it to any socket. It also allows positioning on a table. The smartphone holder makes an ideal giveaway for trade shows, sponsoring, events – guaranteed to remain in use long after the event is over. Also practical as an effective mailing insert, the customisable promotional tool can be fully printed on both sides in 4c digital printing starting from a minimum of 500 pieces. Further information is available at www. cardyoursmart.com.

46519 • DNS Designteam Neth Schäflein GbR • Tel +49 30 78713388 berlin@dns-design.de • www.dns-design.de

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0-9450 GUM



FOR THE GRAND APPEARANCE

B ags By Riedle is known for its exceptional bag innovations. In the case of the coupon bag, which won a prize at the Promotional Gift Award 2014, the many hinged windows are the unique features. Whether it be a coupon, discount, service or raffle coupon, there is an original surprise hidden behind each hinged window. Long-fibre specialty materials, perfect workmanship, eco-friendly surface lamination, double-edge seams, extra-strong cardboard reinforcements to effectively prevent tearing of the cords, high paper weight and a load capacity up to 22 kg make the coupon bag a high-quality promotional product that is especially suitable for making a grand appearance at fairs, promotional activities and events. It cuts a good figure, either individually or as a joint project of several exhibitors. This additional promotional exposure enhances the presentation effect at reduced costs. It is thus possible to achieve a cost share of only ten cents per advertising space - based on a total quantity of 3,000 pieces. **45202 • Bags By Riedle • Tel +49 7139 9315200**

info@riedle.de • www.riedle.de

FAN COLLECTION FOR GLOBETROTTERS

Let he Bagtag design collection by Socatec contains eleven objects for plane trips, including a porcelain mug, espresso cup, passport cover, protective iPhone and iPad case, as well as a notebook, luggage tag, beach towel, magnet set, key ring and luggage strap. The series is available on board from airlines, at airport shops and around the clock at bagtagdesign.com. Each of the products represents a mythical travel destination in a modern way by naming the airport, its code, geographic coordinates, airfield altitude, country code, time zone and a flight number. Many Bagtag design products have the flight number 002, as this was the flight on which the creator of the brand came up with the idea for the range. Companies that want to communicate with their customers and partners in a novel way can have an exclusive collection produced, choosing their own destination, company logo and colour. Requests should be sent to info@bagtagdesign.com.

47369 • Socatec SARL • Tel +33 1 43801700 alexis@socatec.aero • www.socatec.aero





ON THE ROAD WITH TRAVELBOY

Let the stainless steel thermos flask "Travelboy" from Rominox by Römer Wein und Sekt, based in Traben-Trarbach, impresses through its straightforward, modern form and neutral black look. The insulating double wall construction maintains the temperature of hot and cold beverages. A practical loop ensures it can be securely attached to a rucksack, making it particularly suitable for extended hiking tours or as a school companion without the risk of being lost. The filling volume of the Travelboy, with semi-matt coating, is 400 millilitres.

43892 • Rominox by Römer Wein und Sekt GmbH • Tel +49 6541 8129-0 info@rominox.de • www.rominox.de

LOYAL TRAVEL COMPANION

B ellBoy, listed by PSL Deutschland under product number TRA5011, is the very latest when it comes to luggage tags according to its supplier. After all, the tag is made of silicone. Simply write the details on the tag and attach it to the luggage handle. The novel feature: the silicone allows writing to be simply erased, making the Bell-Boy easy to re-use.

45582 • PSL-Europe B.V. • Tel +31793302100 info@psl-europe.com • www.pslworld.com



ALWAYS IMMACULATE

B eauty Bag, a wellness set by Kundenpflege Wellness & Care, is a high-quality toiletry bag in the trend colour caramel. It comes supplied with shower gel and bubble bath (20 ml each), 100 ml body spray, 130 ml body peeling, 130 ml body lotion, 200 g bath salts and a sponge flower. The lucky recipient will be well equipped for any trip. The seductive, delicately sweet scent of caramel creates a cosy, homely atmosphere, regardless of where the traveller happens to be at the time. This and further creative wellness sets and give-aways can also be found on the web at www.kunden-pflege.de.

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





COMFORTABLE STORAGE

C omfort", the high-quality, three-piece travel bag set by Lehoff consists of a trolley, shopper and cosmetic bag. The easy to handle trolley can be folded together for practical storage and is equipped with a retractable handle that allows continuous positioning. The all-round zip and carry handle round off the functions of the trolley. It features a generous main compartment, fitted with a strap to keep the contents in place, and an additional zipped compartment. The versatile shopper has two inner compartments as well as a zipped pocket and can be closed with a practical magnetic clasp. The cosmetic bag with carrying strap has three inner pockets offering ample space for all sorts of cosmetics

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



MOBILE POWER SOURCE

M icx-media in concept offers a stylish, mobile power source to ensure that users don't run out of steam when out and about. Whether it's a camera, smartphone, MP3 player or iPad – the PowerCharger brings tired batteries back to life with its many adapters. The micx PowerCharger, with four different adapters, is compatible with practically all devices and recharges these simply and easily when on the go. It's particularly suitable for use when travelling due to its compact size and light weight. The Bielefeld-based company offers original packaging and customised branding and logo advice to make the product an effective promotional tool.

45899 • micx-media in concept GmbH & Co. KG • Tel +49 5205 99-1017 monika.konik@micx-media.de • www.micx-media.de

STYLISH AND TRENDY

he new, stylish "mondo pazzo" designer bags made of light, metallic glossy material by Pruner Werbemittel guarantee to make promotional messages stand out. With a distinctive look in current trend colours, they grab the attention of all passers-by and make every advertising slogan an eye-catcher. In various styles and designs, they make elegant carriers for items such as cosmetics, glasses, books and much more. In the business field, the mondo pazzo series has proven to be ideal as a shock-resistant holder for tablets or for supplying information material and seminar documents.

42634 • Pruner Werbemittel • Tel +4976441063 info@pruner-werbemittel.de • www.pruner-werbemittel.de





CLEVER TRAVELLER

E ranzis Verlag not only publishes specialist books and educational packages, but also offers customised puzzle books, Sudoku booklets and IQ trainers. The cover and back pages can be designed according to preferences – perfect for applying a suitable slogan, an appealing picture and, of course, a company logo. Travelling has long been a firm part of working life. For this reason, fun give-aways that help to pass the time are very popular. Even in the digital age printed puzzle booklets remain as popular as ever, according to the Bavarian supplier. The handy and inexpensive puzzle gifts for customers thus make an appropriate present that guarantees a long-lasting relationship between the company and customer.

46594 • Franzis Verlag GmbH • Tel +49 89 25556-1834 mkoschewa@franzis.de • www.franzis.de



EQUIPPED FOR A DAY AT THE BEACH

The extra-large beach bag XXL is sure to become a favourite companion for a day at the beach After all, bath and hand towel, the favourite book and food supplies have ample space in the beach bag that's available in several designs. Small items can be stored in the integrated pocket. The bag, made of nylon, is $40 \times 56.5 \times 20$ centimetres in size and can be closed with two snap fasteners and a hook and loop fastener. It also comes with a reinforced base. The handles are connected to the carrier through attractive eyelets. Further information is available at www.werbemittelimport.de.

47925 • mt products GmbH • Tel +49 4532 2785650 info@werbemittelimport.de • www.werbemittelimport.de

AT HOME ANYWHERE

hether at the workplace or on the go: the Smoothie2Go from Mahlwerck is at home anywhere. Smoothie2Go has taken up the current trend related to pureed fruit drinks. They come into their own in this tumbler made of glass. Thanks to the particularly tight-fitting cap with the optional sealing lid, nothing can spill while you are on the move. Of course, the tumbler is also ideally suited for other drinks and additionally emphasizes ecological behaviour since its use reduces the number of disposable products. However it is used, it conveys a sustainable, urban and fresh brand image with a "healthy touch". As standard models, Smoothie2Go is supplied with the surrounding strip and lid in light blue, yellow, light green and magenta. To finish it, a logo engraving is recommended.

44833 • Mahlwerck Porzellan GmbH • Tel +49 8031 274725 ingo.moeller@mahlwerck.de • www.mahlwerck.de





A REAL ROOMY MIRACLE

The "Delgado" stretch bag from Easy Gifts is a real roomy miracle. Customers will be amazed as it looks small at first glance. Yet, due to its stretch material, it can be expanded to many times its size and offers an astonishing abundance of room. In addition, it features an adjustable belt, likewise in stretch material. Easy Gifts affixes your promotional message centrally on the bag, which can be had individually packaged in a poly bag.

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



CUSHION THAT REMEMBERS

• o make travelling even pleasanter, team-d presents a memory cushion. The comfortable material comprised of shape-memory polymer adapts perfectly to neck and head shape. The removable cover in super-soft Velboa plush is washable and available in white, blue and black. Doming on the zipper is recommended for attaching promotional messages. For particularly exclusive promotions, team-d advises customisation by means of embroidery.

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

INDESTRUCTIBLE PROMOTIONAL BAGS

Let he way to turn nondescript bags made out of recycled plastics into promotionally effective bags was already demonstrated by the company Maximilian two decades ago. Maximilian has not only evolved the concept for this but also made a considerable contribution to technical realisation together with its Far East partners, comes the announcement from the company headquarters in Neustadt/Weinstraße. The surface of a Maximilian bag, compared to most models now available in the Far East, is absolutely smooth, which makes the printed bag motifs stand out considerably more effectively. This quality is achieved by means of a considerably more gentle laminating method, which the company has optimised during its many years of production. Minimum order quantity is 1000 pieces and upwards, depending on size.

46505 • Maximilian • Tel +49 6321 924020 Anfrage@Maximilian-Taschen.de • www.Maximilian-Taschen.de





TIMELESS AND ELEGANT

his timeless manicure set by Bierhoff from Solingen is a useful companion for home and travel. The elegant case is made out of black nappa cowhide and equipped with high-quality Solingen-made instruments: combination skin/nail scissors, tweezers and nail file. This practical quality product will fit into every pocket and is always to hand. A custom promotional message can be affixed in the form of blind or colour embossing. With this tasteful giveaway, customers will be reminded of the message-bearer even when on the move

43717 • Justus Bierhoff Stahlwaren • Tel +49 212 334692 bierhoff.luxem@arcor.de



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Das gesamtes Seminarangebot finden Sie zum Download unter: http://www.psi-messe.com/seminare





MAKE A HIGH-QUALITY PRESENTATION

he high-quality faux leather bags from the company Hardenbruch are not only suitable for tools, but can be fully customised. No matter what product types need a high-quality bag, the specialists from Hardenbruch can customise the size of the bag and the number of carrying loops potentially needed. Additionally, the bag can be provided with high-quality promotional embossing, in order thus to underline the product's appearance even further.

41847 • Hardenbruch Alexander Hein e.K. • Tel +49 5551 40693-60 info@hardenbruch.de • www.hardenbruch.de

POWERED EVERYWHERE

A nyone who's not intending to go without a foreign holiday this year should pack a Brennenstuhl travel adapter to ensure a pleasant stay. Anyone wanting to surf the Internet or add new acquaintances to their Facebook friends list abroad as well will require the corresponding power connection. The travel plug set from Brennenstuhl is designed for more than 150 countries. It is a safe, universal and easy to use network adapter for connecting electrical devices that use the German plug system – for virtually all plug sockets in the world. The company delivers a practical storage pouch right along with it.

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





A LUMINOUS COMPANION

N ova is the name of the classic mini pocket torch from R. Cermak – naturally "Made in Germany". As an ideal travel companion it is operated by means of quick snap-action switching, but can also be had with patented permanent connection. The highquality plastic housing is 124 mm long and 13 mm in diameter. Nova is available in many different colours along with a light bulb or white LED.v

44668 • R. Cermak – Penlights (Made in Germany) Tel +49 7231 106105

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



MODERN AND UP-TO-DATE

he new Classico roma 3 and 5 manicure sets from Richartz are modern and up-to-date. The modern carbon leather look is the perfect example of hi-tech and modernity. It is using this attractive style that Richartz has developed these sets, which are captivating with their exclusive leather with a finely embossed carbon structure and smooth, matt stainless steel magnetic closure. The high-quality instruments in rust-free stainless steel do excellent and reliable service – on the move in particular, thanks to their handiness. Quality and design that thrill.

40884 • Richartz GmbH • Tel +49 212 23231-61 sandraschoenenberg@richartz.com • www.richartz.com

POWER TO GO

he Power Bank "PowerClip" is an extra-flat and pocket-friendly high-performance rechargeable battery in dimensions 94x65x6 mm. The Power-Clip is equipped with a 3000mAh Li-Polymer battery, which is charged within 3 to 5 hours and offers up to 3 charges of power for travelling. The high-quality aluminium housing is available in the colours black, white, blue, red, and yellow. The charging progress display provides information about the current charging status. For smartphones, Bluetooth speakers, iPods and cameras the PowerClip offers everyday mobility and can be secured anywhere thanks to the practical clip. By means of screen printing or engraving, custom printing is possible. The printable surface area is 50x85 mm. Delivery also comprises a USB charging cable, a Crystalbox and operating instructions.

48471 • MrDisc – disc on demand GmbH • Tel 49 40 67587722 klaus.schwenk@mrdisc.de • www.mrdisc.de





BAGS THAT MAKE AN IMPRESSION

E veryone needs bags: women love handbags as trendy accessories and practical everyday companions, men enjoy using rucksacks, messenger bags and laptop bags. All-rounders such as the Retro Bag on Yink are outstanding as trendy and practical companions for sport and shopping. Printed with a company logo or the desired promotional message, bags are an attractive and practical giveaway for conferences, company parties or sales events. And thanks to the countless possibilities for use, you can be sure that they will be used again and again.

48779 • Yink • Sprd.net AG • Tel +49 341 3929 440 info@yink.com • www.yink.com



SMART AND ADAPTABLE

he "Maine" from reeko design is a spacious sports bag for everyone. It has a zipped front pocket and an accessory pocket for an MP3 player or mobile headset. Furthermore, this sports bag is equipped with a mesh pocket at the side and a padded shoulder strap that can be adjusted or detached. It is a simple but smart bag that can be used for a variety of purposes.

46261 • reeko design gmbh & co. kg • Tel +49 4106 766-0 info@reeko.com • www.reeko.com

SHINY PROSPECTS

L aminated woven bags with the option of being printed, from 100 units upwards, are being offered by the company Dürninger. The exclusive bags are available from stock in five colours (white, red, black, gold and silver), measuring 34 x 38 cm plus base and side gussets of 10 cm. Printing is carried out with screen-printed motifs of up to six colours or with four-colour halftone printing. The delivery time is two to three weeks, thus providing an alternative to direct imports. Through the option of printing, a further variant is added to the previous range of cotton and PP nonwoven bags. Dürninger Textildruck, with its capacity of 25,000 prints per day, provides samples and quotes on request.

43387 • Abraham Dürninger & Co. GmbH • Tel +49 35873 41114 info@duerninger.com • www.duerninger.com





THE LEATHER BUSINESS MAKES BESPOKE

Leather Business not only offers a comprehensive range of stock items on 5-7 day lead times but it also makes a wide range of bespoke products. It has recently supplied very high quality bespoke bags for a leading distributor in the UK. The bags made in high quality leathers feature several personalisation techniques including embroidery ,blind blocking, bespoke linings and even blocked suede linings. The items are made to designer retail standards and show the flexibility that The Leather Business can offer. MD John Thorp confirms that: "Leathers were developed specifically to meet the clients design needs which included achieving the Retro Style. We are able to make virtually any product in leather and bespoke items can be made in small quantities even in bespoke leathers for example the minimum quantity of the bags in the range featured is as low as a 100 units per design."

46523 • The Leather Business • Tel +44 1299 252099 sales@leather-business.co.uk • www.leather-business.co.uk

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Reed Exhibitions



The legal regulations for a transfer of undertakings are complicated. An experienced lawyer should therefore design the transfer.

ACT PROFESSIONALLY

Changing structures in the promotional products industry are going to make us have to pay more attention to the topics of acquisitions, takeovers and outsourcing. Whether an entire company is bought or merely shares, there are complicated legal rules that need to be adequately addressed when a company changes hands. Our guideline is intended to help you act professionally and avoid making mistakes.

here are many reasons for the ownership of a company to change, including corporate succession or economic troubles. The legal situation, especially in the area of workforce planning, deserves special attention in this context. The applicable regulation is \$ 613a of the German Civil Code (BGB). In principle, this regulation states that whoever acquires a company or a share within the scope of a contract, enters into the rights and obligations of the existing employment contracts. Contractual acquisition includes not only the sales of the company, but also the takeover through endowment or its restitution due to a lease agreement, for instance. By the same token, the acquisition of an insolvent company usually leads to a transfer of the employment contracts.

OBLIGATORY INSTRUCTION OF EMPLOYEES

In accordance with § 613a Para. 5 of the BGB, the former employer or the new owner of the company must instruct the employees affected by the change in text form concerning the following points:

- 1. the (planned) time of the transfer
- 2. the reason for the transfer
- 3. the legal, economic and social consequences of the transfer for the employees
- 4. planned actions in the area of human resources policy

Notifying the employees can be done either by the former employer or by the new owner. It is certain to be expedient for the former employer, who knows his people inside out, to inform them in the legally required text form. Here it must be ensured that access to the letter can later be proven, for the employees' one-month right of objection does not begin until the written information on the transfer of undertakings has (demonstrably) reached them. The entrepreneur should therefore have them sign the written information to confirm this.

CANCELLATION OF EMPLOYMENT CONTRACTS

Employees can object to the new owner after receipt of their information regarding the transfer (§613a Para. 6 of the BGB). The consequence of this is that the employment contract with the former owner continues in effect. The latter can, however, cancel the contract for operational reasons, since jobs are often lost when a company is sold. Hence employees should think twice before making use of their right of objection. A cancellation of the employment contract merely due to the transfer of operations or a portion of the operations to a new owner is not effective (\$613a Para. 4 Clause 1 of the BGB). However, the right to dismissal for other reasons continues, especially for operational reasons (§613a Para. 4 Clause 2 of the BGB). This is the basic substance of the not uncomplicated legal regulation.

TRANSFER OF UNDERTAKINGS: BORDERLINE CASES

What constitutes a transfer of undertakings which would come under §613a of the BGB? It is usually easy to decide whether a business or part of a business is transferred to another legal entity. However, there are difficult borderline cases. One example is if a German promotional products import company which is bound to a large customer by a framework agreement agrees with a competitor with better access to the Chinese supplier, that the latter should serve the large customer from that time onward. If this framework agreement was handled in the past by employees of a special department within the overall business, the takeover of the contract by another company can constitute a transfer of undertakings. This has repeatedly

been decided by the European Court of Justice and, as a consequence, the German Federal Court of Labour. The condition, however, is that the contract is transferred to another company "by means of legal transaction", that is, by contract. If the competitor gains the customer by undercutting the former supplier or poaching an important sales representative, then that is not a contractual transfer of a portion of a business and therefore is not subject to the effects of § 613a of the BGB.

PROBLEMS OF DEMARCATION IN A GIVEN CASE

If an entrepreneur decides for reasons of rationalization no longer to continue certain departments "beneath the same roof" or to have other companies handle his own contracts, this can also be subject to the legal consequences of § 613a of the BGB. In this case, however, a purely functional takeover is not sufficient. Rather, it depends on whether an independent part of operations is transferred to the other company. That is why the outsourcing of bookkeeping work to a tax consulting firm is not a transfer of undertakings. If the entrepreneur assigns areas such as incoming goods, warehousing, finishing, packaging and logistics to an outside company, though, this often constitutes a transfer of undertakings. If the entrepreneur has shut down areas of his operations for a few months, for reasons of profit, for instance, in order to subsequently sell the company as a whole or portions of it to a new own-



Obligation to inform: the former employer or the new owner of the company must inform in writing the employees affected by the transfer of undertakings.



Anyone who acquires a company or part of an operation enters into the rights and obligations from the existing employment contracts.



A cancellation of the employment contract solely on grounds of the transfer of undertakings or part of the operation to a new owner is not effective.

er, this does not prevent the assumption of a transfer of undertakings. Owing to the considerable problems related to demarcation in individual cases, it is advisable to make use of qualified advice early on. By cleverly designing the transfer at an earlier stage, a lot of trouble can be avoided here.

EMPLOYER'S RIGHT OF CANCELLATION

As already mentioned, one cannot give a transfer of undertakings as grounds for a dismissal, whether it is already accomplished or is in the offing. Otherwise, the legal regulations apply along with the regulations of the Employment Protection Act. If an employee objects to the transfer of undertakings, the employment contract continues with the former owner. The latter can then cancel for operational reasons, giving as grounds that the job has been dropped due to the transfer to the new owner. The employee can counter, however, that he could be employed in other jobs and departments within the company. Therefore it is urgently recommended for the former employer to clarify with the workforce early on whether objections to the transfer of undertakings can be expected. In this case, a prognostic examination should be undertaken to determine whether the employee entering the objection will have a claim to redeployment in another department, if necessary at the cost of another employee already established in that department with less favourable social data.

A PRACTICAL EXAMPLE

The employee objecting to the transfer of undertakings has been working for the company for twenty years managing the purchase of writing utensils distributed as promotional products. This part of the operation has now been transferred to another company. The employee, however, argues that he could easily take care of the purchase of textile items handled by another department. The employee working there has only been with the company for five years and in this time has built up excellent connections to Chinese suppliers. Nonetheless, the entrepreneur must consider dismissing the employee with less favourable social data not affected by transition if he must fear that the employee entering the objection could successfully sue for the other job.

This example shows that developing consistent, comprehensive human resources concepts early on is of the utmost importance. This also applies accordingly to the new owner, who may be taking over employees who have been working for many years in accordance with § 613 of the BGB and therefore could find himself having to dismiss his own employees to achieve economies of scale.

SPECIAL ASPECTS AND CONCLUSION

Special aspects must still be considered if regulations in labour agreements or bargaining agreements mean that the transfer will affect the wage bracket of the employee, for instance. This sort of bargaining agreement regulations remain out of consideration for the content of the employment contract for one year from the time of the transfer of undertakings if they would otherwise have detrimental effects on the employee (§ 613a Para. 1 Clause 2 to 4 of the BGB). In summary, one can say that the legal regulations governing a transfer of undertakings are complicated and sometimes treacherous, but always apply over EC directives with similar content in all member states. If human resource concepts are properly designed and worked out, tedious disputes related to labour law can be avoided.

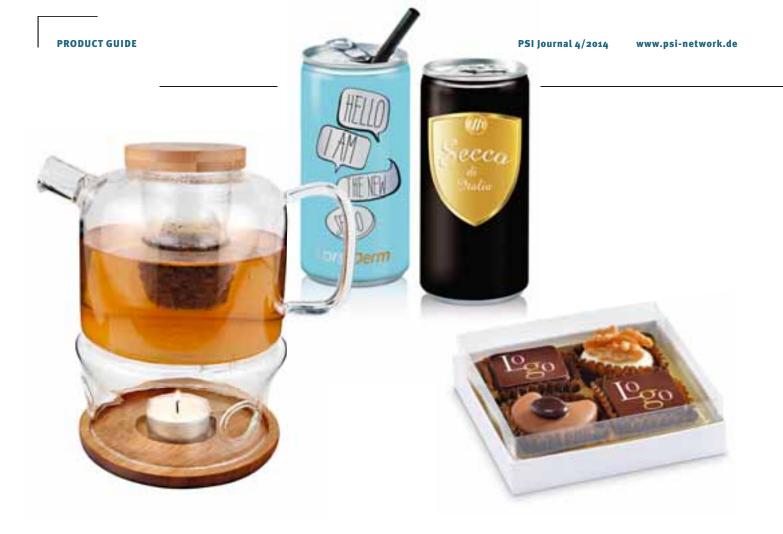
Wolfgang H. Köhler



Well thought out human resource concepts facilitate the transfer of undertakings.

AUTHOR

Wolfgang H. Köhler, Attorney at Law, has been a freelance lawyer in Düsseldorf for more than thirty years. The firm of Diehl, Köhler & Partner has been specializing in transport and insurance law for just as long. In addition, the author himself advises SMEs in the promotional products industry.



SNACKING AND ENJOYING CONVINCINGLY TASTEFUL

At the PSI Trade Show 2014, the multi-sensory qualities of promotional products in the form of PSI GUSTO were first recognized with its own stand. The following pages with a selection of tasty products are devoted to the sensory potential of appealing promotional products.

aste – smell – enjoy: not only the eye decides when we turn our attention to certain things. It seems only logical that such an important marketing tool as advertising has integrated three-dimensional promotional products into its spectrum of applications. At the recent PSI Trade Show, this means GUSTO. The corresponding Tasting Pavilion was the meeting place for visitors who wanted to familiarise themselves with these sensory characteristics. This is where it was possible to inspect and taste products that can transport promotional messages through several of the five senses. It is therefore an interplay of many senses which makes a product, message or brand fully noticeable and unmistakable. The magic term of this truly 'sensual' experience is called 'multi sensors'. Only when advertising is three dimensional is it fully effective. And when there is also the added enjoyment, advertisers cannot go far wrong. People who not only like promotional products but also enjoy them are sure to remember them even longer.



IMPERIAL CHOCOLATE DELIGHT

W ith its fine chocolate, Kaiserstuhl-Chocolaterie guarantees the highest possible enjoyment to seduce the senses. Four kinds of chocolate – a traditional milk chocolate (35 per cent cocoa content), a delicious extra-fine whole milk chocolate (41 per cent), an extravagant bittersweet (60 per cent) and a tart bittersweet (70 per cent) – offer a sweetly melting taste sensation. Advertising is applied to the variously sized chocolate bars and figures directly on the chocolate and on the respective package depending on the product. Thanks to a new technical process, custom-made products are available at reasonable prices even on small orders. In addition, the wide variety of chocolates on offer is supplemented by other sweet promotional classics. For instance, Kaiserstuhl-Chocolaterie now has various types, shapes and bags of fruit gums, peppermint items, including colourful sugar-free dragées in bags and cans, dextrose, specialty baked goods, candies and chewing gum, as well as packets of sugar and soda. Everything comes in the best brand quality as a matter of course and printed according to customers' wishes.

48639 • Kaiserstuhl-Chocolaterie GmbH & Co KG • Tel + 49 7642 9000-90 info@kaiserstuhl-chocolaterie.de • www.kaiserstuhl-chocolaterie.de



Die feinsten süßen Werbeartikel



Schokoladengenuss und viele weitere Süßwaren



info@kaiserstuhl-chocolaterie.de www.kaiserstuhl-chocolaterie.de

THE PLEASURE OF TEA

ea stands for pleasure, health and Far-Eastern philosophy. All this is also symbolized by the Olongi teapot from Römer subsidiary Rominox. A modern combination of the timeless pleasure of tea, it combines bamboo with heat-resistant glass. The large infuser lets you steep the tea to suit your own individual taste.

43892 • Rominox / Römer Wein und Sekt GmbH Tel +49 6541 81290 • info@rominox.de • www.rominox.de



ADVERTISING WITH TOP BRANDS

• nce again, a strong brand is turning up as a new addition to the 2014 chocolate assortment from Jung Bonbonfabrik as a promotional product: the Toblerone Minis (12.5 g). This popular Swiss quality product is individualized by means of eye-catching, four-colour, digitally printed tabs on the banderole. Here there is plenty of room for advertising messages. For instance, the tapered from of the chocolate is an ideal symbol of all those who would like to advertise their peak performance and top products. The Toblerone Minis make for an ideal package insert or can be used as a give-away for year-round POS campaigns.

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

HERBS FOR ITALIAN CUISINE

E ans of Italian cuisine are going to make a find at Multiflower. This company has three pots (made of biodegradable coconut plant fibres) with seeds for herbs typically used in Mediterranean recipes. The 12.5 cm diameter pots in the set come with three labels on wooden sticks, compressed soil and seeds of basil, marjoram and thyme. A customizable advertising imprint on the standard label on the cover is included on orders of 250 or more. **45974 • Multiflower GmbH • Tel +49 6223 866560 info@multiflower.de • www.multiflower.de**





THE ELEGANT JOY OF TEA

E njoying tea in style is a trend and it is now made in an elegant glass: the Metmaxx® Teapot "Tea & Pot Glass" on offer from Spranz GmbH. This elegant as well as extremely functional teapot is guaranteed to make it easy to prepare excellent tea. It comes in a tea strainer included and a practical silicone lid in a designer box with an engraved sticker for elegant laser engraving. More items on this or many other themes can be found in the current Spranz collection. **41462 • Spranz GmbH • Tel +49 261 984880 info@spranz.de • www.spranz.de**



CUT PIZZA LIKE A PRO

W ith the "Useful" pizza cutter from Inspirion, customers will no longer have to get their fingers dirty. This smoothly turning, sharpened stainless steel cutting wheel glides as if on its own through even the crispiest pizza crust. This lets you cut your favourite pizza without exertion in bite-sized pieces. What is more, the robust plastic handle with a highly visible metal surface is ideal for applying advertising. This handy pizza cutter comes in three colours and packed in a gift box.

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

info@inspirion.eu • www.inspirion.eu

FOOTBALL SUGAR 2014

B razil stands for coffee, sugar and football. Just in time for the biggest football event of the year, Zuckermaier is offering football sugar 2014. Football sugar will delight coffee and football lovers alike. It brings advertising messages to the desired target groups during the championships. All the flags of the countries taking part are printed individually on the sugar servings (tetrahedron, 4 g of sugar). These tetrahedrons can be additionally or entirely individually coloured or printed. Interactive campaigns (daily specials, contests) can be set off by means of QR codes. The sugar tetrahedrons come paced in a box of 54 pieces with a dispenser flap. On orders of 1000 boxes of more, they can bear individual four-colour printing. Larger boxes with dispenser flaps can be chosen to contain 108 or 405 sugar tetrahedrons.

47457 • German's Best Werbezucker und mehr GmbH • Tel +49 7666 933026 info@zuckermaier.de • www.zuckermaier.de





INTENSIVE TASTE

Less hese little fruit gum peaches really pack a wallop. Ten per cent fruit juice concentrate keeps the full-bodied peach flavour soft and sensual on the tongue for a particularly long time. The fruit gum peaches grow under the care of Kalfany Süße Werbung in IFS-certified production. This is intended to keep in harmony with nature all around: the 100 x 75 mm peach package bears the "seedling" mark and is fully compostable. Not only are these fruit gums good for the environment, but also for customers. Fruit gum peaches contain ten essential vitamins. The healthy effect of vitamins helps soothe the guilty conscience caused by eating sweets. In addition, they round out the fruity fresh image perfectly with an advertising message, whether for pharmacies, wellness studios or travel bureaus. And thus the best of the peach fruit goes into customers' pockets – and stays as peachy fresh as in summer.

42706 • Kalfany Süße Werbung GmbH & Co KG • Tel +49 7643 801-25 vertrieb@ksw24.com • www.suesse-werbung.de

CUT TO ANY SIZE

K nives are among the most important kitchen utensils – but cutting on the right surface is just as important. That is why Emsa is expanding its range of cutting boards to offer the right solution for every need, from allrounder to top innovation, easy on blades and absolutely hygienic. The new Click Cut model in particular is sure to delight customers. It is the first cutting board that grows to fit the task at hand. This new helper is always the right size. Thanks to an uncomplicated tongue and groove mechanism, you simply put together as many boards as you need. Each element is 29 x 20 cm in size. Click Cut with a white cutting surface and green groove edging is on offer singly and in an attractively priced twin pack. Click Cut makes Emsa's time-tested cutting board range into a strong trio. Anyone can cut like a pro on these models. The reason is their highly elastic material which does not dull the blades. What is more, these cutting boards are absolutely hygienic, fully dishwasherproof, as well as odourless and tasteless. And they have a non-slip bottom for safe cutting.

42692 • Emsa GmbH • Tel +49 2572 13256 info@emsa.de • www.emsa.com





CHOCOLATES AS YOU LIKE IT

C onfectioner Läderach Deutschland GmbH & Co. KG has changed over to its own Swiss chocolate and introduced a new product line that has now expanded and facilitated its customization solutions in order to offer customers from the promotional products business more ways to design promotional gifts in their own style and of the highest quality. Individualized chocolates with a company's own logo lets it express personalized greetings or put just the right little sweets on the table at Christmas or anniversary parties. Here the time-tested brand "Marc Antoine" can be applied as sender, or the company's own package can be furnished with bow and sticker or even with a banderole or cover in the company's own design. So if you want things completely individualized, Läderach will let you put your own design on the packages. And will do so even on small orders. Interested customers are given help with the design up to the printing of the packaged. Läderach will also be happy to provide advice on its many other sweet promotional options.

48666 • Confiseur Läderach Deutschland GmbH & Co. KG • Tel +49 2771 3009-0 info@laederach.de • www.laederachprofessional.de



Messe & Kongress für Indirekten Einkauf 28. – 29. April 2014 in München

In jedem Unternehmen kommen Waren und Dienstleistungen, die für eine effiziente und effektive Arbeitsweise im Betrieb gebraucht werden, aus dem Indirekten Einkauf. Bisher fehlte es im Bereich des Indirekten Einkaufs an einer Veranstaltung. Diese Lücke schließt die Network Press Germany mit der IMEK–Messe & Kongress für den Indirekten Einkauf. Ausstellungsbereiche sind Versorgungsleistungen für das Unternehmen:

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- IT, TK, Technik, Software
- Marketing, Vertriebsunterstützung
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SHAPELY HELPERS

he practical, visually appealing knife set from Krüger & Gregoriades is a practical helper in every kitchen and also ideal as a considerate gift for every cheese lover. This shapely set with its timeless design consists of a cheese knife, a cheese grater and a cheese cleaver made of stainless steel. Its workmanship is of high quality and has been tested to meet the LFBG standard. Packed in an elegant gift box with a transparent cover (dimensions approx. 28.5 x 19.0 cm), it is a welcome gift for any kitchen.

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

SWEET DESK CONTAINER

A new kind of candy presentation is found in the 2014 range of promotional ideas from Jung Bonbonfabrik: the Container-Box. A flap for opening on the front makes it easy to reach in to the tasty contents, mixed fruit candies wrapped in six shiny colours. Colour combinations can be adapted to the outside design of the box or to logo colours. Of course, there are many other possible fillings. The box itself is made of white cardboard and can be completely individually designed with 4c digital printing even on small orders. There are many ways to use it as a give-away: for instance as a small present for the field service, or on the counter at a car dealership, in a hotel, as an insert in a package for high-value shipments and many more.

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





ENJOYMENT INSURANCE

• or style-conscious wine drinkers, Troika recommends the WINE@8, a drip catcher and cork holder in one, stylishly designed by studio dreimann. This will doubly enhance the enjoyment of a good drop of wine. First, the (gleaming chromeplated) metal ring with felt inside catches falling droplets. Second, the silicone cork keeps wine in opened bottles drinkable longer, even if the bottle's cork no longer fits. When pouring, the silicone cork can be kept conveniently in the bracket on the metal ring. WINE@8 - another good wine idea from Troika.

46311 • Troika Germany GmbH • Tel +49 2662 95110

a.bauer@troika.de • www.troika.org



SUCKING ON "PREMIUM"

he tasty "Premium" candies are brand new in the Giving Europe product range. This range includes licorice, gummy bears, wine gums, Tum Tum fruit gums, jellybeans and cola bottles. The candies are packaged according to sort. There is a large space for printed advertising on the front of the item. The "Premium" candies are immediately available directly from the warehouse. They are kept in reclosable foil bags.

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



PURE VITALITY

he new Promo-Spitz from Süße Werbung is athletic and full of energy. Turning the package dynamically in your hand, you ask yourself if it is round or four-sided. Customers can choose the personality to give their promotional bag. "Print your advertising on the dynamic promotional bag and tell your story," say the sweets experts. The athletic Promo-Spitz comes in a wide variety. Fresh white, adventuresome gold nuggets or lively colours – there are six variations of shape, colour and taste to choose from: sugar-free peppermint lozenges or chocolate beans, Pulmoll throat lozenges sweetened with stevia, tic tac Fresh Mints or Fresh Orange, Hitschies chewy candies or the new peppermint gold nuggets. Kalfany Süße Werbung manufactures the pure zest for life – with IFS certification.

42706 • Kalfany Süße Werbung GmbH & Co KG • Tel +497643 801-25 vertrieb@ksw24.com • www.suesse-werbung.de



IFS

Sweet advertising impact!





We would be glad to give you more information. Sales hotline: 00497643/801-17 Sales through the advertising media trade.







FRESH PROMOTIONAL MINTS

• ou can't go wrong when you have promotional candy customized with your company's logo. A giveaway that is a definite crowd pleaser. Custom candy is an easy, affordable way to build some brand recognition and generate a buzz. Miyo Promo has started a novelty with mint candies. With these new custom made mint candies your logo or desired shape is in your hands. Almost any shape and logo is possible. Custom mints are long lasting, unique giveaways that will enhance any event and are available in a wide range of styles. Who can resist a delicious idea like promotional candy? When logo candy is used as a promotional gift it is always a welcome way of promoting a company.

48364 • Miyo Promo Ltd Sti • Tel. +90 212 649 8080 hayatiabulaf@gmail.com • info@miyopromo.com • www.miyopromo.com

SMALL DELICACY

A small delicacy for snacks is on offer from Multiflower, a coffee break folded card. It contains just the right amount of instant espresso coffee for one cup. Just add hot water and enjoy. Digital printing (1-4 c) is included on orders of 250 or more. As an alternative, a customer design of the same amount can be produced. A truly aromatic give-away which, of course, can also be sent by mail.

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





SAVOURY-SWEET MUNCHIES

Let he chocolate covered salt pretzels from Magna sweets are a very special taste sensation. Three mini pretzels are covered with fine whole milk chocolate. These tasty pretzels come packed in an individually printed bag measuring 70 x 90 mm. But for those who prefer pure chocolate, Magna has a brand new chocolate confection on offer: delicious Swedish chocolate packed in candy form. The whole milk or bittersweet chocolate confection is packed in a cellophane or metallic wrap printed according to customers' specifications.

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



COOL ADVERTISING

■ his is the coolest way to promote your Brand: Original Icecup is a totally new and exclusive promotional product made in Portugal. The Icecup – 100 ml of delicious ice cream in 12 different flavors – is customized for your clients in full color process. The Icecup is delivered in just 8 days in a specialized transport all over Europe. The minimum quantity for personalization is 240 units. The Icecup will show the name and contact of the distributing agency. And the original Icecup provides the freezers for storing the ice creams (fully personalized as well). **46305 • Original Lanyards • Tel +351 214 351106**

export@originallanyards.com • www.originallanyards.com

THE PLEASURE OF GENUINE "CAFFÈ"

B ella macchina: gleaming stainless steel, old-fashioned controls, a use of forms which delights thanks to its functional aesthetics, combined with the pleasure of high-quality coffee. These are the reasons why dyed-in-the-wool portafilter coffee connoisseurs would never waste even a glance on fully automatic coffee machines bristling with plastic. This book from the publishing house of Franzis Verlag tells all about the fascination of this technology, about operating, maintenance and care of portafilter machines and about the pleasure and passion of preparing a "caffè" like you've never tasted before. "Faszination Espressomaschine" combines exciting knowledge with impressive illustrations and invites you into the fascinating world of espresso – a world of aromas, aesthetics and pleasures.

46594 • Franzis Verlag GmbH • Telefon: +49 89 25556-1834 mkoschewa@franzis.de • www.franzis.de





FOR THE SWEET TOOTH

The "Giaveno" sundae set from Easy Gifts is just the thing for a sweet tooth. Ice cream tastes twice as good out of this colourful set of four differently coloured plastic bowls with matching plastic spoons. It is the perfect supplement to go with the ice cream scoop, Item 2721. Customer advertising is applied by a sticker on the individual package. The set comes packed in a transparent PVC box.

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



PASTRY ART FOR EASTER

■ he international success of the Colomba of the "Dolciaria Loison" is to be found in the combination or art and quality, creativity and entrepreneurship, experience and innovation. The component parts are carefully selected products which bring out the special aroma of the Loison cakes and pastries. The spices are used with reason to evoke the old and genuine tastes. The classic "Patisserie Colomba" from the supplier "Die Olive – und mehr" is produced according to old Milanese recipes. It is prepared for Easter only with candied oranges and almonds. Variations on these Panettone or Colomba are all on offer with innovative and exclusively fresh spices. The same holds for the Pandoro, which is made with choice eggs and butter.

48993 • Die Olive – und mehr GmbH & Co. KG • Tel +49 6721 185300 info@olive.de • www.olive.de

ELEGANT, CRAZY AND DELICIOUS

P opcorn with unusual flavourings is already a popular alternative to chips, nuts and such in the USA. In Germany too the trend is going toward innovative snacks. CrazyPopcorn "Made in Germany" from Markenreich is a gourmet popcorn whose hallmarks are high quality and eight sophisticated spice mixtures which invite you to take a taste tour around the world. Quality, a variety of flavours and innovation are not terms that have been associated with popcorn in the past. The newly developed CrazyPopcorn gourmet popcorn, though, is revolutionizing the German snacks market. This popcorn is made of GMO-free corn and is heated with hydrogenated vegetable oil. The unusual variations were inspired by aromas from all over the world. CrazyPopcorn is packed in 500ml PET containers containing 50 g: the top seller for hotels, seminars, meetings, trade show stands, events.



48670 • Markenreich GmbH • Tel +49 2175 157970 info@markenreich.de • www.markenreich.de



TINGLING SENSATIONS

U ncomplicated enjoyment and spontaneous delight: Secco Frizzante d'Italia in the lifestyle can from Sander Imagetools guarantees tingling marketing sensations with carefree Italian moments. This classic Italian sparkling wine with its elegantly youthful note comes from the best Venetian sites. The trendy aluminium slimline can scores lastingly with customers thanks to its high attention-grabbing value and high quality impression. The 200 ml Secco d'Italia in the decorative Smart Label, Body Label and No Label Look versions in 4c photo quality can be customized at attractive prices on orders of only 264 or more. As an alternative, there is the customer-specific design for the full body version, which also enables 4c digital printing with high-gloss or trendy matt lamination on the conical area of the lifestyle can and thus makes the Secco d'Italia into a unique design object which is sure to be remembered. **46551 • Sanders Imagetools GmbH & Co. KG • Tel +49 9401 607980** welcome@imagetools.com • www.imagetools.com



TICKLE THE PALATE IN A SPECIAL WAY

A long with the wide variety of tea, Henosa-Plantanas also imports a large selection of dried fruits and nuts for snacking. Sun-ripened fruits and choice nuts from the best growing areas, enhanced with the finest, artisanal chocolate make the fruit-and-nut treat into a very special experience. To this end, only the best ingredients are used: the best Allgäu butter and cream as well as the highest quality plantation cocoa are the hallmarks of the delicate, melt-in-your-mouth chocolate coating. There is a good reason that these chocolate-covered fruits are among the world's highest quality confectionary specialties, Henosa-Plantanas tells us. These palate pleasers come packed in cans, glossy bags, plastic bags or boxes, each customized as desired.

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

SPICY POACHER

A recommendation for fans of frugal enjoyments is the "Wilddieb" herbal liqueur available from BONUS2U (an IT2U brand). The unique recipe requires more than thirty select herbs and gives the beverage a powerful, natural and hearty flavour. Some of the herbs included in the secret mixture are angelica root, fennel, anise, mace, coriander, peppermint leaves, thyme, violet roots, gentian and pimpernel. Its interesting name comes from the herb lover and manufacturer Walter Frick. "I always felt a bit like a poacher when I was gathering herbs …" even the traditional way of drinking the "Wilddieb" is still alive today: drinking the herbal liqueur from the original poacher's boot without making it gurgle. Whoever fails pays the next round. **48347 • IT2U GmbH • Tel +49 511 64688516**

stefan.oberschelp@bonus2u.de • www.bonus2u.de





SERVED WITH FRESH COLOURS

he "Square!" bowl from dom Polymer-Technik is a real eye catcher. This square bowl comes in seven fresh colours. The product is made in Germany and in conformance with EU guidelines for direct food contact (Directive 10/2011) and is thus ideal for ice cream, salads or snacks. Its lid makes it a practical storage box which no household should be without. On orders of 5000 or more, the bowls can sport a customized 4c "all over" design in digital photo quality by means of in-mould labelling. Available with lid starting in April.

40723 • dom Polymer-Technik GmbH • Tel. +49 9552 92260 info@dom-pt.com • www.dom-pt.com



EATING WITH YOUR EYES

C ooking is a passion. Even images of conjured up delicacies can create a landscape of indulgence on your tongue. When eating with your eyes, the more beautiful the arrangement of a food is, the more beautiful the enjoyment. Creative cuisine minds are inspired devotees of appetizers and desserts because they allow you to create culinary masterpieces. Fancy desserts, fantastic appetizers, rice or side dishes can be arranged. The Set Reflects-Sasebo from LM Accessoires consists of four dessert rings, arrangement tips and recipes to try out. It is dishwasher safe and can be refined by using laser engraving.

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

WORKS OF ART FOR THE PALATE

E or more than five decades now, DreiMeister Spezialitäten has delighted its customers with small works of art for the palate. The range now consists of over 100 varieties and is constantly being enriched by new and refreshing compositions. To this end, the Confiserie is gladly inspired by customers' ideas. So there are now not only classic chocolates and truffles, but also unusual varieties, e.g. Black Forest cherry truffles. To ensure perfect indulgence, it is important to use only the finest ingredients for the production. Otherwise quality creations cannot be produced. Quality is a top priority at DreiMeister because the correct implementation of traditional recipes is critical. Without any preservatives, flavouring or colouring, the tiny delicacies are not only made by master craftsmen, but also manually packed.

44886 • DreiMeister Spezialitäten • Hans Schröder GmbH & Co. KG • Tel +49 2922 8773-0 info@dreimeister.de • www.dreimeister.de





PROMOTIONAL GREETINGS FOR GOURMETS

C D-LUX, the experts for sweet promotional products, offers a wide selection and more than 20 exclusive innovations for every budget. Fine honey-almond nougat is used in the popular Swiss milk chocolate Toblerone. The delicious combination ensures an intense taste experience and makes this promotional product a real highlight. The unique Toblerone "Minis" are wrapped in an individually printable promotional sleeve and are therefore a perfect give-away. New additions are the "Minis" in a promotional display which offers even more space for advertising. Another new addition is the Toblerone in a flat bar. The chocolate bar in a customised promotional box is a genuine unicum. The delicious chocolates from Lindt & Sprüngli in the "Small thanks," the ever-popular from CD, are chocolaty originals. And the "Maxi" muffin in the promotion box tastes just how grandmother used to bake. The trendy promotional products in the cube on 5 pages offer a variety of design options.

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



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Der essbare WM Rasen Ein besonderer Leckerbissen für den Fußballsommer: Der essbare Fußballrasen mit einem Kaugummi-Fußball (oder Golfball). Mindestabnahme Gröβe Inhalt Inhalt







Naschtaschen Zeit für auffällige Streuartikel! Das Kärtchen wird nach Wunsch gestaltet und passend zu Ihrem Slogan befüllt. Mindestabnahme • 1.000 Stück Größe • 85mm x 55mm Inhalt • Nach Wunsch (ca. 15-30g)







Großmutters Backmischung Wer Liebe schenken möchte, schenkt diese klassische Milchflasche mit einer Backmischung für zauberhafte Kekse.

- Mindestabnahme 100 Stück Größe 200mm x 6 200mm x 60mm Inhalt + 500ml







Werbe-Pizza Ein süße Art seine Visitenkarte zu verschenken kann man jetzt mit der Werbe-Pizza: Fruchtgummi im bedruckbaren Karton.

- Mindestabnahme 100 Stück Größe Inhalt
 - 200mm x 60mm 500ml

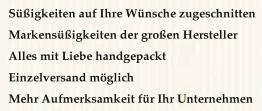




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weitere Informationen unter: www.Suesses-Schenken.de/werbeartikel

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Wir sind für Ihr Anliegen da: Der Zuckerbäcker GmbH Hahnstraße 2, 74080 Heilbronn

Tel.: 07131-899 61-46 Mail: werbeartikel@der-zuckerbaecker.de Online: www.Der-Zuckerbäcker.de



The good-humoured Maxim stand team at the PSI 2014 (from left): Michael Uwarow, Renata Kaczor, Arkadiusz Ratajczak, Kamila Czeszak, Stephan Horlebein, Magdalena Gallina, Zbigniew Kaczor, Franco Piovesan, Magdalena Samulska.

PORCELINE BY MAXIM

HIGH-CLASS CERAMICS FROM POLAND

Maxim is a manufacturer and importer of promotional pottery and one of the first suppliers of the Polish promotional products market to decide to sell its products only by way of the specialized promotional products trade. We visited Maxim at their headquarters in Wolkowo, Poland.

he story of Maxim's success began in 1998 with the courageous decision of its founder and owner, Zbigniew Kaczor, to start producing ceramics for the promotional products market in the small Polish town of Wolkowo. At first the company customized unfinished products using a small kiln

and a manual printing press. With the aid of technical skill and business acumen, Maxim was able to grow continuously and purposefully. In 2001 the still young operation went online with its first website and reaped its first major contract for 100,000 personalized jugs from the Polish brewery Tyskie.

FOCUSING ON THE PROMOTIONAL PRODUCTS INDUSTRY

More successes were not long in coming, and so Maxim grew at a healthy pace with prudent investments. Piece by piece, machinery was added and the order volume grew at a reliably high standard of quality, which customers learned to appreciate more and more. In 2002 Maxim decided to become a member of the PSI network, which expanded its business radius into the European promotional products industry. The idea and principles of the PSI and the resulting business contacts convinced Zbigniew Kaczor and his team, so that in the end they decided to concentrate solely on the promotional products market and distribute their own products exclusively through their professional resellers.

OUTSTANDING WORK

High-quality work and reliability paid off and were rewarded by customers and the industry. Maxim and its products regularly received awards from the market. However, this was always an incentive for the



The brand-new tunnel kiln is also found in the new company building, working with the latest stateof-the-art technology.





busy company team to keep improving, so Maxim is constantly working on optimizing its production, its products and its services with a view to its clientele, while placing great value on loyal, long-term partnerships with its clients.

QUALITY AND DESIGN

"As far as products are concerned, the most important criteria for us are innovative design and high quality, tested by the Fresenius Institute. A certain number of products are the result of collaboration with well-known designers," explains Zbigniew Kaczor, adding, "In our product range, we have thirty designs of our own for mugs and cups, going under the name of 'PorceLine by Maxim', which are reserved for us and protected throughout Europe. Furthermore, we have divided PorceLine up into four product groups, which enables customers to find their preferred models



The new high-rack warehouse has room enough for more than 3.7 million cups and mugs.

easily. Thanks to our modern machinery, we can guarantee a low price level and high printing quality at the same time."

PRODUCTIVITY ENHANCED

To meet these high standards, Maxim moved to new premises in the autumn of 2013. There, a new high-rack warehouse provided room for up to 3.7 million cups and mugs. And there, too, an additional, stateof-the-art tunnel kiln went into operation, raising productivity by around fifty per cent and once again considerably shortening processing times. The daily production capacity is currently approx. 15,000 units and can be adjusted upwards if necessary.

72-HOUR PRINTING SERVICE

"Enhancing the performance of our machinery, to which we just recently added a new, state-of-the-art direct printing press for up to six colours, additionally increases the value added of our business. Start-





A competent team is working in the new company building under optimum production conditions.

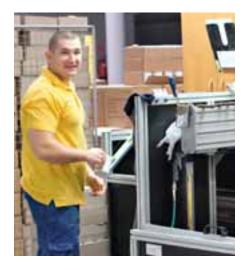




ing immediately, we are offering 72-hour printing service. That means we can produce the selected models three days after order clearance," says Arkadiusz Ratajczak, Marketing Director at Maxim. When it comes to personalizing the products, six finishing techniques are available, which are also explained in detail by a video on the company website. But that is not all, for Maxim also makes its own cardboard packaging and outer packaging for its products in Wolkowo, and can therefore implement individual packages, including printing.

THE CUSTOMER AT THE CENTRE

The "SMART club" introduced in 2014 is also new. "For the Maxim team, it is not only sales that count, but rather an ongoing, long-lasting partnership with our resellers. All the more do we show our thanks to these partners with interesting distributor discounts. These are based on the customer's orders. Among the benefits of the SMART club are such things as joint marketing activities, training, prioritized order processing up to our fast-track 72-hour production," explains Stephan Horlebein, Man-



aging Director of Maxim's subsidiary Ceramics GmbH, founded in 2012, which is responsible for distributing Maxim products in the D-A-CH region. Hence the experts at Maxim are constantly working on new, modern information modules to make it easier for customers to communicate with their own end customers in trade and industry. "For example, we not only make our own website available to our customers, but also a virtual catalogue, personalized websites including a calculator and neutral sales documents," says Horlebein. Maxim will continue to be faithful to its philosophy in the future and keep the customer at the centre of its efforts. In this respect, we can look forward with excitement to the further development of the performance spectrum of this Polish maker of promotional ceramics.



Maxim was represented at the PSI 2014 with a fashionable stand.





Owner couple Renata and Zbigniew Kaczor in front of a picture the employees gave them at the grand opening of the new company building.

MAXIM CHRONOLOGY

- 1998 Start with a small kiln and a manual printing press
- 2001 First website goes online, 100,000 jugs personalized for Tyskie.
- 2002 First tunnel kiln for 3000 units per day commissioned. First purchase of goods in China.
 Contract with Tchibo to produce the biggest cup order thus far.
- Member of the PSI. • 2003 First machine for 1c direct printing.
- 2004 Member of "Solid in Business" programme.
- 2005 Modification of the original company logo.
- 2006 Decision to sell its own products exclusively through promotional products trade.

First issue of the newsletter, "Maxletter".

• 2007 Introduction of a modern calculation program on the company website.

First representative office in Scandinavia. Operation of first tunnel kiln for 10,000 units per day.

- 2008 "The Golden Crown of Advertising" award in the "Manufacturer of Promotional Products" category at the RemaDays in Warsaw. Acquisition of competitor "Multigrafika Blue Ceramics".
- 2009 Again awarded the "The Golden Crown of Advertising" in the "Manufacturer of Promotional Products" category at the RemaDays in Warsaw.

Introduction of two new decoration techniques (Art Print and Magic Mug).

- 2010 Start of construction on new headquarters (warehouse, production, offices).
- Third "The Golden Crown of Advertising" award in the "Manufacturer of Promotional Products" category at the RemaDays in Warsaw.
- 2011 Staff grown to around 90 persons.
- 2012 "The Golden Crown of Advertising" award in the "Manufacturer of Promotional Products" category at the RemaDays in Warsaw. Founding of subsidiary Maxim Ceramics GmbH (responsible for business in D-A-CH).
- 2013 Additional awards at the annual "Gifts of the Year": "Handy Supreme" product wins first prize in the "brand strengthening product" category at the RemaDays in Warsaw; "Fusion" item wins second prize in the "Impulse Gifts" category as "Promotional Product of the Year" at the RemaDays in Nuremberg.

Awarded the "The Golden Crown of Advertising" for the sixth time in a row.

Minimum order quantity once again lowered, from 36 to 24, in reference to the standard Maxim product range.

Production and administration moved into the new company building. New 5000sqm high-rack warehouse opened.

 ${\it Additional\,modern\,tunnel\,kiln\,commissioned.}$

Own brand "PorceLine by Maxim" launched.

- 2014 Successful participation in the PSI 2014, including PSI FIRST.
- 2014 Awarded "The Golden Crown of Advertising" (for the seventh time).

Contact: MAXIM Zbigniew Kaczor Tel. +48 61 44 53 100 info@maxim.com.pl www.maxim.com.pl



MARIETTA CHRIST AND MAXIMILIAN SPALL

CONTINUING THE FAMILY TRADITION

Their fathers were already partners of the German distributor Kurt Hoffmann Exklusive Werbeartikel, founded in 1971. Today's managing directors, Marietta Christ and Maximilian Spall, were both employed for many years by the company before they took it over in 2000. A portrait of the second generation.

e visit kh-Werbeartikel in its 43rd year. The spacious headquarters is located on a former company premises and not only accommodates the office wing, but also large rooms for storage and finishing. The hosts Marietta Christ and Maximilian Spall lead us through an impressively furnished plant which offers customers nearly every conceivable service related to exclusive promotional products. The jaunty pair of entrepreneurs tells us how the company works and how it has developed in the past forty years with the same

enthusiasm they have when managing the company.

TRADITIONAL PROMOTIONAL PRODUCTS BUSINESS

"We run a traditional promotional products business. That means we sell promotional products to end customers. The customer base has grown to where it now includes around 15,000 small and mediumsized, primarily owner-operated businesses cared for by 35 salaried sales representatives working throughout Germany," Maximilian Spall explains to us. When he mentions direct sales by the company's own field service, he broaches a subject which is not exactly widespread in the promotional products business. He is a distributor who uses this concentrated sales power to take intense, systematic care of his customers and can also actively drum up new business. This includes finding out the individual needs of his customers and awakening their interest in promotional products. He sells a fixed product line covering all product groups, which the sales reps present to customers at fixed appointments using a collection of samples. To help customers make their decisions, they are led professionally through the product portfolio. This is regularly updated and reflects current trends. Sources of inspiration for the structure of the product range are the PSI, as well as in-house exhibitions and roadshows in the region. When the collection is put together, top priority is given to the products' practical relevance and benefits. This is because only what is useful will have the desired advertising effect on recipients and support a long-lasting, positive image of the advertiser.

FIELD SERVICE AS CAPITAL

"Our positioning as a traditional distributor with a sales structure which relies on personal contact to customers has not changed since the company was founded," adds Maximilian Spall. And for good reason, considering the good results it has brought with it, which is why only minor adjustments were made after the transfer of undertakings in 2000. Spall sees the field service as the company's most valuable asset, and accordingly large are the investments made in carefully chosen, highly qualified staff as well as a vehicle fleet of chic BMWs - at the same time an exclusive extra incentive for the employees. The company gives its sales team plenty of leeway. Each of them can determine their own level of activity, and it may well be this very freedom that binds the employees so closely to the company. Many have been with it for decades and their experience is an inestimable potential which they pass on bit by bit to up-and-coming generations of colleagues. They have known their customers well for a long time and take care of them personally, which appears to be one of the keys to success.

SUCCESS WITH PROVEN PRODUCTS

As Marietta Christ emphasizes, customers do not want to be flooded with vast numbers of products and have to find their way through them. Instead, they choose what exactly suits them from a readily comprehensible, well-structured range with the aid of a personal contact. They can also choose very small quantities. Catalogues and an online shop are unnecessary in this model. "We do not want to sell everything and do not have to be able to do everything. What customers don't find with us, they will purchase elsewhere," says Spall confidently. His model works, since most customers keep coming back, and many are added at the recommendation of others – an ongoing business in the best tradition.

COMPLETE FINISHING IN-HOUSE

Another peculiarity of kh-Werbeartikel is that the entire finishing process is done inhouse, with very few exceptions. There are screen and pad printing presses as well as lasers, and an affiliated offset printing shop to print some varieties of calendar and pachances when it comes to quality. They inspect every single product in every order themselves before it is delivered to customers. "We play it totally safe; it's what we owe our customers. We give them a full package of product and service which meets the highest demands," says Marietta Christ. At the company headquarter, 25 employees are busy implementing this claim.

BACK TO THE FAMILY ENTERPRISE

For more than 25 years now, Marietta Christ has been working for the company in which she was already managing director before the transfer of undertakings. Maximilian Spall joined a few years later as sales rep and soon grew into the business. Both bosses have easily been able to fulfil the posi-



per products, such as notepads and desk pads. There is even an etching machine run by Marietta Christ in person. No one can so perfectly achieve the advertising application technique in the typical unostentatious look as perfectly as the boss herself. Logo processing and graphics, as well as complete pre-press are included in the service. The whole product range is in stock, sales are exclusively ex warehouse. This creates flexibility and keeps distances short – to the advantage of customers. There is no drop-shipping from suppliers directly to customers. For this company takes no tions they took on when the new generation came in. Although both had trained for and worked in their desired careers – Christ as photo lab technician and Spall as master brewer – they both felt themselves drawn to the company of their fathers, which had been familiar to them from their childhood. Since the families were also on friendly terms, they have known each other since they were children and still understand each other perfectly today. <

INNOVATIVE PROMOTIONAL PRODUCTS



WITH ELEGANT CURVES

Legant curves that you don't burn your fingers on. That is how SND PorzellanManufaktur describes its new handle-less mug "Porto". The striking features of the 0.2-litre porcelain item: Porto is double-walled and its slight indentations make it easy to hold with its weight of 326 grams, height of 96 millimetres and (upper) diameter of 99 millimetres. Moreover, the handle-less mug with its tapered appearance is pleasing to the eye. In addition, Porto can be finished with water or screen transfer printing, engraving or personalization.

45567 • SND PorzellanManufaktur GmbH • Tel +49 6183 80080 info@snd-porzellan.de • www.snd-porzellan.de

LITTLE BEAR FOR BIG CUDDLES

The "Bear of the Year 2014" from mbw is called Lia and is a little lady polar bear. She is approx. 20 centimetres tall, snow white and as sweet as anything. Lia captivates you with her faithful button eyes and her soft, cuddly fur. Cute details like the little claws on her paws speak for the high-quality, loving workmanship. Lia is also well suited as a promotional product. For individual promotional messages, a triangular shawl, a scarf or doming are recommended.

42020 • mbw Vertriebsges. mbH • Tel +49 4606 9402-0 info@mbw.sh • www.mbw.sh





STYLISHLY ON THE GO

C offee2Go Lux is a new version of the double-walled Thermo2Go cup. The diamonds of the Chesterfield pattern convey a particularly high-quality impression even without any further finishing. The lid is also made entirely of porcelain. Alternatively, the classic 2Go lid can be used. The cup is printable and can be finished with glazing or engraving. A repeated logo pattern is particularly well suited here.

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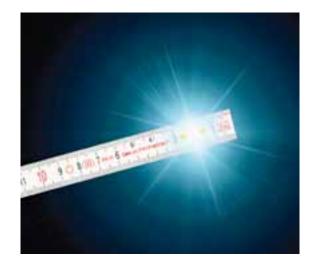
ith the Kraftform XXL set, Wera answers the frequently asked question as to the most important screwdrivers you should have in your workshop. With the combination of two chiseldrivers for tough jobs, seven workshop screwdrivers, two VDE screwdrivers that have undergone routine testing to 10,000 volts and a voltage detector, this XXL set contains a selection with which you are optimally equipped for the most frequent requirements. The chiseldrivers and screwdrivers have Kraftform handles whereby the optimum combination of hard and soft zones keeps your hands intact while ensuring a high working speed even on long jobs. Since screwdrivers are often not just used for screwing things, a useful side benefit is included in the package: the chiseldrivers can additionally be used for chiselling, chipping and pounding.

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

LUMINOUS RULE

E or almost one hundred years now, meterex has been known as the specialist in measuring instruments. Completely new to the range: what the company calls the longest torch in the world. The "Leuchtmeter" (Luminous Rule) combines a high-quality, plastic, two-metre-long folding rule with integrated LED lighting. With it, dark areas, such as behind radiators, cupboards, shafts, motors or machines, can be illuminated. Hairline cracks in pipes can be made visible with great precision. The luminous rule can be folded and put in a breast or trouser pocket while still illuminated so that both hands are free to work. To save energy, the electronics have an automatic switch-off incorporated that is activated after five minutes of illumination.

41836 • meterex Karl Kuntze (GmbH & Co.) • Tel +49 2173 9988690 meterex@meterex.com • www.meterex.com





LITTLE FRUITS

A nyone who likes to live healthily and appreciates natural things can now easily combine everything they enjoy: with natural flavours, coloured with pure plant extracts and free of animal gelatine, these pastel yoghurt gums are a delight for anyone who simply loves sweet things. For sport and fitness, at a conference or meeting – when Kalfany Süße Werbung and Katjes get together, vegetarian awareness turns into fun at a high level. With IFS certification, Kalfany Süße Werbung is presenting the new yoghurt fruit gum range that is free of all additives. The little fruits are packaged in a bag measuring 100 x 75 millimetres that comes in a choice of transparent or milky white. 42706 • Kalfany Süße Werbung GmbH & Co. KG • Tel +49 7643 80127

vertrieb@ksw24.com • www.suesse-werbung.de



GENUINE EYE-CATCHERS

Trimaxx presents its new MAXX series: The Ret-**D** roMAXX is transparent and enables a clear view on all sides in the most torrential shower of rain. The lower drawn-down frame means users can keep walking upright and still keep their head covered. An important note for the ladies: the hairdo stays in shape. During breaks in the rain the umbrella can be elegantly carried using the shoulder belt. - Ultra-flat and feather-light, on the other hand, is the appearance put in by the small MAXX (see below). It fits into small evening bags or even in the inner pocket of a blazer and weighs no more than a wallet at the same time. The 159 gram lightweight is robust, due to the use of high-quality materials: the small umbrella consists of fibreglass-tipped spokes, a stable telescopic frame and ultra-light special pongee covering with an 87-centimetre diameter: unique in its combination of miniaturisation, weight and quality. And both umbrellas are genuine eye-catchers.

48720 • Strimaxx & Friends GmbH • Tel +49 40 73926680 info@strimaxx.de • www.strimaxx.de

PRO PROTECTION FOR GRILL CHAMPIONS

W ith the grill apron produced out of robust 600 D polyester from Giving Europe, ambitious grill fans are promoted to grill champs: The practical protection is equipped with useful pockets, filled with grill tongs, scraper, meat fork, grill glove plus salt and pepper pot. It can be easily folded and thus effortlessly stored away. According to the provider, a promotional message is applied by means of transfer printing.

45737 • Giving Europe GmbH • Tel +49 421 5965970 kontakt@givingeurope.de • www.givingeurope.de





BASIC SET FOR BEGINNERS

hen you're equipped with the Basic grill cutlery set from Giving Europe, you're well set up for the coming grill season. The grill cutlery is produced out of robust stainless steel and comprises tongs, a scraper plus a meat fork. The sleeve is made out of non-woven material and features practical handles – a gift that's of interest for up-and-coming grill champions. According to the manufacturer the desired promotional message can be applied by means of transfer printing.

45737 • Giving Europe GmbH • Tel +49 421 5965970 kontakt@givingeurope.de • www.givingeurope.de

A MUST FOR DIEHARD FANS

he Fanblock from the Wolpertinger Warenhaus for comprehensive football match statistics comes from the "new German form-filling" series. It is for diehard fans of the "green sport" and shows nothing lacking in this respect. From options for recording the match line-up, performance diagrams for individual players, ball contacts and goal opportunities, through yellow and red cards, commentary and ratings fields to the various tournament categories, everything can be documented on 50 pad pages. A must for pools enthusiasts and diehard fans. The form pad family has been distinguished with the Red Dot Design Award and the iF Communication Design Award for its excellent design. **48637** • Wolpertinger Warenhaus© Eine Marke der Gute Gesellschaft mbH • Tel+49 21169990880



kaufich@wolpertingerwarenhaus.de • www.wolpertingerwarenhaus.de



RESISTANCE CALLED FOR

A gainst the flow on the racing line, generating as much friction as possible in the process: With the new "Straight Gum" pressure ball point pen with a pleasantly soft-touch surface, uma delivers a particularly beautiful idea of how it's possible to leave a shiny engraved impression on your target group. For when you're placing your brand's great value in somebody else's hands, you want the value to be correspondingly nurtured and sustained. The highly contrasting combination of metal writing implement and rubber-clad shaft makes a promise even before the signature's written, not only to speed along at the nib but to stay steadfast to one's claim. The "Straight Gum" is available in 12 standard colour tones and is equipped with the uma TEC plastic refill with German ink and a large refill capacity of 4,500 metres.

41848 • uma Schreibgeräte Ullmann GmbH • Tel +49 78 32 707-0 info@uma-pen.com • www.uma-pen.com

MAKING A BRIGHT STATEMENT

his headwear is bound to attract attention. Alongside the elaborately worked sequins, the integrated LEDs in the new "Flashing Hats" make a bright statement and turn the hats into absolute eye-catchers. Three different flashing modes can be set



using a switch. Individual motifs can be used, achieved through embroidery. The LEDs can also be selected in different colours to match the design. Single-colour hats and, of course, the "Germany Hat" to go with the World Cup can be supplied from stock at short notice.

46095 • Lumitoys-GmbH • Tel +49 2331 3775450 info@lumitoys.de • www.lumitoys.de



FAN-TASTIC HOME HANDICRAFTS IDEAS

E ischertechnik is whipping up anticipation for the big football event in Brazil with the "fischer TiP Eimer 500 Deutschland". The whole family can make customised fan items at home with the new Fan-Bucket in Germany's national colours. In addition to the 500 pieces of TiP modelling foam in Black, Red and Yellow, there is also a sponge, cutting tool and a sun visor for gluing. Using the supplied string, daisy chains and bunting can be made at home. The top attraction: fischer TiP consists of potato starch and food dye and is 100 per cent biodegradable.

48315 • fischertechnik GmbH • Tel +497443124395 info@fischertechnik.de • www.fischertechnik.de

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48639	Kaiserstuhl Chocolaterie GmbH & Co. KG	049
42706	Kalfany Süße Werbung GmbH & Co. KG	055
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Wir sind ein mittelständisches, inhabergeführtes Unternehmen und Marktführer in Herstellung und Vertrieb von Werbe-, Fest- und Dekorationsartikeln aus Papier, Karton und Kunststoff. Vom Standort Nettetal bedienen wir mit unseren Artikeln und Dienstleistungen den deutschen und westeuropäischen Markt.

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- Aufträge, inkl. der Kontrolle der Drucklayouts
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JUST A WORD WITH YOU

n our fast-paced world in which it is becoming increasingly difficult to find orientation, it needs dramatic events before we pause and take stock. One such event was the death of Walter Jung, the founder of PSI. I was very shocked and saddened by the news, even though I knew he was in poor health.

It may sound emotional, but every era has its defining figures. Walter Jung was indisputably a formative figure in the promotional products industry. Formative means not only that he had made his mark; he developed this industry and made it successful. Many companies, promotional products distributors and suppliers expanded and prospered thanks to him. He fought for this industry, also politically. I had the pleasure of getting to know Walter Jung almost six years ago. We immediately developed a good friendship and respected each other. During this time, we often met, sometimes by accident at a trade show or while having a coffee in Düsseldorf. He was always well informed despite his illness and the tragic loss of his wife, Barbara. And he always had good advice when it came to issues concerning PSI. I'll never forget his sentence: "Mr. Freter, in case of doubt PSI is always to blame! That's always been the case." A sentence I recall time and time again when quarrels break out within the industry in which all too often egos come to the fore and not a recognition of what PSI still achieves today or what is good or bad for the industry.

Walter Jung always encouraged me to go my way at PSI and to be indifferent to disagreements. I wish I had met Walter Jung earlier. I am, however, proud to have known him and will cherish his memory and his advice. <

Best regards,

Michael Freter Publisher of PSI Journal Managing Director PSI michael.freter@psi-network.de



Walter Georg Jung

1.8.1934 - 6.3.2014

In Gedenken an unseren Freund und Gründer

Die Mitarbeiterinnen und Mitarbeiter des PSI Reed Exhibitions Deutschland GmbH

Unvergessen und trotz aller Trauer ein Moment, an den wir zurückdenken, war die 50. Jahr-Feier zur PSI 2010, bei der Walter Jung von der Branche für sein Lebenswerk mit standing ovations gewürdigt wurde.

"Ich ziehe nach wie vor den Blick aufs Morgen vor, aber es macht im Alter gelassener, wenn das Gestern so viele schöne Bilder und ganze Filme bereit hält", sagte er damals vor mehr als 1.200 Gästen.

Wir werden diese Bilder in fester Erinnerung behalten.

www.psi-network.de



PSI PROMOTION WORLD

DEMONSTRATING COMPETENCE AT THEIR OWN STAND

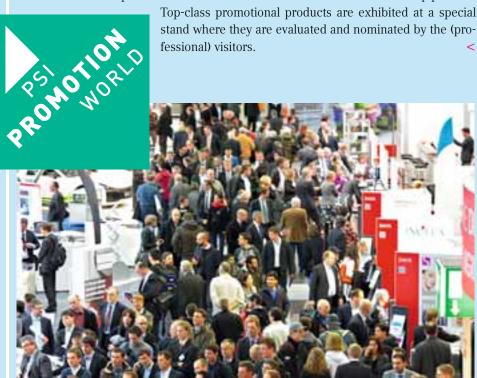
S howing presence. Attracting attention. Establishing contacts. The PSI PROMOTION WORLD (8th to 10th April, 2014 during the HANOVER TRADE SHOW) is not only an excellent platform for presenting eye-catching promotional products. Events such as the "marketing forum hannover" and the "First Choice Award" at the PSI PROMO-TION WORLD are an additional magnet for marketing and advertising professionals. Where the latest trends in marketing are discussed and successful promotional tools and incentives are chosen is a real "place to be" for everyone. That is why it is important to be there and demonstrate competence. Everything you need to know about the PSI PROMOTION WORLD as well as information for exhibitors can be found at *www.psi-promotion-world.de*.

MARKETING FORUM HANNOVER – B2B PLATFORM FOR DECISION-MAKERS

Representational advertising. Haptic brand communication. Multi-sensory marketing. Grasping advertising in all its dimensions – the marketing forum hannover offers a variety of approaches, trend information about social media, SEO and content marketing as well as interesting expertise on the topics of compliance, product ecology and brand management. The marketing forum hannover 2014 provides expertise for customer dialogue. And that makes it a centre of attraction for marketing decision-makers. A good opportunity to demonstrate your competence and show your own portfolio.

"FIRST CHOICE AWARD" – THE FIRST CHOICE

Which promotional product excited companies the most? The answer to this question is the "First Choice Award". It is the public award with which the PSI PROMOTION WORLD raises the topic of promotional products and incentives to a new level. The trade show attendees alone vote to decide which of the promotional products on show deserve to be in the top ten. An incentive for all exhibitors to show their own top product.





PSI SUPPLIER FINDER UPDATE YOUR ENTRIES BY 11 APRIL

he PSI Supplier Finder is an important _ support tool for distributors to find PSI manufacturers and suppliers which meet their individual requirements. Whoever is in the PSI Supplier Finder will be found. And if you register by 11 April 2014, you will be included in the 1/2014 issue which is currently being prepared. In the last issue (2/2013) alone, suppliers were listed in 5100 commodity groups including sources for obtaining products and services. Thanks to the certification system, suppliers can demonstrate that they are committed to the highest standards of professionalism and customer service. In order to complete the online form, simply login at www.psi-network.de/supplierfinder with your corresponding PSI access data. If you require further advice or have any questions, Tobias Fliss will be glad to help you: Tel.: +49 211 90 191 - 321, e-mail: tobias. fliss@reedexpo.de.



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AN IMPRESSION IN WRITING

W riting implements and office supplies are products that are at the very top of the promotional products popularity scale. With regard to functionality and actual utility they are virtually unbeatable. And also when it comes to originality and creativity they have a whole lot to offer – as the title topic "Writing implements and office supplies" of the next issue will demonstrate. Constantly rising popularity on the promotional products market is also being enjoyed by "Textiles and caps". For the PSI Journal it is therefore a matter of course that space and pages should be allocated to this topic area as well.

Please keep in mind the title topics of the June issue – "Brands and premiums" and "Outdoor and safety" and send your product ideas (image and text) by 18.4.2014 at the latest to Edit Line GmbH, Redaktion PSI Journal, Dekan-Laist-Straße 17, 55129 Mainz, e-mail: hoechemer@edit-line.de.

WELL POSITIONED FOR THE FUTURE

hen Fruit of the Loom commissioned its giant, automated production facility of the most modern type in the Moroccan city of Skhirat in 2008, it also definitely joined the group of market leaders in apparel fabrics on the European market. This standard called for correspondingly high investments. The PSI editorial staff had an opportunity to look behind the scenes.

PSI JOURNAL AT IN-HOUSE TRADE SHOWS

n-house trade shows have long been a valuable supplementary feature in the trade show date calendar of promotional product manufacturers, suppliers and distributors. Their equally great popularity is demonstrated by their longstanding tradition and high numbers of both participants and visitors. The PSI Journal will be on location and reporting on in-house trade shows in the spring, taking a look behind the scenes and gleaning everything that's worth knowing.

IMPRINT

Published exclusively for the promotional products trade by PSI Promotional Product Service Institute, Reed Exhibitions Deutschland GmbH Völklinger Straße 4, D-40219 Düsseldorf Tel.: +49 211 90191-0 Fax: +49 211 90191-180 Internet: www.psi-network.de

Publisher: Michael Freter

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Art Direction: Stephan Weiß, Stephan Flommersfeld, Doreen Balber

Photos: Lars Behrendt, Ursula Geppert, Martin Höchemer. The title theme and editorial content include the use of photos from www.fotolia.de

Translations: Translanguage, D-40885 Ratingen Printing: Kössinger AG

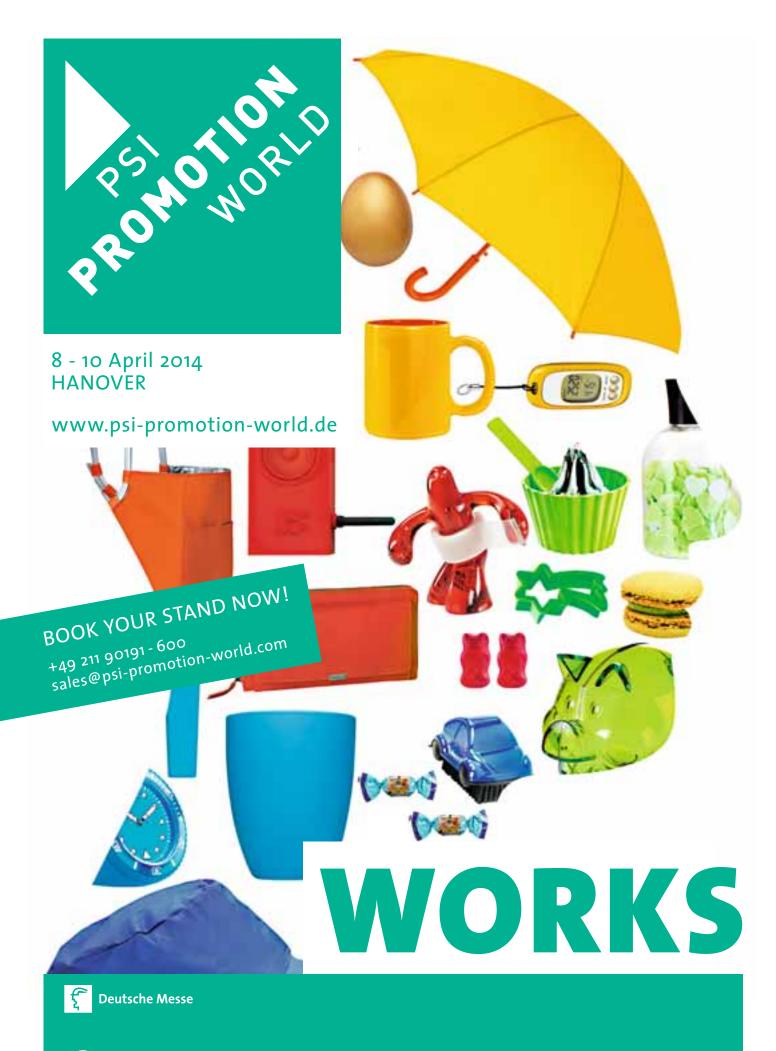
D-84069 Schierling

Advertisement price list no. 46 of 1 January 2014 applies. ISSN number 1436-6193

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