

PS1

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JOURNAL

Peter Leseberg
Halfar
Bags Are His
Passion



Seija Lukkala
Globe Hope
Sustainable Out
Of Principle



Product Guide
World Cup 2014
Spring And Summer

Moleskine
Songlines Of Customer
Communication

New On The Market
Innovative Promotional
Products



PSI 2014 TRADE SHOW MORE VISITORS AND FRESH VERVE



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EDITORIAL

SPOT ON

It was a tall order at this year's PSI: staging. And that means nothing more than "showcasing". This clearly distinguishes it from a straightforward exhibition. When staging, the artistic element resonates strongly with the creative element. "Beautifully exhibited" is thus much less than "staged". There have certainly been many beautiful exhibitions at the PSI. But deliberately showcasing promotional products in such a way in the foreground is an absolute novelty. This also has a lot to do with the fact that the promotional product must finally find its way into the world of advertising. A great deal has already been done in recent years: impact research, market research, integration of inventors and designers. Now the PSI itself has laid out the solution: **STYLE YOUR BUSINESS** is the motto. **PSI FIRST** was the next offensive. The PSI has finally become a premiere again, a premiere with a catwalk – and generally more catwalk character. The message has therefore been well understood. Many more exhibitors than usual have made their products the stars of the show, whilst others completely redesigned their booths and presented themselves in an honest, friendly and welcoming manner.

Rarely has there been so much fun to simply walk down the aisles and soak up the atmosphere of this wonderful industry with its endless opportunities. Many exhibitors have made their contribution. I watched a presentation no fewer than seven times, which without question was a real success at the trade show: The Digital Dance Performance by LM Accessoires. Meinhard Mombauer once again set standards that were very beneficial to his company and to the trade show. Chapeau – there is no greater compliment I can pay. Combining such emotional artistic dancing with digital animation created a rare experience. Spontaneous applause just like in the theatre. This is the potential of the promotional product when it is presented in this manner, enabling it to be understood by those people who intend to use it for advertising purposes. The industry should send a video of this presentation to all advertising and marketing directors in Europe. They would probably see things in a clearer light.

And this is the message that generally came out of the PSI: The promotional product needs to be in the hands of those who understand it, who see its possibilities and who can also convey this to customers. If we succeed in doing this, then we will not have to worry about this promotional tool.

Keeping this in mind



Manfred Schlösser
Editor-in-Chief PSI Journal



Manfred Schlösser

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PRODUCTS THAT SCORE POINTS

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There is a wise old football saying that a game lasts 90 minutes. The effect of a successful promotional product exceeds this span of time by far. On the following pages, we show you high-scoring products related to the upcoming FIFA World Cup that are sure to make for success far beyond the field. Beyond this, we have put together for you some effective advertising products that are fresh as a daisy.



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PSI 2014: MORE VISITORS AND FRESH VERVE

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A young look, product premieres and new presentation and networking ideas – the 52nd PSI was characterized by renewal and creative new beginnings. Trends and innovations from the world of promotional products were presented by 852 exhibitors from 33 countries. Its 16,228 visitors enabled the PSI 2014 to soar above the event of the previous year by nearly 18 per cent and thus once more cemented its role as leading international trade show for the promotional products business.

GLOBE HOPE: SUSTAINABLE OUT OF PRINCIPLE

74



Globe Hope is an innovative company from Finland, which designs and manufactures eco-friendly products made from recycled materials. Globe Hope makes new, unique pieces of clothing, bags and accessories from old or remnant materials and thus provides an environmentally friendly alternative, and an incentive, to address environmental issues more intensively.

MOLESKINE: SONGLINES OF COMMUNICATION

78



In January 2013, Moleskine, the Italian manufacturer of the legendary notebooks, participated at the PSI Trade Show for the very first time. The successful entry of Moleskine as an efficient supplier of the promotional products industry was also attributed to the concept of the German Moleskine partner Exclusive Gifts. The brand name Moleskine is well on its way to establishing itself as a generic term for the classic notebook per se.

PETER LESEBERG: BAGS ARE HIS PASSION

82



When someone in the promotional products industry speaks about bags, the name Halfar invariably comes up. The company, founded by Armin Halfar and managed by him and his wife Kathrin Stühmeyer, has been continuously developed in recent years and has grown steadily. As sales and marketing manager of the promotional bags business unit, Peter Leseberg contributes toward enhancing the brand profile even further.



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**ON THE MOVE**

Being on the road is an indispensable part of business life. A situation that is also sung about by musicians and described by poets. The best known is certainly the song "On the Road Again" by Willie Nelson and the novel "On the Road" by Jack Kerouac. One is a country anthem, the other is one of the most important texts of the beat generation and the inspiration for the cult film "Easy Rider". Be that as it may. Anyone travelling should not just have his belongings with him, but most importantly the essential things. This is of course relative and may differ depending on your taste. One thing is certain: Useful things on the go should not only be practical, but also a real eye-catcher and with a surprising touch – like the examples chosen show.

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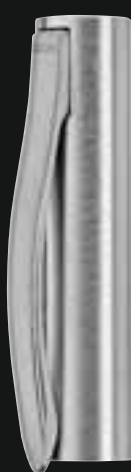
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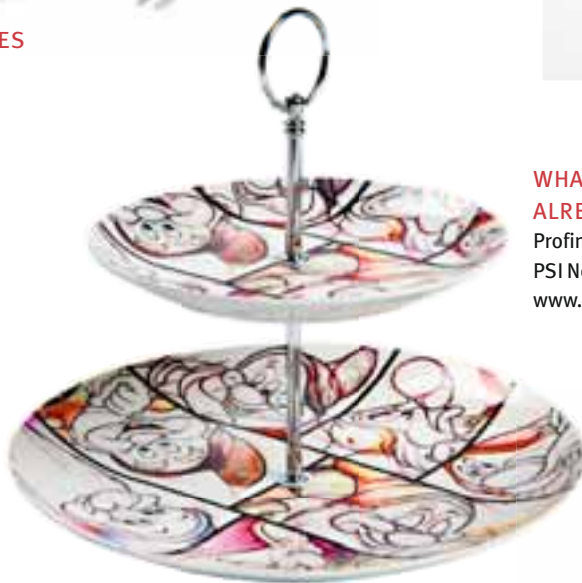


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ROUND TABLE

The Wishing Table. Who does not know the fairy-tale by the Brothers Grimm. Smashing, if it were only that simple. Even though a beautifully set table cannot be conjured up in real life, there are magical possibilities for the table nonetheless. And that is great, because a beautifully set table is becoming increasingly important. A market research study literally brought this on the table. Germans like setting the table – and gladly also appealingly. By the way: The trend for 2014 is colour. And the colours may be mixed at will. Matching tones are a thing of the past. Whether it be stylishly elegant or a reinterpretation of grandma's favourite pieces: there should be a "setting area" of 60 to 80 centimetres per guest. After all, a set table is the host's business card. A colourful variety for the table can be found here.



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PSI 2014 WITH A NEW LOOK

MORE VISITORS AND FRESH VERVE

A young look, product premieres and new presentation and networking ideas – the 52nd PSI, which just finished in Düsseldorf from 8 to 10 January, was characterized by renewal and creative new beginnings. Trends and innovations from the world of promotional products were presented by 852 exhibitors from 33 countries. Its 16,228 visitors enabled the PSI 2014 to soar above the event of the previous year by nearly 18 per cent and thus once more cemented its role as leading international trade show for the promotional products business.

The first surprise at the newly conceived PSI was awaiting visitors to the trade show as soon as they reached the entrance area: anyone coming into the show from the North Entrance could not walk past

the pug familiar from the advertising in the true sense of the term. This eye-catching motif for the new PSI Trade Show campaign, with the claim “Style Your Business”, was set out in the form of a huge



carpet to draw attention – a real eye catcher and at the same time the motto for the trade show symbolizing the change in the industry’s image. The pug, as well as the other campaign motifs, were also present over and over again on the large runners in the aisles of the show as well as in the design elements at the PSI stands and the PSI catwalks in the halls. These colourful, conspicuous recognition effects pointed to the consistently implemented design concept of this year’s PSI: young, fresh and trendy, just like the promotional products on display at the show. The redesigned mall with its prominent colours and casually scattered bar tables and beanbag chairs also made for a fresh look. The former passageway was enhanced to become an attractive location for the new PSI net-



working event. PSI AFTER WORK on Wednesday and Thursday evening turned out to be a cheerful, well-attended get-together for insiders. To sum up, the new concept at the trade show fully validated its claim to communicate the PSI as a modern lifestyle trade show and to display a uniquely wide variety of products in the most effective manner.

CLEAR INCREASE IN VISITORS

“Following two difficult years on the international market, which were marked by often telling slumps, especially in Western Europe, this year’s trade show was characterized by a new mood of getting off to a fresh start,” is how PSI Chief Michael Freter summarizes his impression of the PSI 2014. The clear increase in visitors of 18 per cent compared to the previous year



not only confirms the concept, but also reflects the new dynamics on the international promotional products market. Almost from the start, it could be felt almost everywhere that the halls were busier than last year. The PSI was more compact than the previous year, having only four instead of five halls. This made it possible to get through

a visit to the trade show more quickly and more effectively. By doing without Hall 13, the PSI took account of the fact that some exhibitors requiring a great deal of space were not present this year. As could be heard from members of the industry after the trade show, however, there are signs that these exhibitors are going to rethink their decision and consider participating at the PSI 2015. After all, every company which does not exhibit runs the risk of losing customers and market share to competitors. Trying to win back these customers in the course of the year and reactivate the potentials that were thrown away is a difficult and expensive proposition. Here an ongoing presence at the trade show can be the better alternative. At any rate, the strong increase in the number of visitors, the new dynamics soon to appear on the market and the encouraging results of the most recent industry surveys have in the meanwhile changed for the better the basic conditions for taking part in the trade show.

THE MAJORITY OF EXHIBITORS WERE SATISFIED

Most of the exhibitors we talked to were satisfied with the trade show, both with the volume of visitors as well as with the quality of the conversations. What is more, interested first-time visitors provided for sti-

mulation and variety. Making new customers out of them is the challenge to be taken up in the follow-up work to the show. The estimations of the trade show were always as many and varied as the exhibitors and their products. After all, every exhibitor, as well as every visitor, sees "his" PSI differently depending on how he defines his goals at the trade show. According to his offering, his positioning or his requirement, he will set his own priorities and therefore place quite specific expectations on his trade show presence. Certainly, the stand placement also plays a part when judging the volume of visitors, but that is the case at every trade show. In our talks with distributors, we discovered two main strategies affecting how to make use of the trade show: either the PSI is used as an instrument for keeping up contacts with existing suppliers or for concentrating purposefully on discovering new things. There were more than enough possibilities for this: first-time exhibitors, young, innovative companies and inventors, but also many specialists with a product range tailored to specific areas of application offered plenty of opportunities, even apart from the well-known addresses, to find what was being sought. A new feature was the golden carpets with the PSI FIRST logo designed especially for the PSI FIRST Club which showed the way to those stands at which product innovations were guaranteed to be on display for the first time.

INTERNATIONAL POOL OF IDEAS

Where else, if not at the PSI, can you meet so many different creative thinkers from



Young, fresh, creative: The new look of PSI 2014.

all over the world in one place? The trade show is worthwhile, for it always also holds the possibility of a surprise, of the unexpected and the spontaneous. Whether you discover a great product by chance in an outlying corner or meet someone who helps you get ahead, a trade show is business in real time and that is what makes it so indispensable. It expands your horizon even outside of what can be planned. This is its most basic benefit, however many modern, alternative procurement channels there may be. The many different new presentation formats and exciting settings showed that the PSI can rein-



vent itself over and over again, even in its 52nd year. The PSI FIRST Club, where fifty exhibitors presented exclusive products new to the world, the PSI CATWALK, the Inventors' Area in Hall 12, the expanded Technology Forum and the many presentation zones in the halls again and again provided for new perspectives on the products. The exhibitors also did their part to create the fresh, renewed appearance with their completely new or enhanced stand concepts. Here we can mention a few examples. The Toppoint stand, aimed



Reporting at the PSI opening press conference on positive signals from the industry and market: Michael Freter (PSI), Patrick Politze (GWW) and Manfred Parteina (ZAW) (left to right). Designer Lutz Gathmann gave the laudatory speech for the winners of the PSI awards.



entirely at information, which was very well patronized after the Dutch company had stayed away from the trade show for three years. Geiger's redesigned stand reflected its merger with Notes. Lediberg completed the shift from a closed to an open stand concept and presented itself with plenty of room and consultation spaces in front of a whole wall of products. Impressive, creative and elegant – these terms are sure to apply to these three examples of new trade show stands, as well. The PSI 2014 once again confirmed its significance as a central meeting place of the European promotional products industry and as a forum for innovation and the industry's leading trade show in Europe.

STABLE INDUSTRY SALES AT A HIGH LEVEL

The PSI thus appears to be well on the way to recapturing its former dynamism. The positive change in mood was also reflected in the results of the promotional products monitor presented at the opening press conference and the continuation of the advertising impact study first published two



years ago. Both instruments provide valid data on sales development, use of promotional products, product preferences, advertising impact and user behaviour. Hence they are important planning guides for the industry and at the same time strategically important tools for enhancing the image of the promotional products industry – one of the most important tasks the industry should tackle, as GWW Chair Patrick Politze demanded. The industry defied all the adversities of the past year and achieved sales of € 3.44 billion, the second best result since sales figures began to be recorded.

NEW DYNAMISM AT HOME AND ABROAD

The results of the survey give us every reason to look ahead to the new year with confidence. Following the depressed mood of the two preceding years, a majority of those surveyed are once again expecting business activity to increase. A total of ninety per cent of the companies surveyed are expecting stable to rising expenditures for promotional products, which will also play an important role among the advertising media in the coming year. The advertising impact study presented the communication effect of promotional products compared to the performance of other forms of advertising. Long-time use and thus long-lasting advertising effect, high level of penetration and high recall prove that pro-

motional products have no need to hide. Quite the contrary, promotional products are one of the most effective of all forms of advertising and thus have a promising future. This is what must be communicated to customers and to the general public. Manfred Parteina, chief executive of the ZAW (German Advertising Association), of which the PSI has been a member since 2009, also made this point. Parteina accentuated the significance of promotional products as drivers of market communication for companies in Germany and put it in the "top league of the German creative economy". For the coming year, the ZAW is looking for German business to invest considerably more in advertising. There is also good news for foreign markets: More than half of the foreign promotional products distributors surveyed are expecting strongly rising or at least rising sales. One year ago, this proportion was only thirty per cent. By contrast, a mere eight per cent of international customers are assuming business to weaken. An impression with which markets in Western and Eastern Europe are once again closing the gap to the German promotional products market. So on the whole, the signs are good for the coming year, both inside and outside the industry, nationally and internationally – both an opportunity and a challenge for an industry that is constantly enhancing its professionalism. <



»Brilliant event!«



»Good idea!«



PSI AFTER WORK

CHILLING OUT IS CATCHING ON

The PSI 2014 started in the new promotional products year with plenty of verve. Fertile ground was appropriately laid for the many refreshing advertising ideas with a fully refurbished event concept at the industry's leading trade show. This also included the new PSI After Work.



The organizers of the PSI Trade Show have managed to kindle fresh interest with a decidedly astute campaign and additional supplementary advertising measures. An outward sign that the international trade show is again becoming more attractive was an increase of nearly 18 per cent in the number of visitors. Ex-

hibitors as well as professional visitors from all over the world profited from the many highlights, including the PSI Catwalk with its professional presentation of promotional textile fashions and chic promotional products, the restructured Technology Forum where finishing technologies could be understood and directly experienced,



»Meet customers, make contacts.«

the HALL 13 area with inventive and effective innovations, or the Gusto stand where the multi-sensory qualities of many new products could be sniffed and tasted. The strong accent of the PSI as a genuine new products trade show was emphasized by the PSI First campaign and the new PSI First Awards, which contributed noticeably to giving the 52nd edition of the traditional event an extraordinary character.

MAKE CONTACT

IN A RELAXED SETTING

The PSI After Work concept was also new. The hosts invited those attending to a get-together in the fashionably restyled area of the North Foyer right after the show closed. This was the place to meet, talk and celebrate starting at 6 pm on the first and second days of the trade show. To this end, the entrance area morphed into a lively lounge and party zone which quickly filled up on both evenings with trade show participants ready to chill. Comfortable beanbag chairs encouraged guests to feel at ease while larger and smaller groups formed around the bar tables and in the hall, where distributors and suppliers could get together and be sociable.

REFRESHING CATERING

Foaming and fizzy drinks, hearty curried sausage and other invigorating snacks were proffered. An adept DJ provided mu-



»Pleasant lounge atmosphere.«

sic to keep spirits high. The Pernod Ricard Group, present for the second time with their German subsidiary as exhibitor, had put a Havana Bar in place for the purpose of mixing and serving refreshing cocktails. There the guests also received taxi vouchers worth ten euros from the mytaxi mobility partner, thus enabling the world's second-largest wine and spirits group to underscore its sense of responsibility in marketing alcoholic beverages. The new After Work Concept earned great praise. This get-together is going to be further optimized after the PSI into a major opportunity for networking – and also for affording a relaxing start to the evening. <

»Good for sharing ideas, but also for relaxing.«





Group photo with happy faces: As part of the opening of PSI Trade Show 2014, the winners of the „PSI Campaign of the Year 2013“ were honoured.

AWARDS AT THE OPENING OF THE TRADE SHOW

HAPPY FACES EVERYWHERE

When Donald Duck meets Porsche and a conventional notebook also unveils its digital inner life via an iPad, it's that time again: The winners of the "PSI Campaign of the Year" are about to be chosen. And the spectrum of the three winners of the "PSI Campaign of the Year 2013" could not have been greater.

As part of the grand opening of Europe's leading trade show for the promotional products industry, the three advertising campaigns were honoured with the

award that has been presented annually since 2008. Lutz Gathmann, spokesman for the jury, emphasized the endless creative possibilities of using promotional pro-



Focused on the promotional product: „Collecting Talers“.

ducts. “When campaigns have long since faded away, it is the promotional product that ensures a lasting memory,” he highlights the enormous importance of promotional products.

CONVINCING IDEAS

To the delight of the judges, the campaign which received the most votes from the jury focussed on the promotional product: “Collecting Talers”. As part of the campaign submitted by Gunnar Sprinkmann GmbH, Ehapa/Disney titles such as the Mickey Mouse Magazine, The Funny Paperback, Mickey Mouse comics or Donald Duck special editions with numerous promotional products used as premiums (for example notebooks from Baier & Schneider, cups from Könitz Porzellan, bath towels from Willy Maisel, satchels from Hal-far System, watches from LM Accessoires or room helicopters) were advertised. The jury was convinced that the consistently high-quality promotional products are long-lasting and, as rewards, are also an integral part of a customer loyalty campaign.

LONG-LASTING PROMOTIONAL PRODUCTS

Second place went to Karen Wiese (trend-idee GmbH, Berlin) for the campaign developed for Shire Deutschland for launching the product Elvanse in the pharmaceutical field. The jury was impressed by the campaign by the fact that there was “everything from classical to digital and interactive” and, not least of all, also because the “conclusive idea” is void of any ‘gaudiness’ and clearly demonstrates that even ‘Gods in White’ can succumb to the sustainable persuasion of subtle promotional products.” The campaign included various branded promotional products (including from Karl Knauer KG, Ritter Pen, Toppoint, Böckling, Sweetware and Suthor). A Porsche by mail finished third. Not quite a new car, but a mailing which was sent to mark the presentation of the new generation of the Porsche 911 Turbo and the Porsche 911 Turbo S Coupé and was enhanced by a model of the new Porsche 911 Turbo S Coupé. The entire campaign was developed in cooperation with Dr. Ing. h. c. F.



Their premieres went down well and were presented the PSI FIRST Award: Richartz GmbH (Stefan Richartz, l.), reeko design (Reenald Koch, r.). Not on the photo: Giving Europe.



The mobile espresso machine by Giving Europe convinced.

Porsche AG, Chromedia Dialogmarketing GmbH and TRIK GmbH. The jury highlighted that the actual mailing enhancer occupied a permanent place and thus displayed its effectiveness as a long-lasting promotional product. A statement for a fascinating product and a clear commitment to using high-quality promotional products.

PREMIERES GALORE

“Premieres are the theme at the PSI,” begins PSI Director Michael Freter presenting the PSI FIRST Award. Of the 50 premieres that the PSI FIRST exhibitors had brought along to the PSI from 8 to 10 January, three were presented the first-ever PSI FIRST Award. In the opinion of the jury, Giving Europe, reeko design and Richartz had submitted the best ideas. Giving Europe convinced the jury with the first mobile Lavazza espresso machine “Espresso-go” that can be plugged into a mains socket or car cigarette lighter. reeko design presented the miniature roller container “Roll-co” for pens and other office accessories, which the jury attested a real “would love to have” quality. Richartz impressed with the sophisticated single bladed knife “GRIP K2 safety lock”, which impresses with its distinctive design and high safety standard - thanks to its retractable blade. <



BRILLIANT PRESENTATIONS

PSI CATWALK PREMIERE

The ambiance of major fashion shows found its way into the world of wearable promotional materials at the premiere of the CATWALK at the PSI Trade Show in Düsseldorf. Three times a day highly motivated models showed how fashionable and yet practical professional and casual clothing can be with individual branding on the CATWALK in Hall 10.

The CATWALK event went a step further, however, integrating not only clothing in the show but also useful and unusual accessories, such as luggage and sports equipment. This offered participating exhibitors a new opportunity to present their products away from the stand, virtually “in action”. This new opportunity was eagerly seized and is certainly capable of improvement in terms of size and presentation. The initial reactions of the visitors were very positive: “Much of what is known only from the catalogue or the manufac-

turer’s shelves has twice as much impact when experienced live,” says a delighted Marinna Soltakis from Thessaloniki about this novelty. Herbert Scholl, a visitor from Hanover, would have liked more information on the CATWALK: “A presenter introducing the exhibits as well as the companies involved would meaningfully complement the show,” he explains. Particular praise from both exhibitors and visitors was given for the choreography of the presentations that attracted the crowds following a brief start-up phase. <

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Alpine atmosphere at Rastal's stand:
Christoph Zindel blows into the alphorn.

AT THE RASTAL BOOTH

PROMOSWISS INVITES GUESTS TO AN APERITIF

The members of Promoswiss, the association of the Swiss promotional products industry, invited their guests to a typical "Apero" on the afternoon of the second day of the trade show. Numerous suppliers and distributors had accepted their invitation and amused themselves with small culinary delicacies and wine from the Alpine republic. In a relaxed atmosphere, they talked about the trade show, new products and plans, impending deals or even about private matters in a relaxed atmosphere. Christoph Zindel of RASTAL, in charge of the marketing department at Promoswiss, assumed the role of host at the stand of the traditional glass specialists from Westerwald, Germany, and also proved to be a seasoned Alphorn player whose instrument created an Alpine sound throughout the trade show hall. www.promoswiss.ch



Cheers! Daniel Lörtscher and Promoswiss
President Roger Riwar in a fine Apero mood.



Guests at the reception were catered for with
original Swiss specialties.

PAPERMINTS S.A.

GREAT SUCCESS FOR THE "COOL CAPS"


Papermints, the Belgian supplier of tasty promotional products, is pleased with its successful participation at the trade show. The products of the merry three-member team met with great interest among the visitors, especially the "Cool caps". It is an ideal provider of freshness to ensure a pleasant breath after a cigarette, a glass of wine at dinner or a protein-rich meal. The double mint pearl is without sugar and calories. It is offered exclusively in Europe and packaged in a sturdy tube that can be individually branded. The outer shell of the Cool caps immediately melts in your mouth and ensures a fresh and pleasant breath. The content goes directly into your stomach and ensures a refreshing feeling for a long time. The stand team distributed more than 500 samples of the "Cool caps" during the trade show and gathered around 750 company contacts from all over Europe. www.papermints.be



Melts in your mouth and gives you a double feeling of freshness: the mint pearl "Cool caps".



There was a constant bustle at the stand of Papermints, the freshness Belgians.

A woman with her hair in a bun, with several pens and pencils stuck through it, looking down. A pug dog is looking up at her. The background is a soft-focus blue and pink.

PSI 2015

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WORLD CUP 2014

PRODUCTS THAT SCORE POINTS

There is a wise old football saying that a game lasts 90 minutes. The effect of a successful promotional product exceeds this span of time by far. On the following pages, we show you high-scoring products related to the upcoming FIFA World Cup that are sure to make for success far beyond the field.

It is that time again: “great” and not-so-great football countries will be competing in Brazil next summer to play off the new world champion. The FIFA World Cup is not only the most important sporting event in the world after the Olympic Games, but also a gigantic advertising and marketing event. When millions around the world excitedly look forward to their country’s goals, money also rolls in from investors, sponsors or media corporations. And they not only make the cash tills of the world football association hosting the games ring, but also the many other branches of industry that benefit from the potent enthusiasm for football and the many outgrowths sprouting from it. Especially the promotional products industry makes use of its creative potential to cut a good figure at the court of King Football. And here it is going to be successful once again, as the products in this category beautifully demonstrate. There is a lot of advertising to do before the kick-off. Please turn the page... <

PROMOTION THAT CAN REALLY BE HEARD

The Action hand clapper by Giving Europe is the ideal fan merchandise for loudly cheering on one's favourite team at sporting events. Three hand elements made of robust plastic clap against each other, generating a loud noise. The hand clapper is available in six different colours. Advertising is applied via pad printing.

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



SHOPPING IN FOOTBALL MANIA

Ambassador is putting a new key ring pendant in jersey design on the market just in time for the 2014 FIFA World Cup: Shoppingfan. The shopping cart chip can be designed according to customer specifications. A logo can be applied to the pendant as engraving or embossing with colour fill. In this way, the advertising message will be remembered for a long time, even after the World Cup is long past.

42192 • Ambassador International GmbH & Co. KG • Tel +49 2471 3218
info@ambass.de • www.ambass.de

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FOR TRUE FANS

Global Innovations has added a new highlight to its existing collection of more than 100 patented products of all kinds: the customisable car mirror flag. The product's special feature is its two flag parts, which can be personalised to meet individual preferences, for example as a German flag at the bottom and the customer's company logo at top. Whether it's for the upcoming FIFA World Cup, a wedding or other occasion, the new car mirror flag can be used for many different events. Flexible ties and holding clips ensure that the mirror surface is not covered and that it can be used in almost all vehicle types.

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

ULTIMATE FAN MERCHANDISE

In addition to the ever-popular face painting stick and fan pen, Kundenpflege also offers fan plasters and fan towels in its range this season. The fan plasters are produced by an ISO certified company, are waterproof, hypoallergenic and dermatologically tested. This not only makes them an original, but also a practical fan product for little and big fans alike. The fan towel is particularly long-lasting and can be customised through a variety of different refinement options.

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



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NECK TIE WITH ADDED FUN FACTOR

Whether it's during Carnival celebrations, the FIFA World Cup or a bachelor party, the "Spaßkrawatte" neck tie by Global Innovations is a must-have. It is divided into several sections which can be cut off bit by bit. Each section can contain a rubber loop, within which individually selected items can be stored, for example little bottles, notes with messages or sweets. The neck tie is a novel gimmick for any football match – ideal for the World Cup in Brazil.

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

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Fußball-Weltmeisterschaft
in Brasilien vom 12. Juni bis 13. Juli



Klatschfächer



Papierfahnen

Minifahnen



Alle 32 WM-Teilnehmer

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Fax +49 (0)21 53/91 47 29

E-Mail: info@suthor.de
www.suthor.de





COLOURFUL AND QUIET

The so-called bottle ball from D.Factum GmbH is at the starting block for the upcoming FIFA World Cup. The bottle ball is a beverage bottle (0.33 litres, HSPE, dishwasher-safe), which will especially delight children. It is colourful and durable, and can be used as a container for beverages as well as snacks. It can be carried around with a practical lanyard hung over your shoulder. The bottle ball features an elongated drink opening and a practical screw cap, and is perfect for taking along with you when you're out and about. The fact that the neck can be imprinted and that there are many colours and other personalising design options available accentuates the product's individuality and makes it an expressive advertising medium.

47792 • D.Factum GmbH • Tel +49 228 96698521

kontakt@bottleball.de • www.bottleball.de

BULL'S EYE

Even after twelve years, the ball expert Soccer First is still successful when it comes to balls with innovations and one-of-a-kind design ideas. With the motto "We are ready. Are you, too?", the ball manufacturers from Nuremberg, Germany are continuing to offer specialised traders high-quality finishing options and reliable quality without plasticisers so that they hit the bull's eye for a company's marketing and promotional goals. The Brazilian ball is the new addition to the company's product line. The innovative rhomb cut makes this special football particularly interesting for anyone who is currently on the look-out for emotional and positively-driven advertising mediums for 2014, precisely because of the personalising options available for company logos. Soccer First impresses its long-standing customers time and time again with many other good ideas, like for instance, the funny quotations ball, the World Cup group ball with the national flags, or the 3D design service on offer.

47752 • Soccer First • Tel +49 9113773390

info@soccerfirst.de • www.soccerfirst.de



EVERYTHING FROM ONE SOURCE

The World Cup schedules from in.takt are an ideal, long-term promotional medium for the World Cup in football of 2014. These printed products are available for almost any purpose, from a large wall schedule to a credit-card-sized, Z-shaped one. Branding is possible at a completely individual level, for example, a logo imprint, an individual cover design or the realization of entirely customized contents. In addition, there are the professional services offered by in.takt. Design, printing, bundling, packaging, individual delivery – everything is provided skilfully and promptly from a single source.

45228 • in.takt musik und media marketing GmbH

Tel +49 2381 307030 • info@intakt-media.de • www.intakt-media.de





NEW PRINTING TECHNIQUE

BWS has recently started printing seat cushions and foam fingers, indispensable accessories for football fans, using the sublimation process. This new technology is ideally suited to printing polyester textiles in which various foam qualities have been incorporated. The surface feels very smooth, giving the products significant added value. The technique can be used cost-efficiently even on small numbers of items, meaning large order quantities are not required. This turns the BWS products into popular and conspicuous promotional media at sports events, open-air concerts, outdoor theatres and, above all, at public screenings, as is to be anticipated again for the FIFA World Cup in June 2014.

44519 • B.W.S. Sprl • Tel +32 87 660845

info@bws.be • www.bws.be

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Der unermüdliche Briefbeschwerer mit Magnet und 20 Büroklammern.



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20 Büroklammern, Edelstahl
hochglanzpoliert/Kunststoff



FAN FROM HEAD TO TOE

T rue fans are already thinking about the FIFA World Cup in Brazil and are finalising their outfits. The products by Gustav Daiber GmbH are just right for this purpose, as their own brands Myrtle Beach (headgear) and James & Nicholson (textiles) offer a range of fan items. These include the tournament and fan caps by Myrtle Beach, which are custom-embroidered with country names and flags. James & Nicholson offers a large selection of matching T-shirts and national flags in different designs to complete the fan outfit. Fan flyers with the flags of all participating nations can also be ordered at Daiber. All items can be personalised according to requirements via printing or embroidery.

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

A PERFECT TEAM PAD

W ith the Teampad from Multitec, a football fan can wave his flag in his car in order to show support for his country during the 2014 World Cup in Brazil. The pad is the perfect base for attaching a flag to a dashboard without using glue or a magnet; it sticks to objects only through adhesion to the things that you put down on it, such as a mobile phone, MP3 player, navigation device, glasses or keys. Nothing will fall down, even during a dynamic car ride. Teampad is the ideal advertising medium and a popular giveaway for any area related to sports, regardless of whether it is for a big event, for your own club, or simply as a way of expressing sports-related ties to your own company.

47959 • Multitec Distribution GmbH • Tel +49 2922 9122414
m.jankowski@spiderpad.com • www.spiderpad.com



SUN, BRAZIL AND FOOTBALL

P erfect for the start of the 2014 World Cup: La Concept is presenting one-of-a-kind sunglasses. The special patterned sunglasses give you a totally new way of viewing football games and are ideal accessories for sunny days. Unlike normal sunglasses, the lenses are made out of black plastic discs, which have small holes drilled through them in the shape of a lattice design. This way, the glass lenses can be printed on without limiting the visibility. Any motif that you want can be placed on them using silk screen printing, which turns the glasses into a stylish accessory. Thanks to the frame's bright and striking colours, these glasses will be a real eye catcher during the World Cup in Brazil; after all, what would a football outfit be without matching sunglasses?

50739 • La Concept GmbH • Tel + 49 221 6503270
info@la-concept.de • www.la-concept.de



IMPOSSIBLE TO MISS

No one can help but notice the inflatable football hat team-d has to make fans look cool. Large, lightweight, conspicuous and absolutely safe, it also enables football fans to show how passionate they are about the sport. The cowboy-style hat measure about 43 centimetres in diameter (hat size M/L) and can also serve as a sunshade.

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

LET THERE BE LIGHT

The FIFA World Cup 2014 not only means that people watch the games together, but it also offers them another opportunity to meet up with friends, business partners, customers, or acquaintances. They could combine a nice barbeque with a game. And so that the terrace or garden is perfectly illuminated on such occasions, they should turn on the new LED spotlights from Brennenstuhl. The device is equipped with 54 high-performance LED lights, each with 0.5 watts. The lights are also suitable for use outside because they are categorized in protective class IP 44. There is also the option available of integrating an infrared movement sensor into the product. What is more, the spotlights can be turned to different directions and tilted. The front glass can also come either crystal clear or have a milky glass.

41141 • Hugo Brennenstuhl GmbH & Co. KG • Tel +49 7071 8801186
werbemittel@brennenstuhl.de • www.brennenstuhl.com



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www.werbespielkarten.com

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Leipziger Str. 7 · 04600 Altenburg
Tel.: 034 47/582-0 · Fax: 034 47/582-109

ASS
ALTENBURGER



BEAUTIFUL ARTWORK IN GRASS

The AstroTurf Bag, by the bag specialist Halfar System from Bielefeld, Germany is not only the perfect product for the upcoming FIFA World Cup, but also makes a smart, sporty eye-catcher in every stadium. The well-designed and practical item is manufactured as a flap bag with a special flap made of artificial turf. Starting from a minimum order of 50 pieces, Halfar produces the bag with customised refinement. Digital print labels are the preferred refinement option.

45666 • Halfar System GmbH • Tel +49 521 98244-0
info@halfar.com • www.halfar.com

HOT RHYTHMS

Anyone who wants to really root for their team in the stadium should take along a Sambahorn from Heibro. It produces a noise guaranteed to frighten the daylights out of the opponents. The design recalls a samba rattle, making it predestined for the football World Cup in Brazil. Customers can choose any Pantone colour on orders of 500 or more. Its size is 21 x 8.5 centimetres.

46712 • Heibro International BV • Tel +31 181 418488
kjo@heibro.nl • www.heibro.nl



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SHOW YOUR COLOURS

There are many lanyards on the market, but only a few are suitable as products for real football fans. At the company Original Lanyards, the situation is different because here the Tube Lanyard model can be ordered to come in the colours of many different countries or clubs. And it's not only the vibrant colours that turn these products into the perfect advertising mediums; additionally placed company logos and emblems also ensure that the desired message is conveyed.

46305 • Original Lanyards • Tel +351 214 351106
p.costa@solucoesdeimagem.pt
www.originallanyards.com

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www.stereo-holland-gebaeck.de





EXCITING TIMES

Anyone who would like to give their customers and business partners something to go with the football sensation of 2014 and that will also stay in view every day is guaranteed to find what they're looking for at Intermedia Time, an Italian company. Their designers have managed to make a football watch for the World Cup that combines Italian charm with the precision of Japanese and Swiss clockworks, resulting in stylish watches that can be designed to match the respective country participating in the games. This lets fans show their colours on their wrist, so to speak. An added customer logo puts advertising in the line of sight every time the watch is consulted.

47758 • Intermedia Time SPA • Tel +39 0421 492106

info@intermediatime.it • www.intermediatime.it

FOR EVERY TASTE

Krüger und Gregoriades, based in Hamburg, offers the ultimate fan merchandise in German design for the FIFA World Cup 2014. From flags, horns and hats to items for the car – the wide assortment of products offers something for every taste. All items are available from stock.

47203 • Krüger & Gregoriades Im- + Export GmbH

Tel +49 40 73102180 • info@kg-hamburg.de • www.kg-hamburg.de



THE TEAM IS THE STAR

The biggest football event in 2014 can begin! The culinary barbecue gifts by Grillfreund are sure to appeal not only to hardcore football fans. The BBQ set consists of a winning team. The goalkeeper, a jar of Plochman's Chicago Fire Mustard, defends the goal, while hearty Krakauer sausages form the back line defence. Four fine pork steaks in paprika pesto marinade make up the midfield while the forwards are represented by two delicate chicken breast filets in curry marinade. And there's even a twelfth man: a German flag, 90 x 150 centimetres in size. Orders can be placed with Fröhlich GmbH.

45661 • Fröhlich GmbH • Tel +49 700 123123 30

mail@webfroehlich.de • www.webfroehlich.de



THE SOUND MUST BE RIGHT

During football games, the loudspeaker boxes Sound2Go from Mobiset are just as excited as you are! For the 2014 World Cup, this sound system offers listeners an ultra-compact and spiffy mini loudspeaker, which features a World Cup ball design. Fans can show which team is their favourite with the black, red and gold colour combination in the form of many small German flags. Just connect the loudspeaker to a laptop, tablet, or smartphone with a jack cable and you are ready to enjoy listening to the live coverage and atmosphere of the game being aired with friends, even while you are out and about. It will also not be a problem if the built-in battery runs empty. Just connect the speaker to the USB port on a PC or laptop with the cable included and then your battery will be recharged again.

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

A NICE COMBINATION

We stand behind our national team! The designers from Spranz have started the year of the FIFA World Cup with this theme in mind, and have come up with a strong and practical, powerful, mini- eco-watt flashlight called Metmaxx, which features the team design of the German national team. The product is not only functional, but it makes an elegant statement at the same time: A tribute to the eleven players with the national eagle symbol on their chest. It's a likeable and practical combination (also ideal for inside mirrors). The case made out of premium aluminium is durable and splash-proof, and features a carrying strap and hanging loop. It comes delivered in a design box and includes AA batteries.

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



FOLD-YOUR-OWN FAN HAT

JHI has come up with a truly original event item: a folded hat – huge, printable and providing protection from the sun or rain. After all, the material is tear-resistant and waterproof and will serve you well at any event, such as in the sports stadium or at public screenings in June when the football is rolling for the World Cup in Brazil. The flat pre-cut hat is just two millimetres thick and can be folded into a large cowboy hat with just two hand movements. Incidentally: to go with it, the 120-decibel folding horn, whose design is likewise registered, is also available and can be custom designed by the customer.

48291 • JH Innovations GmbH • Tel +49 621 7481466
info@jh-innovations.de • www.jh-innovations.de



FOOTBALL FEVER EVERYWHERE

The Soccer Case by Embags is a mini football game packaged in a fine aluminium case, making it an ideal companion when travelling or in the office. Whenever “football fever” hits, users can put their fingers to work anytime, anywhere; a second player is easy to find. A promotional message or logo can be applied on the aluminium case via printing or laser engraving. A quality promotional tool in the year of the FIFA World Cup 2014.

42625 • Embags Hamburg GmbH • Tel +49 40 7313318

info@embags.de • www.embags.de

WHO IS THE WINNER?

With the Football World Cup Board from adamo, all the results and events of the World Cup 2014 can be easily recorded. It is a whiteboard measuring 40 x 60 centimetres – an ideal promotional product. The flags of the countries can be placed on the write-on board as magnets and the up-to-date match results can be entered using a board marker. This caters for excitement and fun in office or leisure contexts. The supplier, adamo, is also happy to offer its services in printing a promotional message onto it.

42299 • adamo design GmbH • Tel +49 5265 7474

info@adamo-design.de • www.adamo-design.de

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PURE ENTHUSIASM

A football fan wants to show his enthusiasm for the sport nearly everywhere he goes: at the beach or swimming pool, in the sauna, when doing sport, while on trips, or even at home in the bathtub. And this is especially true when it comes to the World Cup champion. The hand and bath towels from Erteks do a good job at just this. The fluffy and soft products can be embroidered with the national colours and emblems of all the competing national teams according to a customer's special wishes, and they can be delivered at short notice. An additional advertising message can also be placed on the product upon request.

48529 • Erteks Kadife Tekstil San. Ve Tic. Ltd. Sti • Tel +90 258 2691623
welcome@ertekstekstil.com • www.ertekstekstil.com

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BAGS BY RIEDLE

RIEDLE MACHT DEN UNTERSCHIED

Seit fast 20 Jahren steht der Name RIEDLE für hochwertige Taschen im Werbeartikelmarkt. Mit seinem Premiumprodukt ist Volker Riedle seit Jahren nachhaltig erfolgreich – und kennt auch die Gründe dafür: „Für uns sind drei Dinge exorbitant wichtig: Geschwindigkeit, Qualität und absolute Berechenbarkeit. Und genau das macht den Unterschied aus.“

SPITZENGESCHWINDIGKEIT À LA RIEDLE

Mustersendungen innerhalb von 24 Stunden, eine Produktionskapazität von 70.000 handgefertigten Taschen pro Tag(!) sowie Express-Lieferungen in gerade mal 3 Tagen sind eine der zahlreichen Geschwindigkeitsfaktoren à la RIEDLE. Ein Garant dafür ist die Herstellung in Deutschland und der EU und dementsprechend kurze Transportwege. Ein gravierender Unterschied zu „Billigprodukten“ aus Asien.

DAMIT DIE TASCHE HÄLT, WAS SIE VERSPRICHT

Tragetaschen von RIEDLE werden gerne mehrmals genutzt – auf der Straße, im Shop, beim Event oder auf dem Messegelände. Unumgänglich also, dass eine RIEDLE-Tasche viel aushalten muss. Die „Lieblingsstücke“ von RIEDLE werden ausschließlich aus reißfesten und stabilen Papierqualitäten von 190 bis 240 g/qm gefertigt. Für den Tragekomfort kommen weiche und stabile Tragekordeln zum Einsatz, die

in 170 verschiedenen Farben zur Verfügung stehen. Damit lässt sich gänzlich jeder Farbwunsch aus der Pantone-Palette erfüllen. Alle Taschen entstehen in Handarbeit. Eine ultrafeste Pappversteifung verhindert ein Ausreißen der Kordeln unter Belastung. Ergebnis: kein Einreißen, keine Wellenbildung und keine störenden Rillen. Die Bodenplatten der Taschen sind zudem extra stark, damit der Inhalt in der Tasche und nicht darunter bleibt. Last but not least sorgt der doppelte Randumschlag für ein Top-Produkt.



DER UMWELT ZULIEBE: KLIMANEUTRALE PRODUKTION

Papiertragetaschen sind im Gegensatz zu ihren „Kollegen“ aus PVC, Nonwoven oder Baumwolle bis zu 100 Prozent recycelbar. Das freut die Umwelt – und gibt den Kunden ein gutes Gefühl. Ab diesem Jahr gibt es die original RIEDLE sogar in klimaneutraler Herstellung. Beim klimaneutralen Drucken wird genau die Menge an CO₂-Emissionen ausgeglichen, die bei der Produktion von Druckerzeugnissen entsteht. Der Ausgleich erfolgt durch Unterstützung von Klimaschutzprojekten – wie bspw. die Sicherung von sauberem Trinkwasser oder Erhaltung der heimischen Wälder.

RIEDLE QUALITÄTSMERKMAL FSC ZERTIFIZIERTES PAPIER

Ein weiterer wichtiger Schritt für mehr Umweltbewusstsein ist die Papier-Zertifizierung nach FSC. Dafür muss nachgewiesen werden,



Volker Riedle engagiert sich seit 20 Jahren für werbewirksame Papiertaschen

dass ein Holz- respektive Papierprodukt komplett, also entlang der gesamten Bearbeitungs- und Lieferkette, aus ökologisch und sozial verantwortungsvoller Forstwirtschaft stammt. Vergeben wird die Zertifizierung vom Forest Stewardship Council. RIEDLE befindet sich mitten im FSC Zertifizierungsprozess.

JA ZUM EPPA-KODEX

RIEDLE stellt sich bei der Herstellung aber nicht nur der

ökologischen, sondern auch der gesellschaftlichen Verantwortung. Das Unternehmen hat sich kürzlich EPPA (European Promotional Products Association) angeschlossen. Der damit verbundene Verhaltenskodex beinhaltet fairen Handel ebenso wie sichere und gesunde Arbeitsplätze. Mindestens ebenso wichtig ist die Kontrolle der Lieferanten, um Missstände wie inakzeptable Beschäftigungsverhältnisse oder gar Kinderarbeit wirksam ausschließen zu können. Riedle ist die Marke für Marken.



SHOWING COLOURS

The material, cut, workmanship, and simply everything about this new car flag from elasto form is a little bit more extravagant. The long scarf made of a double-layered, glossy satin-polyester composite in black-red-gold with white fringe on the end looks really impressive on every car and is sure to draw an envious glance or two. Nonetheless, it is as easy to attach as any other car flag. It comes with a high-quality white plastic mount included, fits windows on all car models, is easy to put on and, above all, take off again. It can be finished using transfer printing.

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

LAOLA WITH A MESSAGE

The Laola glove from Achilles is an ideal piece of memorabilia and at the same time a perfect promotional product. The inside can be used to root for the team in its own or its country's colours. The white outside of the fan glove, by contrast, can sport individualized printing so that the advertising message is communicated to the nearby fan community.

45561 • achilles concept GmbH & Co. • Tel +49 6102 597642
info@achilles-concept.de • www.achilles-concept.de

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GREAT SHEET METAL COMPANIONS

Nostalgic-Art is presenting two types of sheet metal signboards for the FIFA World Cup whose design can be adapted to any company or brand. The surface of the signboard, called WM Spielplan, features a special memoboard coating so it can be written on with a whiteboard pen, for instance, with tips on the final outcome of a game. The reusable magnetic signboard for fans is made of extra-strong sheet steel and comes with a customized match schedule printed on paper and four round football ball magnets. And after the last game in Brazil, the signboards can continue to be used for an unlimited time.

46249 • Nostalgic-Art Merchandising GmbH • Tel +49 30 30647000
fertigung@nostalgic-art.de • www.nostalgic-art.de

CLEVER COMPANION

The Soccer ballpoint pen from Giving Europe is a bright companion for the next football event, especially when it comes to the battle for the trophy at the World Cup in Brazil. A twistable football is positioned on top of the push button, which is ideal for alleviating stress. The pen is available in the five great colour combinations blue, red, yellow, orange or light green. Soccer also stands out from the crowd due to its clever mix of materials: plastic and frosted applications. Advertising is applied using pad printing.

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



POCKET SIZE

A small fan banner that can be pulled out and rolled up to fit in any trouser pocket is on offer from Macma just in time for the FIFA World Cup. But the little flag can be put to good use at other events, too, whether sports, business or private. It can be customized with flags, sayings or motifs upon request. The minimum order quantity is 5,000 units.

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



COMPACT GOAL SHOOTER

With Great Goal, the game of skill by Inspirion, football fans can practise goal shooting just like on TV. The wooden game in miniature form consists of a field with a green base, a goal wall with five holes and a net. A small football also comes supplied. The movable wooden figure is positioned on a rotatable disc, allowing it to be moved into the perfect kicking position. In order to shoot, the player's foot is raised via a lever.

42907 • Inspirion GmbH • Tel +49 421 52270

info@inspirion.eu • www.inspirion.eu

INTO THE FINAL WITH SAMBA

Football and samba are quintessentially Brazilian pastimes; they will cast a spell over every fan during the World Cup and over anyone who would just like to become one. It's no wonder then that the powers that be at the Dutch company Vrievorm decided to include the Samba Shirt Whistle in their product line because it creates a great atmosphere. This product can be ordered to come with one or two colours and nearly any colour variation is possible. Of course, Vrievorm can also create the jersey colour of your favourite team. A logo or company name rounds off the design.

Vrievorm • Tel. +31 6531 98134

info@vrievorm.com • www.vrievorm.com



ON THE WAY TO A GREAT BREAKFAST

Gimex GmbH is selling breakfast boards, which are one of the most popular promotional products on the market. They are made out of high-quality melamine plastic and come in different sizes. Upon request, they can also come with little anti-slip legs, which prevent them from sliding off a table or desktop. A personalised imprint on the surface makes these high-gloss and dishwasher-safe boards perfect to use at events or as fan merchandise, like for instance, at the FIFA World Cup 2014. Last but not least, the wonderful promotional product offers plenty of space for any advertising message. Advertising is placed on the product using high-quality 4c printing.

47578 • Gimex melamine plus GmbH • Tel +49 2204 402922

gimex@gimex.de • www.gimex.de





GOOD WOOD!

This is a saying German ninepin players traditionally use to wish for a good game, but it also goes well with the new briefcase from Holz Fichtner. And not only that, but real football fans are sure to get their money's worth with this case. On the outside it is a case made of wood, on the inside, though, a playing field and advertising space. The grass-green interior is designed like a football field. The oddments compartment recalls the 1954 FIFA World Cup, with a design like the jersey of the German world championship team at that game. The design of the handle is worth special attention. Thanks to the grooves worked into it, it lies very comfortably in the hand. The carrying case comes in a variety of different kinds of wood.

41782 • Reiner Fichtner • Tel +49 921 789510

Info@holz-fichtner.de • www.holz-fichtner.de

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info@rheingoldsport.de

Rheingold Sport Products



MOTIVATION THAT'S SURE TO BE HEARD

Whether it's in front of the television or in the stadium – the Flute whistle by Inspirion allows football lovers to support their team loudly and clearly. Thanks to the key ring, the little whistle made of aluminium can be easily attached to a set of keys and is therefore at hand whenever needed to cheer on the team. The clever fan product is available in seven great colours.

42907 • Inspirion GmbH • Tel +49 421 52270

info@inspirion.eu • www.inspirion.eu

A COMPLETE ASSORTMENT

Since the beginning of December, the new adidas ball “brazuca” has been the new sports equipment on the market for the FIFA World Cup in June 2014. As part of its enthusiastic count-down to the FIFA World Cup, the company Rheingold-Comet-Sports GmbH is offering all PSI members the opportunity to get this top brand-name product, as well as many others. Everything is available, from a match-sized ball to a mini-ball. The distributor points out that it would be advisable to place orders early because it cannot rule out supply shortages during the last few weeks before the World Cup. In addition to products from adidas, Nike, Puma and Jako, there are also popular ball products from the company's own brand for sale, which have a World Cup design and come either with or without a customer's imprint on them.

47620 • Rheingold-Comet-Sports GmbH • Tel +49 2151 8775512

info@rheingoldsport.de • www.rheingold-comet-sports.de



THE SOUND OF BRAZIL

The caxirolas, which are featured in X-tra – BooX GmbH's product line, are the Brazilian equivalent to the South African vuvuzelas used during the FIFA World Cup 2010. Originally the instrument was made out of recycled plastic and it looks like a mixture between a calabash with handles and a rattle. It is closed, filled with pebble or seeds, and shaken with a samba rhythm, or alternatively, two caxirolas can be hit together rhythmically. The caxirola is expected to be the Brazilian music instrument during the FIFA World Cup 2014 and it will be used on all of the streets and plazas. A minimum order of 1,440 units is required.

48101 • X-tra - BooX GmbH • Tel +49 6181 945910

xtra@xtraboxx.de • www.xtraboxx.de



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Patrick Politze is the old and new Chairman of the GWG in Germany.

GWG – EXECUTIVE BOARD OFFICIALLY CONFIRMED

STRUCTURAL CHANGE INITIATED

The members of the German Association of the Promotional Products Industry (GWG) unanimously re-elected the current board at the annual general meeting in Düsseldorf on 16 December 2013.

In addition to the Chairman Patrick Politze (BWL e.V., Cologne), Hans-Joachim Evers (bwg e.V., Neuss) and Michael Freter (PSI Reed Exhibitions Deutschland GmbH) will continue to act as Vice Chairmen. Klaus Rosenberger (AKW e.V., Bühl) will continue to act as treasurer in the next two years.

SECOND-BEST SALES RESULT IN 2013

According to the GWG, the promotional products industry was able to meet the adverse market conditions caused by government and industry regulations in the past calendar year. With a sales volume of approx. € 3.4 billion, a slight decline of 1.5 per cent compared to the previous year was recorded. However, at the same time, the second-best result ever in the industry was also achieved.

DECISION ON THE STRUCTURE OF THE ASSOCIATION

“A particularly gratifying result of the AGM is that the Executive Board and the members unanimously passed a resolution to initiate measures and to examine whether and how all associations and companies that are currently organized under the umbrella association (BWL, AKW, BWG, PSI) can be merged into a new single association, GWG. This establishes a framework for a structural change in the landscape of the German Association of the Promotional Products Industry which should enable the interests of our industry to be represented more uniformly, efficiently and successfully,” says Patrick Politze. The Executive Board and the members have allocat-

ed twelve months for the merger process which will be coordinated by GWG. All individual associations have until the end of 2014 to decide whether or not they want to adopt the new structures of a single industry association decided so far or whether they want to remain as an individual entity. Until then, the GWG will continue to act in its previous capacity.

NEW STUDIES

According to Politze, “It is especially important to advocate more just and, above all, more transparent tax laws as well as to reduce the arbitrary and inhibitory interpretations by the tax authorities. In addition, we want to create a greater awareness of the extraordinary potential, versatility as well as the persuasive effectiveness of this advertising medium by means of studies carried out by the advertising industry.” The results of two major studies in the industry were presented just in time for the annual press conference: the Promotional Products Monitor 2014 and an update of the Advertising Impact Study on Promotional Products. “Both surveys impressively show the particular benefits and the high efficiency achieved in using the form of advertising we represent,” Patrick Politze comments on the results of the studies presented at the PSI 2014.

www.gwg.de



REINFORCEMENT OF TEAM "DER FURTMAYR" FILLS MARKETING POSITION

Since 2 January 2014, Marina Speck has been reinforcing the team of the promotional product specialists "Der Furtmayr" in the field of marketing and



Marina Speck

communication. In addition to providing strategic brand management, she will also breathe new life into approaching customers, in a manner of speaking. Marina Speck previously worked as a marketing

consultant in the energy industry. The 28-year-old was responsible for private and commercial customers. "We want to be perceived again as being active in the market. It is especially important in marketing to consolidate our expertise so that we can continue to supply innovative promotional products and to use the appropriate communication channels," says Managing Director Stefan Furtmayr. www.furtmayr.com

E.T. TECHNOLOGIES SALES TEAM IS EXPANDING

E.T. Technologies Deutschland GmbH, a specialist for electronic promotional products of all kinds, has strengthened its



Arnd Hartwig

team. Since the beginning of January 2014, Arnd Hartwig has been responsible for the field sales team of the company based in Monheim am Rhein, Germany. Arnd Hartwig has had many years of

experience in the promotional products industry and is now taking over the on-site support for the whole of Germany and Austria. Contact: Tel. +49 + 171 7676760; a.hartwig@et-tecs.de www.et-tecs.de

BOFA

NEW SALES STRUCTURE

Since 1 January 2014, BOFA-Doublet GmbH has restructured its sales to respond even more effectively to the increasingly complex projects of its customers. The restructuring resulted from the work of the last two years, since the former Bonn-based flag factory has belonged to the Doublet group of companies. As a result of the broader product portfolio, the company no longer focuses only on flags. BOFA supports its customers with service and high-quality printing and promotional products wherever the visual impression counts, for example at trade shows or events. A newly created project team is now responsible for ensuring a successful image. "We look at your project holistically, from brainstorming through to planning and production right up to on-site implementation. The years of experience of the entire group of companies are a major advantage," promises team leader Stephan Baumgart. www.bofa.de



A newly created project team is now responsible for ensuring a successful image (left to right): Marcel Seiler, Stephan Baumgart, Torsten Hoffmann.

CREATIVTEAM EXPANDING THREE NEW MEMBERS

Three promotional products agencies in Germany – concept promotion in Maintal, engel-werbung Werner Huissel GmbH in Stuttgart and K.Probst Promotion in Seligenporten – have now become the latest partners to join the CreativTeam collabora-



Group photo of the participants after CreativTeam's annual supplier partner forum.

tion. "These newcomers will distinctly strengthen our market position in southern Germany and offer us excellent opportunities for joint marketing and sales activities in the future," says Andreas Ruda of Voepel Werbemittel, a member of CreativTeam. "That this sort of affiliation does not belong on the scrap heap is shown by the many interesting inquiries from our colleagues about joining CreativTeam. That is why we are certainly going to get even stronger

in the coming years," Ruda continues. With a current total of nine partner companies, CreativTeam held its annual supplier partner forum in late November. "Along with resolutions for concerted action in the upcoming 2014 business year, it was primarily a matter of bringing the existing regular suppliers closer together and developing new strategies in order to be up to handling the ever greater challenges of the market," Ruda explains. www.creativ-team.de

CITIZEN GREEN

OPENING OF A OFFICE IN GERMANY

Citizen Green, a well-respected provider of sustainable promotional items for 25 years, announced the opening of a representative office in Uettingen, Germany. The establishment of a German representative office reflects Citizen Green's international focus and its commitment to the German market. "The opening of the German office marks a major commitment to a European development and the future of our firm. Having a local presence and local expertise in a country where we have seen significant activity, allows us not only to better serve our global client base but also positions us more effectively as a valuable contributor to the European promotional items market," says Rodolphe Jaquet, CEO of Citizen Green. The new office will work with a carefully selected network of distributors who are involved into the sustainable question of promotional items. Citizen Green was founded in 1987 and is headquartered in Paris, France. It provides more than 500 "green" references on stock, offering internalized printing services and a sustainability dedicated catalogue. It also has worked out a sale named Etikeko which enables final customers to understand why each range of product has been selected by Citizen Green and can be considered as better for environment.



Alexander Szirota

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 aszirota@citizengreen.de
 Tel. +49 9369 98499-74

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www.citizengreen.de

FOR THE FIRST TIME IN THE INDUSTRY
GIFFITS TO LAUNCH TV
SEGMENT ON N24

The promotional products distributor Giffits, which specialises in e-commerce, is showing its pioneering spirit with its first TV segment that was launched on 22 November 2013 on channel N24. By



doing so, the Hamburg-based firm is the first in the industry to focus on B2B-communication through television presence. The selection of the channel, on which the entirely in-house produced 20-second spot is being broadcast, reflects the fact that the company is primarily targeting business partners. Giffits plans to continue using television to spread its message. The TV spot can be found on the Giffits blog at: <http://blog.giffits.de/licht-aus-spot-an-giffits-bringt-werbeartikel-ins-tv>.

HERMANN FLÖRKE GMBH

WELLNESS FOR PROMO

Under the name of "Wellness for Promo", Hermann Flörke GmbH is launching a new brand specially designed for promotional products customers. "The brand has emerged as a result of market developments in the area of promotional products as part of further fragmenting customer requirements and as a consequence of the natural development of a branch of Hermann Flörke GmbH specializing in this field," explains Managing Director Armin Flörke, adding, "Wellness for Promo is aimed at marketing promotional products in the wellness segment of this market and is especially adapted to the marketing strategies and personality of this particular type of customer. The advantage is many years of experience and expertise in professional manicure and pedicure production. We will expand our product spectrum by adding natural health and care items." www.wellness-for-promo.de – www.floerke.de



A wellness set from the new
 "Wellness for Promo" series.

NEW WAVE

NEW INTERNET PLATFORM

The textile distributor New Wave is optimising its sales structure with a new internet platform based on Corporate Web Logistics (CWL). The advantage for distributors and textile refiners: the platform is easy to use without IT knowledge. Order processing, handling and organisation are fully automated and enable users to directly implement marketing and sales measures. In addition to the areas marketing and sales, the new internet platform also offers a comprehensive infrastructure for logistics, product procurement and administration. Further information on the possibilities of CWL can be found at: www.cwlweb.com and www.newwave-germany.de.

MBW

JAN BREUER APPOINTED MANAGING DIRECTOR

On 1 January 2014, mbw Vertriebsges. mbH appointed Jan Breuer managing director. Together with the company's



Jan Breuer

founders Monika and Walter Both, the 30-year-old thus forms the management team of the company based in Wanderup in northern Germany. Breuer, who has been working for mbw

for more than ten years, is looking forward to the new tasks and challenges. www.mbw.sh

MBW

TEAM CONTINUES TO GROW

Mbw Vertriebsges. mbH continues to grow. Since early October 2013, Michael Muijsers has strengthened the team of the



Michael Muijsers

German-based company. After successfully completing his training as a media designer for digital and print media in 2008, Michael Muijsers deepened his knowledge in the field of web design and IT and

successfully completed a bachelor degree in applied computer science / media computer science at the Flensburg University of Applied Sciences. At mbw he works as a web and graphic designer and supports marketing and sales.

www.mbw.sh

DIE6 STILL GROWING

BIKA WELCOMED AS NEW MEMBER

We find it exceedingly gratifying that the economic performance in our network of affiliated companies was again positive this year, contrary to the general trend in the promotional products sector," is how DIE6 Managing Director Holger Kapan-ski tallied up the 2013 business year at the general meeting of the promotional products association in Hagen, Germany in early December. And he can also take pleasure in a new admission: BiKa Birgit Schepp GmbH based in Bad Soden will be the sixteenth associate in the group of promotional products specialists starting on January 2014. Birgit Schepp, partner and managing director in this Hessian promotional products company, says, "I am glad that our company now belongs to the DIE6 group



Heinrich Grübener, member of the DIE6 Supervisory Board, together with DIE6 Managing Director Holger Kapan-ski, BiKa Managing Director Birgit Schepp and Walter Schepp (from left).

and I hope that we can use our expertise to really spur on the industry together with the other partner companies." Birgit Schepp can look back on decades of experience in the promotional products sector. In 2006 she decided to found the company along with her husband Walter (with whom she has already been working successfully in the promotional products business for more than thirty years) and her daughter Kathrin. The traditional focal points of BiKa are industrial customers in the Rhine-Main area, accounting for more than 90 per cent of the company's business. www.die6.de

CRIMEX GMBH

NEW SUBSIDIARY OPENED IN FRANKFURT

The German promotional products supplier Crimex is expanding its nationwide branch network. Apart from its headquarters in Osnabrück and agencies in Hamburg, Berlin, Düsseldorf and Munich, the company has now opened another subsidiary in Frankfurt am Main. Since the beginning of November 2013, Tom Hipper and Marita Juli have been offering the extensive range of products and services from Crimex in the Frankfurt district Höchst. Due to the growing customer base in Greater Hesse, it was the company's goal to be personally available with a local regional office for its customers and prospects. The new office was created by purchasing Rhein-Main-Werbeartikel GmbH from which both the existing customer



base as well as the know-how of the employees were acquired. It is business as usual for existing customers in the future, too.

Contact: Tel. +49 69 30038531-0, frankfurt@crimex.de. www.wa-shop.de



Touch, try out and taste: The Welcome Home hosts brought along over 300 products of their latest product ranges.

WELCOME HOME 2013

NEW ATTENDANCE RECORD

“Welcome Home” already sounds very familiar on the agenda of the professional promotional products industry. Under this label, renowned suppliers of promotional products once again invited guests to visit their companies to show them directly how ideas arise and quality is made.

The successful Welcome Home circle had expanded the recent series of events at the end of 2013 in two ways: This time nine instead of the previous eight industry professionals started their Welcome Home tour with veritable new products. And the companies Daiber, Fare, Geiger

(previously operating here as Geiger-Notes AG and from 1 January officially operating under Geiger), Halfar, Young, koziol, LM accessories, Senator and the newly acquired MBW had also extended the radius beyond Germany's borders to include Austria and Switzerland. At the end of No-

vember, the partners started with two events in Vienna and Dietikon near Zurich before the cooperating companies welcomed their trade guests in December at koziol in Erbach, Daiber in Albstadt, Fare in Remscheid and Halfar in Bielefeld. Here is where the genesis of successful promotional products could be experienced first hand.

EDUCATION PURE

The employees of promotional product distributors and advisors rarely have the opportunity to experience first hand how promotionally effective products are developed, manufactured and refined. If nothing else the Welcome Home partners are keen to impart their knowledge: How does an embroidery machine actually work? How is paint applied to cups or a logo applied on an umbrella? Or how do sweets acquire a good taste? And why are calendars much more than simply printed paper? What goes into making a high-quality promotional product? All these are basic things when



In Zurich, the Swiss promotional products industry had a lot to discover for the first time as part of "Welcome Home".

it comes to promotional products distributors explaining the significance of a good promotional product to the end customer and to persuading him to use a certain product and no other product. In this regard, the invitations to the companies of the Welcome Home group cannot be commended highly enough, because they pass on the enthusiasm for promotional products directly to the trade.

MORE THAN 1,000 VISITORS

But the promotional products trade was also supported at the other venues in Vienna, Zurich, Munich and Hamburg. With over 300 new products at hand, visitors were able to touch, try out and taste the interesting ranges of products the hosts have to offer in 2014. Thus, the truly extraordinary concept of Welcome Home has become increasingly popular, which is documented not only in the positive reactions of the guests, but also in the sheer numbers of visitors. The highest numbers of participants were registered in the fourth



year of "Welcome Home". "We had more than 1,000 visitors and issued bonus coupons worth over a million euros to them as part of our Welcome Home Bonus Programme. Our first event in Austria and Swit-

zerland was very well received; we will be organizing a Welcome Home event in both countries again next year," said Christiane Brachthäuser from LM Accessoires in summary. The new dates for the nine Welcome Home events in 2014 have already been scheduled (see box). <

WELCOME HOME 2014

25. Nov. Vienna
27. Nov. Dietikon/Zürich

02. Dec. (Tues.) Senator
03. Dec. (Wed.) Jung
04. Dec. (Thurs.) Munich

08. Dec. (Mon.) Geiger-Notes
09. Dec. (Tues.) LM Accessoires
10. Dec. (Wed.) Halfar
11. Dec. (Thurs.) Hamburg



Meeting at the end of the year: Relaxed exhibitors, interested customers

A&O ADVENT TOUR 2013

TRADE SHOW WITH EVENT CHARACTER

From 2 to 12 December, the 21 suppliers of the A & O Advent Tour invited their customers to a total of 8 locations to exhibit their products. On display were carefully selected assortments of new and classic products. As usual and widely appreciated, the exhibition afternoon was followed by a goose dinner each evening with informal conversations and plenty of time to exchange ideas. Here's a review.

It is almost an institution: The A & O Advent Tour which was launched in 2008 with 15 suppliers. Within the last three years the group has grown to 21 exhibitors. This is a manageable size, also with regard to the locations as well as setting up and dismantling. However it is not in-

tended to further expand the "caravan" which always makes a stop at particularly unusual locations – there is a broad consensus on this among the participants. Because then one of the main positive aspects of the tour could quickly disappear: That the existing product groups do not

overlap, but complement each other very well. This is quite noticeable when we look at the list of exhibitors: Ars Design, Artihove, Brennerei Betz, Boschagroup, Dykhoff, Infoplus, Inspirion, Joytex, Maica, Nestler-Matho, Niederegger, Octogone, Orcas, Premo, Protrade, Ritter Pen, Rösle, Samsonite, Sigikid, Snap Sportswear, SND, Xindao.

ON HISTORICAL TERRAIN

The editorial team of PSI Journal was in Bad Homburg and in Ahrensburg. Landgasthof Saalburg, a restaurant near Bad Homburg, was our destination. The trip along the German Limes route into Hochtaunus already gave us a slight feeling of being on a weekend excursion. In fact, the reconstructed Saalburg Roman fort, from which the nearby restaurant takes its name, is one of the most important archaeological tourist attractions in Hesse. With the only reconstructed Roman fort in the world and the UNESCO World Heritage site of Limes, the region is steeped in history – and this deserves a mention in a trade show report. The same applies to Landgasthof itself, which Emperor William I had built



The varied range of products provides promotional ideas for every occasion.



Customer care is a top priority.

for his own use and as a tourist destination in the year 1875. Wilhelm II was also often a guest here. The ceremonial hall dates back to 1907 and formed an impressive backdrop for the trade show. The unique, rustic flair of the historical premises certainly contributed to the open-minded mood of the exhibitors and customers. Locations that are beautiful tend to make you feel comfortable and open to good conversations and new ideas.

THE MOST IMPORTANT INNOVATIONS AT THE READY

“We have brought along our main innovations, but of course there will be even more on display at the PSI. Not all the products are quite finished,” says Tina Mahler from Orcas when asked about the product range on display. “Here is where we arouse the curiosity of the visitors to the PSI; we invite them personally and find out their requirements. In doing so, the contacts are automatically strengthened.” Manfred Nieder from Inspirion agreed, adding, “On the tour we have a lot more time to deal with customers than at major trade shows. We discuss things at great length so there is

more time at the PSI to take care of new customers and international visitors. Roadshows have proved very successful to prepare for the PSI; they are a perfect complement to it.”

IDEAL FOR CUSTOMER CARE

For Joep Raanhuis, who represents the bag supplier Joytex on the tour, the event character is a key success factor of the A & O Advent Tour. The opportunity to get to know customers better and to exchange ideas in an informal and friendly atmosphere is most important for him. „The bond between seller and customer has become more important again. Product Information and advice are of course first priority, but it is equally important to strengthen relationships and build trust.” The concept of the tour is ideal for this: A transparent framework, original locations, sufficient time for customers and the evening event which the exhibitors as well as distributors look forward to every time. Not only because of the pre-Christmas goose dinner, but also because of the informal conversations and the pleasant atmosphere. After the product show has ended, the customer is then,

so to speak, taken by the hand and escorted to dinner. After dinner, the exhibitors still have to dismantle their stands so that they can head off to the next location in the morning. The two gruelling weeks are nonetheless worthwhile for everyone and fun as well because the suppliers’ representatives understand one another very well and have become a really nice group. Finally, Raanhuis asks us to bear another interesting point in mind: “We are benefiting from one another because we introduce the customers to each other or send them to a colleague who can help them further. Numerous deals have been created from such advice.” The contact approach is extremely important in any case.

PSI IS INDISPENSABLE AS THE SHOWCASE TRADE SHOW

Manfred Nieder emphasizes once again the communicative aspect: “Particularly at the end of the year it is nice to meet customers personally and to wish them a Merry Christmas. In addition, we have also established strong new contacts. I am very satisfied with our Advent Tour again this year.” On the subject of the PSI, Nieder says: “We



Exhibitors and visitors concluded the tour day in Essen in the rustic ambience of the Dampfe brewery.

need the PSI as the leading industry trade show to introduce ourselves to new and international visitors. The PSI is the most important event of the year for us."

SUCCESSFUL START

The somewhat different kind of mobile promotional products show began in the former riding hall of the Marstall am Schloss Ahrensborg Cultural Centre, the renaissance jewel of the town of the same name situated 30 kilometres from Hamburg. The riding hall and foyer are multifunctional and offered the ideal setting for a successful tour opener. More visitors than in the previous year had gathered here to see the numerous new products and to secure a serving of goose. This is an important element of the individual event venues because many a business partnership was consolidated at this cosy, culinary accentuated gathering.

NEW PRODUCTS AND GOOD DISCUSSIONS

Following Casa Italiana in Berlin, where "good discussions" (Joep Raanhuis) were held, the tour proceeded to the Fricke banquet halls in Lehrte, a very beautiful and contemporary venue with plenty of park-



ing spaces, where the event was rounded off with an excellent catering and friendly service. In the rustic ambience of the Essen brewery Dampfe, exhibitors and visitors concluded the first week of the tour. The location was also very well attended this time. "The customers visited each stand where they were inspired by the suppliers who provided them with information about their new products. 2014 is devoted to the FIFA World Cup and for this reason many exhibitors presented their World Cup specials," says Joep Raanhuis.

WORK AND CELEBRATION

After kicking off the second week in Bad Homburg, the tour proceeded to the Werkcafé in Ludwigsburg. "Here again we were positively surprised by the number of visitors, including those not previously reg-



istered," comments Joep Raanhuis on behalf of his exhibition partners. The next stop was the Zieglerbräu hotel in Dachau. "The rooms were not as lavish as those at the previous venues but customers and exhibitors alike felt very comfortable here, too, and not only because of the goose," adds Raanhuis. The more than picturesque tour came to an end in Wiesenthau near Forchheim with beautiful views of Franconian Switzerland. And again there were "happy faces before and after the goose." "The contact with customers could hardly be better: Work and celebration," is how Raanhuis sums up an "overall huge success": "There have reportedly been customers who already thanked some exhibitors for the positive atmosphere, their commitment and the choice of the beautiful venues." <

Messe [sək'sɛsfʊl]

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The roadshow was a platform for top new products, such as here at Hotel Villa Kennedy in Frankfurt, Germany.

ROADSHOW 2013

A NOBLE ATMOSPHERE

In its ninth edition, the seven current suppliers of the roadshow remained true to their concept of offering their customers something really special at the end of the year: An afternoon in exclusive surroundings with a comprehensive preliminary presentation of the most interesting new products of 2014. Those who took part started the new year well informed.

Under the motto “7 partners, 8 cities, 5 star hotels”, Easy Gifts, elasto form, Eurostyle, Kalfany Süße Werbung, Macma, Sanders Imagetools and World of Textiles were on the road at the end of 2013 to give their customers a taste of their new collections. In addition to the German cities of Frankfurt, Düsseldorf, Hamburg, Berlin, Munich and Stuttgart, the Tour 2013 also made its way across the Austrian border to Vienna and Linz.

EXCLUSIVE LOCATIONS

Right at the very beginning of the roadshow, Hotel Villa Kennedy in Frankfurt im-

pressed with its extravagant architecture and elegant interior design. We were also in Frankfurt on the first day. Following a quiet start, more and more customers who had been invited either jointly or personally by the organizers arrived during the afternoon. The products on show largely covered the most important product groups.

INFORMATION EDGE

Those who came secured a significant information edge in terms of new products and trends in 2014, thus laying the foundation for the new year. The visitors not only received an overview of the new prod-



ucts, they were also able to take home brand new sales materials in advance. Another advantage is that the roadshow has a very personal character, because with just seven suppliers there was plenty of time to explain the selected new products and respond to the customers. “We could not imagine a better platform for introducing our top new product, an aluminium bottle for drinks, than the roadshow which went down very well,” says Stefan Fleischmann from Sanders Imagetools. “We are promoting the bottle very intensively; among other things, we are sponsoring 3,000 units for the PSI. In the meantime, we have even started accepting orders for it.” This experience is representative of the experience of other roadshow suppliers who repeatedly emphasize that mobile product shows are worth the effort at the end of the year and successfully complement the PSI.

COHERENT CONCEPT

Overall, the exhibitors were satisfied with the outcome of the event. “This is now the second year that we have been participating and we have made the right decision. The concept is right, the mood among colleagues during the two-week tour was good. In addition, the roadshow is an excellent platform for customer care,” summarises Fleischmann.





8 - 10 April 2014
HANOVER

www.psi-promotion-world.de



Deutsche Messe

 Reed Exhibitions

Trade fair for haptic and multi-sensory advertising



SEDEX

DATABASE ENSURES SOCIAL STANDARDS

The majority of promotional products come from Asian suppliers. The fact that production workers are exploited with low wages and long working hours is not uncommon. Sedex addresses this with a database in which the audit results of suppliers can be found. However, there are alternatives.

Sedex is neither a code nor is it a social standard. "The acronym stands for Suppliers Ethical Data Exchange and is – simply put – the name given to a common database of companies that want to make inspection reports from social audits accessible to each other," explains Ahmad Ansari, Sustainability Manager at SGS Group Germany. The database was established by the Ethical Trading Initiative (ETI) to relieve suppliers of multiple audits according to the ETI social standards.

GOAL: BETTER WORKING CONDITIONS

"The special feature of audits according to socio-ethical standards is that they do not focus on products or the quality of products, but on the employees of companies," says Ansari. The basis is often voluntary and

anonymous interviews with employees to prevent, for example, child and forced labour, excessive working hours, discrimination and health hazards in the workplace.

SUSTAINABILITY MUST BE ASSESSED

The promotional products supplier Global Brand Concepts in Worms, Germany has been a Sedex member for over three years now. The reason for joining was the request of a customer. "Sedex is a highly voluntary organisation," says Managing Director Michael Weissenrieder. There are no exact duties: For instance, the proportion of supplier audits to be submitted is not specified. Sedex is particularly common in Great Britain. In Germany and other European countries, however, the Business Social Compliance Initiative (BSCI)

The interest in responsibly produced products is growing – even in the promotional products industry. The Sedex database allows companies to look up the compiled audit results of manufacturers.

which prescribes its own social standards and a database of audited suppliers is much more widely known. Since this summer, Global Brand Concepts has also been a BSCI member because this initiative "is more binding, more streamlined and more critical" says the Managing Director. Weissenrieder has observed a growing interest in responsibly produced products among its customers. He is also sceptical about the sustainability of the quality of the products of some – especially small – competitors. "Everybody is talking about sustainability, but many companies still do not assess it," says Weissenrieder. Speaking from his own experience as a buyer, the promotional products professional adds: Whoever orders products made according to social standards in Asia ends up paying a premium for goods produced „somehow or other“.

SOCIAL STANDARDS

Sedex and BSCI share the fact that they do not offer a product label. "One reason is that compliance with social standards is more about the business relations between the business partners involved than about end-customer relations," says SGS expert Ansari. His company certifies according to ETI and BSCI standards as well as according to Social Accountability 8000 (SA8000). The number of possible social standards is high and difficult to assess: A problem for suppliers who need to be certified several times, as well as for customers who find it difficult to distinguish between such a multitude of standards.

Achim Halfmann, CSR News
www.csr-news.net



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SPRING AND SUMMER PROMOTIONAL MESSAGES FRESH AS A DAISY

There can be no doubt that summer is coming next year. And spring is just around the corner, too. For these two seasons, we have put together for you some effective advertising products that are fresh as a daisy. You can get a whiff of them on the following pages.

Early February. We are still stuck in mid-winter. And despite this season's many appealing aspects, its negative features predominate. And that is what bothers us most and stays in our memories: freezing cold, icy streets and sidewalks, thick clothing, short, grey days and long, dark nights. Life pulls back into interior spaces. During this time, we yearn for light and sunshine, as is documented in old customs such as the festivals at the winter solstice or the Christian feast day of Candlemas, which falls on 2 February. And with good cause, since this date is also a statistical "day of destiny" for late winter weather and therefore entwined with all manner of rustic lore. The best known of these is Ground Hog Day, when the ground hog either sees his shadow and goes back into his den for a long winter, or sees no shadow and stays out to greet an early spring. However that may be, we hope that spring will soon be in blossom. And of course, we also hope for advertising successes with the freshly "blossoming" products on the following pages.



PROFESSIONAL PROTECTION

Ambitious barbecue fans can advance to the level of true masters with the barbecue apron made of robust 600 D polyester from Inspirion. This practical protection is furnished with useful pockets containing tongs, scraper, fork, mitts and salt-and-pepper shakers. It can be folded up and thus stored away without any problems. Advertising is applied by transfer printing, according to the vendor.

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



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7th – 9th JANUARY
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MORE INFORMATION:
www.psi-messe.com

Reed Exhibitions



FRESH BREEZE FOR THE OFFICE

Whenever it gets too hot at home or in the office, the powerful Get fresh metal fan from Topico provides a fresh breeze. This ventilator is equipped with aluminium blades and thus makes hardly any noise. The tilt angle can be individually adjusted. Power is supplied by a 117 centimetre USB cable that is easy to connect to a PC. The on-off switch is found on the back of this fresh air provider, which stands safely in place on its rubberized feet. According to the manufacturer, advertising can be applied to the round centre space on the protective grill.

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



COMPACT CHARCOAL FIRE

Esbit Compagnie has a flexible, wind-protected, three-level, fold-up charcoal grill on offer for the promotional products trade. This extra-small barbecue box made of stainless steel exudes the flair of the original freedom of barbecuing and is a unique, friendly way for a company to present itself to its customers. The manufacturer states that the two-height grill enables grilling at different heats. Its small size makes this promotional gift with the personal note easy to transport. The carrying bag and the nylon charcoal bag have a waterproof coating on the inside. And the carrying strap padded at the shoulder can be individually adjusted on the bag, which is closed by means of Velcro.

48003 • Esbit Compagnie GmbH • Tel +49 40 85310631

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

FLAMBOYANT STREET DECORATION

Amazing effects can be achieved with the 3D pavement chalk available from Krüger & Gregoriades. A whole new world of images which will make not only children's hearts jump for joy. The chalk comes in six colours and 3D glasses, packed in an elegant gift box, according to the information from Hamburg. Packed in a sales display, there is room for fourteen sets to attract attention without fail. There are always more than 900 products on offer in the broad, always up-to-date product range.

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

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



TROPICAL SUNSHADE

The Hawaii garden parasol and sunshade from Inspirion reminds us of sunshine, the South Seas and white sandy beaches. But this sunshade is also in its proper place in the garden, on the home patio or in a restaurant beer garden. The umbrella measures 2.68 metres and has the look of straw, although it is made of weatherproof polyester strips which, according to the manufacturer, look just like bast fibre. Thus this sunshade will eclipse all others of its kind. Thanks to a practical cable system, the sunshade can be opened and closed with very little effort, is the word from northern Germany. Moreover, the angle of the parasol can be set to tilt in three positions. A sturdy wooden frame with a two-part wooden block keeps the shade stable. The Inspirion product range also features a base to go with it.

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

info@inspirion.eu • www.promotiontops.eu

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BASIC SET FOR BEGINNERS

To get a good start into the barbecue season, you can't go wrong if you're equipped with the Basic set of barbecue utensils from Inspirion. This barbecue cutlery is made of robust stainless steel and contains tongs, a scraper and a fork. The case is made of nonwoven material and has practical carrying handles – an interesting gift for upcoming barbecue chefs. According to the manufacturer, the desired advertising message can be applied by means of transfer printing.

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



ROLY-POLY BARBECUE FUN

The Cookout spherical brazier from Inspirion will let barbecue adepts and football fans get their money's worth this summer. Thanks to its wooden handle, you can take this small portable grill with you everywhere. The hood can be secured to the metal body with three snaps for safe transport. When you get to the barbecue area, the cover comes off and the sausages go on the grill. The removable grill is 29 centimetres in diameter. The ventilation holes in the body and cover help get the fire going. Three metal feet give stability to the product, which comes in three colours and in a gift box. More information and other highlights can be found in the brand-new catalogue available now from Inspirion.

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

SUNNY ADVERTISING IDEAS

The solar tent manufacturer Skincom supplies sunny ideas for the promotional products industry, including small solar tents as a premium gift and giveaway or also large all-weather tents like those used on the campaign trail all over Germany. One thing is common to all the tents of this Luxemburg company: Thanks to generous advertising space, the company logos vie with the sun to see which can shine brighter – and make a lasting impression in the process. Along with the small Easy type models, Skincom is also offering as of now the larger Premium, Easy for Two family tents, as well as the Comfort all-weather tent for the promotional products sector. More information upon request.

47466 • Skincom AG • Tel +352 276133-0
info@skincom.com • www.skincom.com





ENJOY GREENHOUSE BLOSSOMS

The Greenhouse from Multiflower is a mini garden for the kitchen. In this greenhouse, you can plant the safely stored seeds of the edible flowers of the amaranth, horned pansy and nasturtium plants, or the culinary herbs basil, watercress and lemon balm. This little greenhouse contains two little plastic pots with the appropriate soil tablet for each edible flower or type of herb. The plants can be eaten after they have been planted and are grown. Advertising is applied on the inside card which can be designed to specification on orders of 250 or more.

45974 • Multiflower GmbH • Tel +49 6223 866560

info@multiflower.de • www.multiflower.de

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www.wenko.de



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Sabine Günther
Telefon +49 (0) 7732 / 92 72 - 17
sabine.guenther@euronatur.org
www.euronatur.org





FLYING EYE CATCHER

The kite made of robust nylon available from Macma Werbeartikel is quick to put together and a lot of fun for children to use. The frame of this nimble flying apparatus is made of extra-lightweight fibreglass and has a string 30 metres long. According to the manufacturer, this kite can handle wind forces of from two to five on the Beaufort scale. The Franconians will print advertising on the transparent areas of the case.

40909 • Macma Werbeartikel oHG • Tel +49 911 9818133

verkauf@macma.de • www.macma.de

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www.psi-messe.com

Reed Exhibitions

FOR WATER LOVERS

The Poolnudel is without doubt one of the classic pieces of play and sports equipment in the water. Big and little water lovers can have fun with the roughly 165 by 10 centimetre Poolnudel, available from team-d Import-Export, and even improve their water skills. When not inflated, this training and playing device can fit into any trouser pocket and wait to be used in the pool, the ocean or the lake. Available ex warehouse in red, blue, yellow and green without a motif, the Poolnudel also comes in red and blue already customized with a Sparkasse „S“ or Volksbank „V“. It is supplied packed in a plastic bag, including insert with a photo of the product. According to the manufacturer, it can be made to specifications on orders of 5,000 or more.

44186 • team-d Import-Export Warenvertriebs GmbH

Tel +49 7181 989600

psi@team-d.de • www.team-d.de





FRESH SPRING OUTFITS

Anyone who would like to put a bit of spring feeling into business life can choose from the fresh, new colours in the piece-dyed collection of corporate knitwear from Clipper Corporate Wear. This collection contains cotton sweaters and cardigans in special colours. The best part is that customers can choose any pantone textile colour they want, for instance, to match the company logo. Or just a fresh colour to give the workday that special feeling of spring. The minimum order quantity is 30 per colour. As far as model and size are concerned, these can be put together as needed. More information on the internet at www.clippercorporatewear.dk.

46153 • Clipper A/S • Tel +45 9626 3200

ccw@clipper.dk • www.clippercorporatewear.dk

THE SCENT OF FLOWERS IN THE OFFICE

Multiflower supplies its small Herbs Trio, containing three small pots with soil tablets and seeds of the aromatic plants sweet pea, damask violet and four o'clock flower, conveniently packed in corrugated cardboard. Instructions for planting are printed on the inside of the banderole, according to the vendor in Bammental, Germany. When they are full grown, the plants give off an intensive, beguiling scent. Advertising is printed on the standard motif of the banderole. On orders of 250 or more, the banderole can be designed as desired.

45974 • Multiflower GmbH • Tel +49 6223 866560

info@multiflower.de • www.multiflower.de



LONG-RUNNING SPORT

Fun for young and old is promised by the badminton set in the product range of Macma Werbeartikel. It consists of two rackets made of lightweight aluminium and a plastic shuttlecock. The customer will be fully equipped for the right serve after Macma has digitally printed the desired advertising motif outside on the attached card.

40909 • Macma Werbeartikel oHG • Tel +49 911 9818133

verkauf@macma.de • www.macma.de



SUMMER ON THE TIP OF THE TONGUE

The deep red, full pursed lips from Kalfany Süße Werbung entice you to pull open the advertising cover and take a big bite. For this fruity summer sensation Kalfany has developed its own intensive cherry flavour and created the cheerful pursed lips to let it fully unfold. IFS certified, the manufacturer pours the fruit gum with ten per cent fruit content as a fruit juice concentrate and colouring plant extracts into a set of enticing cherry lips. The customer decides how the lips are to be packed, whether transparent or discreetly covered in white – the design of the little 100 by 95 millimetre bags can be selected as desired.

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

FIT AT EVERY STEP

Lightweight, modern and compact, the Fitty No. 1G pedometer from Kasper und Richter can be carried in a perfectly practical manner in trouser, breast or jacket pocket, as well as on a lanyard, key chain or necklace. Thanks to advanced 3D motion G-sensor technology, this pedometer makes it possible for the first time to reliably count the steps taken by the wearer regardless of the position in which it is worn, says the manufacturer. The time and the length of the training period, calories and kilometres can still be read from the display. The personal results are automatically saved for seven days. The user will also be fit to start into the summer with the USB Activity 3D, a customizable, modern pedometer and calorie counter from the Kasper und Richter range. This quality device can do more than just count steps, however. It is easy as pie to transfer personal values, such as training period, kilometres and calories, to a computer for evaluation.

40043 • Kasper und Richter GmbH & Co. KG • Tel +49 9131 50655-0
info@kasper-richter.de • www.kasper-richter.de



PROMOTIONAL WATCHES A L'ITALIANA

Intermedia Time, an Italian watch specialist, has more than 200 different models on offer which can be customized for the promotional products sector. The Italians underscore the combination of Swiss precision and Japanese works, charmingly turned out in a stylish look of Italian finesse. With their finger always on the pulse of

current fashion trends, they constantly turn out new watches which are not only attractively designed, but also made with ever newer materials. Upon request, customers can have absolutely unique, one-of-a-kind items made. The timepieces can be provided with a customer's logo on orders of 30 or more.

47758 • Intermedia Time S.p.A. • Tel +39 0421 492111
cristina@intermediatime.it • www.intermediatime.it



BRILLIANT ADVERTISING EFFECT

Self-adhesive, removable film for indoors and out, individually designed, can be had from JHI Hackel Industrievertretung. Reliable, competent and professionally produced, the manufacturer distinguished between monomeric and polymeric film. Both types of film are easy to use.

Thanks to a special structure on the adhesive surface, these eye-catchers are easy to take off at any event, trade show, company party, in kindergartens and schools or simply at home. According to the vendor, monomeric films are better for events of a brief duration, while polymeric films are better for longer periods.

The JHI service includes implementing customer-specific motifs by means of printing as well as shipping. The commercial motifs can consist of logos, slogans or key visuals as well as entire pictorial worlds.

48291 • JHI Hackel Industrievertretung GmbH

Tel +49 621 74814-66

info@j-h-i.com • www.j-h-i.com

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3D Easter Bunny
Choco Puzzle 110g




Member
Nr 46325



www.slodkieupominki.pl • info@slodkieupominki.pl



DREAMING UNDER A LIGHT BLANKET

Herka has terry cloth blankets on offer that are lightweight, absorbent and washable at 60 degrees Celsius for the summer, like the PIA 2014 model. According to the manufacturer, they can have a name or logo embroidered on or woven into them, and come with a border as a custom product upon request, even with orders for low minimum quantities. Made entirely in Austria, long-lasting and in part produced in accordance with the Global Organic Textile Standard (GOTS), these summer blankets come in various sizes and designs: from solid colours without pattern made of single ply terry to waffle weave fabric up to solid colour high-low stripes. More information in person or on the internet at www.herka-frottier.at or sales@herka-frottier.at

46235 • Herka GmbH • Tel +43 2864 2317

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

SMILING THROUGH THE RAINY SEASON

Summer is just around the corner, bringing with it outdoor events like the FIFA World Cup, open-air concerts or festivals. But just in case a summer rain should threaten even the best-planned event, Regenponchos.at has practical, promotionally effective rain ponchos on offer. According to the Austrians, this trendy product comes in many different colours, sizes, materials and thicknesses, custom printed or unprinted. A large number of unprinted rain ponchos are, moreover, already in stock and can be shipped immediately. Whether carried in handbags, hiking backpacks or in the car, this lightweight, promotionally effective rain poncho keeps finding reasons to be taken out and used.

47799 • Regenponchos.at • Tel +43 463 264688

office@regenponchos.at • www.regenponchos.at





SUMMER COCKTAIL SETS

The new Summerbreeze glass gift idea from Rastal makes for ideal vacation companions on trips. This summer cocktail set consists of two decorated wine glasses from the Harmony series. The stem glass series was conceived especially for use in catering and food service: the crystal glass fulfils all specific requirements regarding quality, fracture strength and suitability for dishwashers. A special, environmentally friendly technique is used to apply the refreshing, colour-fast decorations to the glass. These Brasilia glasses make it easy for you to mix cool cocktails yourself. The gift-wrapped cocktail set contains two original cocktail glasses holding one-third of a litre each, plus the palm sticks indispensable to consummate summer enjoyment. And the most classic of cocktails, the martini, is served in proper style in the two Harmony martini glasses. And because a martini without ice is not a real martini, each Harmony cocktail set also has a star-shaped silicone ice cube maker.

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

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Tel. 0201.85 480 59-0
Fax 0201.85 480 59-9

taktiker@creativ.de

www.taktiker-dasspiel.de





EYE-CATCHING AMBASSADOR

One of the bestsellers in the product range of Clipy in Spain is Compact, a sunshade made of ecological material for the car windshield. It is particularly practical and useful because it can easily be folded up into a small size. An eye-catching advertising message can be applied by means of offset printing – even in the form of high-quality photos. This product will keep the greatest part of the sun's heat out of the car's interior.

45619 • Clipy • Tel +34 91 52382

na@clipy.com • www.clipy.com

BARBECUE LIKE A PRO

The weather will never again keep anyone from having a barbecue as long as they have the BQ78.BK De'Longhi table grill available from BONUS2U. Whether indoors or out, its large grill surface is ideal for delicious meals with the whole family or with friends. Its patented grate, which can be used on both sides, makes grilling easy and trouble-free. The grate can be set at two different heights and, thanks to its double switch, the grill surface can also be heated on one side only in order to grill each piece of meat to perfection. To avoid smoke, simply fill the removable drip pan with water. The Cool-Touch handles ensure safety and the barbecue will switch off automatically if the heating element is not properly inserted, according to the information from Lower Saxony.

48347 • IT2U GmbH • Tel +49 511 64688516

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



-Advert-





REFRESHING IMAGE TRANSFER

The aristocratic metal can from Kalfany Süße Werbung has just what it takes: it opens at a light touch of the thumb and releases fresh peppermint freshener. In the new dynamic design with a silver triangle there is energy potential underscored by its contents of six or nine grams, as desired, of peppermint lozenges. Sugar-free for freshness, tic tac fresh mints or fresh orange lozenges put pep into the advertising message, just like the new three-cornered gold nuggets. Kalfany produces these refreshers in its own IFS certified production facility and, according to the manufacturer, the customized sweet promotional products can be ready for the intended customer acquisition campaign with fifteen working days of releasing the pattern for printing.

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



TEA FOR EACH SEASON

Henosa-Plantanas has just the right teas for springtime and summertime, as well. These delicious tea specialties, scented with natural fruit aromas exclusively, including Frühlingszauber („springtime magic“) fruit tee, Sommermischung (summer blend) green tea, Ostertraum (Easter dream) or the legendary Plantanas apricot/peach iced tea, are packed in cans, packets or plastic bags and, according to the manufacturer, can be completely designed customer specifications. New in the Henosa-Plantanas programme are transparent mugs with individual filling, including loose tea, tea pyramids, dried fruits, nuts or spices. These promotional products can have an individual label on orders of 100 or more.

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

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IFS Food

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Sales through the advertising media trade.





EVERYTHING'S COOL

Hard-shell coolers, perfect for everyday or beach use, can be had from The Gift Groothandel. These solidly made boxes keep the tasty tidbits and beverages for the picnic ice cold at all times. The containers come in two different sizes, as well as four different colours. There is a choice of the ten-litre box in light blue or lime, or the 24-litre version in blue or green, is the word from the Netherlands.

48207 • The Gift Groothandel B.V. • Tel +31 226 381010
info@thegift.nl • www.thegift.nl

MOBILE SOUND FACTORY

The shockproof Youga Cologne speaker, available from La Concept, provides clear sounds and a strong beat for up to five hours. The design speaker is compatible with all devices that have a headphone jack. This entertaining companion for urban foxes is ideal for outdoor use, has SD TF card support for easy handling and, according to the vendor, also absorbs any effects of shocks at the same time. Screen printing is used to apply a custom advertising message to the round body. The speaker is perfect for mobile uses owing to its size of 700 by 700 by 800 millimetres.

47335 • La Concept GmbH • Tel +49 221 6503270
info@la-concept.de • www.la-concept.de



TEA FOR TRAVELING

Tea2Go is based on the well-known Mahlwerck Coffee2Go mug. A thick felt banderole provides efficient heat protection at a nearly consistent weight, according to the manufacturer. The newly developed Tea2Go lid made of elastomer plastic, produced like Coffee2Go without phthalates, offers another opening besides the drinking spout, with a closing lid which can accommodate a special teabag. This teabag, made by Tea is for You, comes filled with ten high-quality teas or empty for tea connoisseurs who wish to use their own blends. The teabag can easily be removed after the tea is brewed and is biodegradable.

44833 • Mahlwerck Porzellan GmbH • Tel +49 8031 274724
martin.hauer@mahlwerck.de • www.mahlwerck.de

A REAL EYE-CATCHER

Strimaxx is presenting its new MAXX series. The RetroMAXX is transparent and thus provides unimpeded visibility on all sides. Thanks to the more deeply drawn frame, users with headgear can also walk upright. Important for the ladies is that their hairdo will stay in shape. During breaks in the rainfall, the umbrella can be carried elegantly by its shoulder strap. The kleine MAXX is ultra-flat and light as a feather. It will fit into a small evening handbag or even into the inside pocket of a sport coat without taking up more space than a wallet. This 159 gram lightweight is nonetheless sturdy because it is made of high-quality materials: it has fibreglass ribs, a strong telescopic metal frame and its cover is made of ultra-light pongee, 87 centimetres in diameter. Its combination of miniaturization, weight and quality is truly unique. And both umbrellas are real eye-catchers.

48720 • Strimaxx & Friends GmbH • Tel +49 40 73926680

info@strimaxx.de • www.strimaxx.de



HAPPY BABY TOYS

Stocked under Item No. 49289, the active butterfly with rattle and crackling foil from sigikid is sure to enchant small children. Its clear shapes and cheerful colours stimulate babies' senses. This small toy with outer material of cotton and microfibre plush measures around 17 centimetres. The filling of the butterfly, which can be washed at 30 degrees Celsius, consists of polyester wadding, say the Bavarians.

45202 • sigikid H. Scharrer & Koch GmbH & Co. KG • Tel +49 9201 70129

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

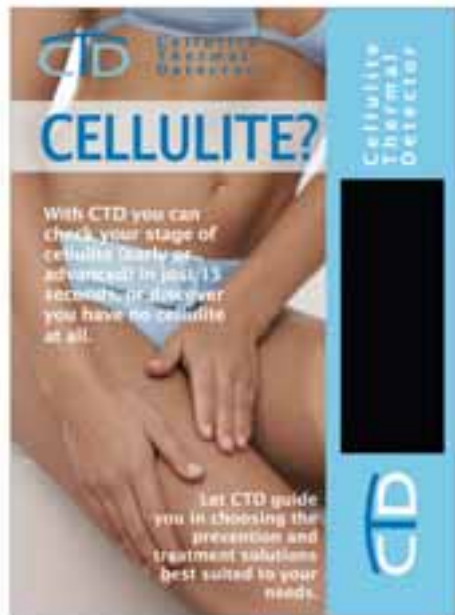
COOL EN ROUTE

Trend-setting cool insulated lunch bags with a big cooling compartment for use on a bicycle can be supplied by The Gift Groothandel. These attractively designed insulated bags have fastening loops especially for attaching them to bicycles. The loops are covered when not needed. The containers are made of 600D polyester, are 35 by 25 by 20 centimetres and come in red, blue, black and grey.

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CLOTHING, BAGS AND ACCESSORIES FROM GLOBE HOPE

SUSTAINABLE OUT OF PRINCIPLE

Globe Hope is an innovative company from Finland, which designs and manufactures eco-friendly products made from recycled materials. Globe Hope makes new, unique pieces of clothing, bags and accessories from old or remnant materials.

Three core values set the pace at Globe Hope: aesthetics, ecology and ethics. Both in the design and in the production, the focus is on the principle of sustainability. The company provides an environmentally friendly alternative, and an incentive, to address environmental issues more intensively. The garments, bags and accessories from Globe Hope contribute to the conservation and optimum use of valuable resources with limited availability. Moreover, they are produced accord-

ing to ethical considerations. Globe Hope wants both: acting responsibly in a sustainably oriented manner – and aesthetic, practical products that live primarily from the creativity of the design teams. The headquarters of Globe Hope is the Finnish town of Nummela, approx. 45 km from Helsinki. Here you will find, among other things, the design department, marketing, production coordination, prototype manufacturing, jewellery manufacturing, material storage and the online store.

THE EMERGENCE OF GLOBE HOPE

The history of Globe Hope began with Seija Lukkala, the „soul“ of the company. She had the brilliant business idea in 2001. At





Seija Lukkala, initiator and CEO of Globe Hope, is the "soul" of the company.

the time, Lukkala had already been working for 13 years as an entrepreneur in the textile industry. The desire to actively support sustainable development, particularly in terms of resource consumption, became stronger and stronger. The business idea: the creation of attractive and unique clothing, preferably without developing or using new materials. The first upcycling collection appeared on the market in 2003 under the brand name Hope. The collection was aimed particularly at young trend-setters who value sustainability and environmentally friendly behaviour – and want to make a statement with their clothes. The collection was shown publicly for the first time at the Vateva Fair as part of the Helsinki Fashion Week and was enthusiastically accepted by the audience. The press was interested in Hope - and even the Japanese market was suddenly open to the entrepreneur. A few years later, Hope became Globe Hope.

DESERVING OF AN AWARD

Since then, Globe Hope and Seija Lukkala have received many awards and accolades for her activities in eco-friendly fashion and design, including the Amnesty International Designer of the Year (2005) and the prestigious Suomi Palkinto (2006) for

outstanding achievements in art and culture. The prize is regularly awarded by the Finnish Ministry of Culture. Since early 2008, the products of Globe Hope may officially bear the Avainlippu signet. The seal of approval stands for excellent Finnish products and competence. Since 2012, the products have also featured the Design from Finland seal.

PRODUCTION

Globe Hope produces mainly in cooperation with suppliers of varying sizes. Ethical considerations play a central role. Representatives of Globe Hope visit every production facility. In order to keep energy costs in logistics to a minimum, almost the entire production capacity is in Finland and Estonia. Most of the suppliers specialize in processing specific materials. Thus, all products made from safety belts are produced in Mikkeli and all products made from banderoles are produced in central Finland. A number of the respective manufacturers have decades of experience in handling the material. All bags and wallets with metal clasps are produced in Nokia near Tampere. However, there are two exceptions: Globe Hope has its shoes manufactured in Portugal, and T-shirts made of organic cotton are produced in Turkey.



COLLECTIONS

Globe Hope offers two seasonal collections and a standard non-seasonal collection with all successful products and best-sellers. The seasonal collections (autumn/winter and spring/summer) consist of clothing, bags and accessories for men and wom-





The collections are classic in the broadest sense – with many surprising details that have specific references to the materials used and their history.

en. The design process focuses on a theme, for example, freedom or happiness. The collections are classic in the broadest sense – with many surprising details that have specific references to the materials used and their history. Even during the design phase, the material sets the direction. The design teams always try to incorporate as much of the materials used and the original products as possible and to give the new product a very specific identity. Often different materials are combined – such as when pockets from used coats are sewn onto bags of other materials. Also prints, seals or other references to the earlier use are important design features – and they make almost every piece unique. Some materials are downright old. For instance, stamps from 1932 were found in jackets of the Swedish army, which served as a starting material.

PROMOTIONAL PRODUCTS

In addition to the collections made from refined recycled materials, Globe Hope also develops special gifts and giveaways in close cooperation with companies or other organizations. The products not only benefit from being made aesthetically and in an ecologically responsible manner, they are also very practical. An example of this is, among others, special shopping bags made from old uniforms of the pharmacists of the Yliopiston Apptekki chain as well as vintage advertising banners from Alko. Globe Hope gladly provides information about the different possibilities of personalization.

CURRENT STATUS

In May 2011, a long-cherished dream came true with the opening of the first Globe Hope Shop in Helsinki. The shop is entirely equipped with furniture made from re-

cycled materials. The principle idea of Globe Hope thus awaits the visitor on entering the shop. The summer of 2010 was an important time for the company: That year the company acquired Secco Finland, another ecologically oriented manufacturer. Secco manufactured mainly objects from hard materials such as computer circuit boards, LPs and car tyres. With the acquisition, Globe Hope was able to decisively expand its own range and also offer parts of the former Secco range of products in its own product line. In addition, Globe Hope was now able to develop its own products made of materials such as those mentioned. In spring 2011, Globe Hope opened a second store in Helsinki, directly on Senatsplatz in the Kiseleff Mall. In the future, the company intends to focus primarily on the European markets. To this end, Globe Hope is now searching intensively for distribution partners and a suitable location to open a flagship store. Information about the latest developments can be found on the corresponding blog.

GLOBE HOPE IN GERMANY

After the great success in Finland, Globe Hope wants to establish itself on the German market. In January 2013, the company was represented at the PSI Trade Show in Düsseldorf for the first time. The company is constantly looking for new partners which, in turn, want to contribute to the conservation of resources and sustainability. Exciting merchandise can be manufactured from old banners, military equipment, work clothes and many other materials. www.globehope.com <



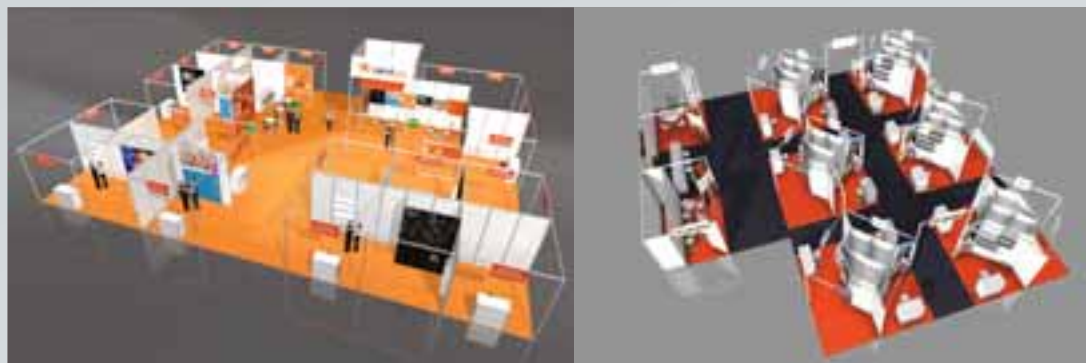
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Association of Importers, Wholesalers and Manufacturers of Promotional Goods



MOLESKINE – EXCLUSIVE GIFTS

SONGLINES OF CUSTOMER COMMUNICATION

In January 2013, Moleskine, the Italian manufacturer of the legendary notebooks, participated at the PSI Trade Show for the very first time. The successful entry of Moleskine as an efficient supplier of the promotional products industry was also attributed to the concept of the German Moleskine partner Exclusive Gifts.

The brand name Moleskine is well on its way to establishing itself as a generic term for the classic notebook per se – just like Tempo for paper handkerchiefs or Aspirin for painkillers. Behind the protected name Moleskine is the heritage of the legendary notebook used by artists and thinkers over the past two centuries: among them Vincent van Gogh, Pablo Picasso, Ernest Hemingway and Bruce Chatwin. For all of them, the Moleskine notebook was a loyal pocket companion for sketches, notes, impressions and stories before they became famous images or pages of

world literature. Behind the name Moleskine is also a very special history and tradition that stretches into the digital world and successfully continues.

THE STORY BEHIND IT

In his book “The Songlines”, Bruce Chatwin tells the story of the little black notebook. In 1986, the manufacturer, a family-run enterprise in Tours, ceased operations. “Le vrai moleskine n’est plus” („The true Moleskine is no more“) is what the owner theatrically told him. This is where he had usually stocked up. Chatwin eventually bought all the “Moleskines” that he could

muster before he left for Australia. But it was not enough.

THE REBIRTH

In 1998, however, a small Milanese publisher reintroduced the legendary notebook with the poetic name. The unusual tradition continued and the Moleskine once again accompanied Chatwin as a musthave on his travels. The demand grew and with it the company in Milan, which from 2006 has operated under the name of the notebook. Now a global company, Moleskine became a joint stock company in 2012 and celebrated a much acclaimed, extremely



Handmade promotion: Customization is carried out by Moleskine/Exclusive Gifts using meticulous workmanship.



Moleskine notebooks are optionally equipped with individual names, e.g. by using embossing or foil printing.

successful start on the Milan stock exchange in 2013.

STYLE-SETTING BRAND

Today, Moleskine is synonymous with culture, travel, memories, imagination, and personal identity – in the real as in the virtual world. A brand which is a family of notebooks, exercise books, calendars, which are adapted to the mobile lifestyle of our time and set styles. Products from Moleskine are companions of creative, imaginative professions of our time. All over the world they are a symbol of today's nomadism, which is closely connected with the digital world. Thus, as a brand, Moleskine is also indirectly supported by numerous communities who write, sketch, draw and design in Moleskine notebooks.

EXCLUSIVE GIFTS BECOMES MOLESKINE DISTRIBUTOR

When Moleskine also began to market its notebook and the products inspired by the "Original Moleskine" in their function as an extraordinary means of communication

beyond the B2B sector, it required professional know-how and looked for an experienced partner for this market. Ultimately they found what they were looking for in Exclusive Gifts in Hamburg. The Group of companies which specializes specifically in the distribution of foreign brands for resellers was able to convince Moleskine with their many years of industry knowledge and a sophisticated concept for the promotional products industry. Since April 2012, Exclusive Gifts has been distributing Moleskine products as the "Official Moleskine B2B Distributor", i.e. as the sole supplier of the promotional products trade in all German-speaking countries (Germany, Austria and Switzerland) and Scandinavia authorized by the Milan-based company.

CONCENTRATION OF EXPERTISE

In addition to their extensive marketing knowledge, the Hamburg-based company can also look back on an almost century-old expertise in finishing. Another plus which induced Moleskine to transfer the

personalization of their products to Exclusive Gifts. They are customised in Hamburg using either embossing, pad printing, screen printing or digital printing. And from as little as 10 pieces. "Here we can cater entirely to the customer's wishes," explains Martin Hopp, Sales and Marketing Manager of Exclusive Gifts. Skilled manual labour guarantees a consistent quality. "We are completely flexible, even when it comes to typo. We also emboss individual names in the customer's corporate typeface, in any font size," adds Martin Hopp. In addition, the notebooks are available in different coloured covers and can be provided with an imprint. Even the characteristic band can be printed on as desired. A further option is the individual design of the insert band.

PRODUCTS OF GREAT IMPACT

More individuality is really not conceivable. When associated with a global brand like Moleskine, products of great impact are created. "Reasonable and successful



Unauthorized projects in which the products come from the trade are characterised by the coloured band that cannot be individualized and merely designates the graphic lines.

brand communication is achieved in this intensity only with the original," says Martin Hopp, adding: "An individually designed product from Moleskine is a high-quality, incomparable instrument for customer communication. In addition, Moleskine products are inherently intended to ensure a long service life. Every single product is constantly subjected to quality controls, even during the personalization in our print shop." Moleskine also takes the environment into consideration: The company is certified by the Forest Stewardship Coun-

cil (FSC) and all Moleskine products are made from acid-free paper.

IDEAL ADVERTISING VEHICLE

In view of all these premises, the classic Moleskine notebooks are perceived as an exceptional means of communication. Individually finished Moleskine notebooks convey a special regard for the recipient and are therefore suitable as an ideal means of internal communication, for example, for training, as exclusive advertising gifts, for brand identity or events of any kind.

CREATIVE PORTFOLIO

A special feature of the Moleskine portfolio is the writing set that combines a box, a notebook and a pen in a creative way. In the box are a notebook with lined pages and a gel roller with book clip holder designed by Moleskine. As a counterpart product to this, there is now also a drawing set with two matt black pencils. "All standard products as well as these sets can be individually customised from 10 pieces. Depending on the order, the delivery time is between one and four weeks," says Martin Hopp. Another new Moleskine product option is the Cahiers notebook which is ideal as a favourably priced object for the giveaway sector.

ELEGANT SPECIAL EDITIONS

Moleskine offers its customers a very elegant possibility with the so-called Custom Edition. These custom-made products are special editions from Moleskine, which are developed as individual communication

tools in close collaboration with the customer. "The Custom Edition enables entirely customized projects with individually designed inner pages, special cover designs and other variable parameters to be implemented. We provide our customers constant support in an advisory capacity from the initial idea to the finished edition," explains Martin Hopp. "Due to these features we need a planning period of at least five months until delivery for such creations."

AUTHORIZED BY MOLESKINE

"It is also important for all promotional products distributors and consultants to know that as the trademark proprietor Moleskine releases only authorized promotional product projects of its products. As an official supplier for the promotional products market, we must have each of these projects approved in Milan," says Hopp. This guarantees the exclusivity of the notebooks used as a promotional product. An authorized project is characterised by the ivory-coloured band that is not available on the open market.

SUCCESS STORY CONTINUES

The team at Exclusive Gifts does its job very well and to the entire satisfaction of Moleskine. Since 2012, Exclusive Gifts has already been able to implement several projects, including two award winners. Nothing stands in the way of a continuation of the success story of Moleskine in the promotional products market. <



Moleskine Custom Editions authorized for the promotional products market are characterized by the ivory-coloured band.

CONTACT

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PETER LESEBERG

BAGS ARE HIS PASSION

When someone in the promotional products industry speaks about bags, the name Halfar invariably comes up. Halfar System, the company which is based in Bielefeld, Germany and belongs to JCK Holding was founded by Armin Halfar and is managed by him and his wife Kathrin Stühmeyer. It has been continuously developed in recent years, has grown steadily and its name represents a clearly defined brand profile based on exemplary and binding values. Our portrait candidate Peter Leseberg, a longstanding industry professional, has been associated with the company since 2005 and as the sales and marketing manager of the promotional bags business unit contributes with all his passion toward enhancing this profile even further and expanding the company's position.

Peter Leseberg was born and raised in Detmold. Like his current work hub, the city is located in East Westphalia. The comedian Harald Meves characterizes his fellow countrymen as follows: "The East Westphalian rests within himself and in him rests his knowledge. And in his knowledge rests his language." Anyone who knows Peter Leseberg would acknowledge that the first part of this statement certainly applies to him. However, he is not the silent type. He cannot be in an industry that sells multisensory products which provide a high level of communi-

cation. We actually meet a very eloquent interlocutor who enjoys revealing his knowledge and combines the positive characteristics of the East Westphalian which undoubtedly exist: straightforward, principled, confident and convincing with a steady will, but also vested with a balanced dose of calm composure – all traits that he splendidly benefits from in his current profession.

PASSION FOR PROMOTIONAL BAGS

The path heretofore began with an apprenticeship as a wholesale and export trader at Tamaris, a brand of the Detmold-based

shoe giant Wortmann. Thereafter he turned his attention to business studies with a focus on marketing. By chance, he came into contact with the promotional products industry, which he has remained faithful to ever since, not least of all "because of its human dimension," says Leseberg. In the early 1990s, it was at the company rou bill where he learned to appreciate the world of three-dimensional advertising and distinguished himself as a sales manager and eventually as an authorised signatory. When rou bill, the manufacturer of cups and writing instruments, was taken over by the mar-

ket leader Senator, he was responsible for distribution in Germany, Austria and Switzerland in the new company. The first contact with his present company Halfar System came about at an in-house trade show through a colleague from another company, who told him a great deal of interesting things about Halfar. A few weeks later, Peter Leseberg met Armin Halfar at the Marketing Services 2005 in Frankfurt am Main, where they had “a nice conversation”. Not long thereafter, Peter Leseberg moved to Halfar in Bielefeld, where he was appointed Head of Sales & Marketing of the Promotional Bags Business Unit and has performed his work with passion ever since.

CO-DEVELOP AND CO-DESIGN

In his private life, Leseberg lives with his wife in Cologne, his “favourite city”. However, because of Halfar, Bielefeld is also very dear to his heart. “In the end, I decided to join Halfar because I rated the idea and the potential of this company very highly from the very beginning and I had the opportunity to develop this potential even further,” says Leseberg when describing his motivation. “There was something here that I could co-design and continue to develop; an opportunity to give an up-and-coming company with an attractive concept a strategic framework. Two proactive managing partners, promising production capabilities and an affiliation to JCK Holding formed a basis for a sustainable as well as an expandable business concept. The tasks, as well as the opportunity to contribute to the development and growth of this company, appealed to me the most.”

GROWTH AT THE LOCATION

This freedom of design was and continues to be utilised and the results are evident. The second and third expansion phase of the company took place during Leseberg’s time at Halfar. The third section of the company building was completed in August 2013 and increased the total effective area by half to approx. 8,500 square metres on which the warehouse, administration and production departments are concentrated. “The third extension became urgently nec-

essary as a result of the growth of our business. And we wanted to continue to grow at our location. However, this necessitated discussions with the administration and politicians of the City of Bielefeld and that took some time. Ultimately, however, we were able to convince the City of our concept and they specifically changed the development plan to enable us to expand at our location,” says Armin Halfar.

EVERYTHING FROM A SINGLE SOURCE

This finally enabled Halfar to achieve its goal to provide everything from a single source. As a result, all finishing processes take place in-house. In addition to digital printing and embroidery, a screen printer was installed for the first time; its main customer is Halfar. “The collaboration with customers is now simpler and more efficient. We can respond immediately and can monitor the production at all times,” says Leseberg describing the advantages of the new situation for customer service. Proximity and time saving thus also continue to have a positive effect on Halfar’s own high quality standards. This is particularly evident when it comes to embroidery, the finest finishing technique. This provides a “new dimension” in terms of reliability and quality. “Meanwhile, we even have embroiderers among our customers who ask us to perform specific work for them – we could hardly get better praise for our embroidery quality,” says a delighted Leseberg. “However we only embroider bags and only our own products,” he adds. When it comes to finishing, Halfar also offers combination designs such as digital printing labels in which the image is embroidered on the bag – a technique with which good results can only be achieved if both types of finishing are available in-house, as Leseberg assures us.

FOR THE SAKE OF MAN AND THE ENVIRONMENT

Another project that the managing directors Armin Halfar and Kathrin Stühmeyer managed to put together with the entire team was to have the company distinguished as an “eco-profit (Ökoprofit) company”. The Ökoprofit certification, a project of the

City of Bielefeld and funded by the state of North Rhine-Westphalia, is awarded for outstanding achievements in the field of operational environmental management. The aim of Ökoprofit is the sustainable economic and ecological strengthening of companies. Through a system of coordinated measures, companies can reduce costs and increase eco-efficiency. Key issues include the reduction of water and energy consumption, as well as waste reduction and the increase in material efficiency. The measures include the identification of potential savings through environmental measures, increasing the environmental awareness of employees and networking the participating businesses and the City.

EXEMPLARY MEASURES

By implementing a new, entirely CO₂-neutral powered pellet heating system, an intelligent lighting control with energy-saving LED lighting and new waste separation systems “by means of simple building alterations”, Halfar succeeded in reducing energy consumption considerably and thus protecting the environment. Halfar also produces a part of its electricity through its own photovoltaic system. Other activities in this field included the alignment of offices to the north (they need not be specifically cooled in summer) and the greening of a 400 square metre roof area for natural enhancement of the thermal insulation and microclimate. The latter was accomplished in a concerted (voluntary!) action by employees from all departments on an (off-duty!) Saturday.

EXCELLENT WORKING CLIMATE

The transition from climate to working climate is self-evident, as Peter Leseberg explains: “As the promotional products industry is an unequivocally ‘people-to-people’ industry, the human component is extremely important. There is an excellent interpersonal relationship at Halfar. People communicate openly with each other, even when there are problems or criticism. Among the currently 82-strong workforce, each person is considered to be a ‘colleague’, also by the management. Everybody is aware that everyone has to pull to-

PETER LESEBERG IN PERSON

What was your first thought this morning?

Hopefully it is almost Christmas.

What makes a good day for you?

When I have the feeling that I've finished everything I planned to do.

What really lifts your mood?

A conversation with interesting people.

And what makes your blood boil?

Dishonesty.

What do you find easiest to forgive yourself for?

Having eaten too much.

What makes you lose track of time?

A good book or music.

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

Scotland, Ireland, Germany.

What do you gladly spend money on?

Shoes, clothes.

Are you taken in by advertising?

Who isn't?

What makes a good promotional product?

If it serves its purpose and works.

What is the best promotional product you have ever received?

A bag from Halfar ...

What annoys you about some promotional products?

The discussion about recognition from a technical and political perspective.



gether and is prepared to contribute to this – I believe this is a critical success factor for companies. Ultimately, success depends to a large extent on the customer being the king, even in the smallest nook of the company. And this can only work in an intact working atmosphere like here at Halfar.” Unmistakable evidence of this is the many

longstanding employees of a company that is also committed to vocational training. Currently seven trainees are doing their apprentices in the areas of wholesale and foreign trade, warehousing and logistics as well as graphics/media design. The bag specialist is also aware of its social commitment and has therefore created more jobs in the production for people with disabilities. This is complemented by the social commitment of the company which supports numerous clubs and their projects to promote or aid children.

SHARPENING ITS BRAND PROFILE

In recent years, Armin Halfar, Kathrin Stühmeyer and Peter Leseberg have also been working intensively on the new brand image of the company, which now manifests itself in the four concerted values of aesthetics, function, emotion and responsibility. They characterise the vision of a company that meanwhile boasts an unmistakable hallmark. “Personally, responsibility is very important, although in this area there is sometimes more done than is necessary,” says Leseberg, adding: “On the one hand, responsibility includes the ‘micro environment’ in the company itself, and on the other hand ‘market environment’ focusing on the customers. This concerns the high quality of our products, which of course also includes safe substances and fair production conditions. Halfar is a longstanding BSCI member and advocates sustainable and safe products. Responsibility is implemented within our company and passed on to customers and users of our bags. By using a strict quality management, we are even able to exceed the legal requirements on our products to some extent. Through all these impulses we have managed to give the Halfar brand a strong profile – one that also clearly differentiates us from our competition and is the foundation for long-term success. Our further goal is to be the specialist for promotional bags and backpacks in Europe.”

HIGH QUALITY – BEST SERVICE

There is still a lot to do, but the prerequisites for this ambitious target have been met. “The strategic and operational foundation is in place and we are continuously working to strengthen our position,” says Leseberg. At Halfar, however, there is one thing that has already been achieved ‘together’, as Leseberg points out: “Thanks to its credibility and clearly defined product portfolio, the Halfar brand stands for high quality and best service in the minds of its customers.”





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BOOKMARKS ALWAYS IN REACH

Michael Heimrich attracted attention at the PSI Trade Show in Düsseldorf as the developer of the handy bookmark. He presented a new and improved variety of the popular adhesive notes as a practical bookmark. The bookmark includes up to 80 practical index notes for marking important text and pages. This ensures that users always have the practical markers exactly where needed while reading. Used as an advertising tool, the brand and promotional message is always in view. He was able to meet further distributors and agents in Düsseldorf to allow him to turn his idea into reality. As a product designer, Michael Heimrich finds inspiration for innovation through everyday observations and consumer research. Whenever he identifies a need that promises to speak to a global market he takes action.

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hello@michaelheimrich.de • www.michaelheimrich.de



COOL MOTTOS AT BREAKFAST TIME

An indispensable accessory on the 50s breakfast table is making a jazzed-up return. The breakfast bread-roll board is celebrating its comeback at Ricolor and is fresher, wilder and more expressive than ever before. Out-of-the-ordinary designs and cool mottos now make it a utility article with collector potential. The messages conveyed by the board can be cryptic or obvious – there are almost no limits set on customers' creativity. Ricolor will put the ideas on the board and will also be happy to help out with a creative idea.

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NEW SOFT AND CUDDLY ANIMALS

The zoo animal series by mbw has become one of the best-sellers in the MiniFeet family. So it's no wonder that two new models have joined the collection. Alex the donkey and Arwin the frog are the latest additions to the cute range of wild and domestic animals which are approximately 17 centimetres tall. The big wide eyes and comfy soft plush encourage cuddling. Advertising is applied on the matching accessories such as the triangular scarf or doming. The zoo animal family has been thoroughly tested by TÜV Rheinland and all models comply with the Toy Proof criteria catalogue for toys.

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ENJOYABLE PROMOTION ON THE MOVE

Everyone loves coffee, and of course all coffee lovers want to have this drink with them in all places and at all times. The coffee-to-go cup from Porzellan Manufaktur supports this desire and thus conveys customised promotional messages out onto the street. This is highly enjoyable promotion on the move, says the manufacturer, which has specially designed a transparent wrap-around for it so that, when the all-over printing's done, the motif remains visible and the cup can be held comfortably. The cup's volume is 0.25 litres; the plastic lid is white, but can also be specially produced in RAL colours.

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



A CLASSIC HAS GOT WHAT IT TAKES

No matter whether it's on the table in sophisticated black or modern white, the Stelton insulated jug from Lehoff, with the unique patented tip seal, has been a classic since 1977. Created by Erik Magnussen, the classic design has virtually become a fashion icon, setting trends on every table and at all occasions. The insulated jug holds a litre of contents, optionally hot or cold, and, thanks to ABS and a glass insert, is easy to clean. Lehoff additionally offers the full service package, from advice through purchase to delivery.

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



CONVEY YOUR HEARTY THANKS

Whether it's just a nice gesture for valued customers or for that very special occasion, fruit gum hearts from Kalfany Süße Werbung will get straight to the recipients with a sincere Merci, Danke and Thanks. The fruit gum hearts, containing ten per cent fruit from fruit juice concentrate and natural flavourings, are almost too good to be chewed. The heart fruitfully unfolds its full taste on the tongue. Optionally in glass-clear or sophisticated white promotional pouches, they can be packaged with a personal promotional message.

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

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

TOOL WITH A HIGH IQ

The high quality claims imposed on their products by KWB and Wiha are proven by numerous awards. The latest example of the successful combination of multifunctionality, innovation and award-winning design is the Wiha ClicFix telescopic bit holder, which, with its built-in and extendable bit magazine, is suitable for all who need a multitude of different drive profiles immediately to hand during work. Its compact size means the intelligent tool easily finds space in any toolbox. The ergonomically shaped telescopic handle with ClickStop ball clamping guarantees a secure hold. In addition, the ClicFix magnetic quick-change holder takes care of lightning-quick bit change.

46912 • Kunststoffwerk AG Buchs • Tel +41 81 7506030

info@kwbswiss.ch • www.kwbswiss.ch



EVERYTHING ON ONE CARD

Tasty communication in card form is offered by portion product specialist Hellma, with a new promotional medium for creative minds. Three different card formats containing a little "extra" are available for selection for all purposes: A postcard, the Mini fold-out card, and the Maxi fold-out card can be ordered optionally with one of 16 tasty portions as filling variants. In one simple workflow, the cards can be custom-printed inside and out according to customer wishes. The starting quantity is just 1,200 pieces. The cards are filled with a tasty portion from the Hellma range, which extends from Mentos Mint in the single pack through the Tagungstiger fruit gum and heart-shaped sweets to mini caramel waffles.

46612 • Hellma Gastronomie-Service GmbH • Tel +49 911 93448230

information@hellma.de • www.hellma.de





DURABLE AND RECYCLABLE

For orders starting at only 250 units, Helmut Gernet GmbH offers custom-printed carry bags made of paper or plastic. To ensure that purchases or gifts can make their way to the recipient in individual packaging, the company produces woven and non-woven bags out of polypropylene, which is long-lasting due to its durability and weather resistance, as well as paper carry bags. Newcomers in the range include the models Opti, Butterfly, Square and Carre. The materials used in these products consist of renewable resources and are, therefore, fully recyclable.

45676 • Helmut Gernet GmbH • Tel +49 621 799790

mail@gernet-gmbh.de • www.gernet-tragetaschen.de

SHAKEN, PLEASE – NOT STIRRED!

Everything that needs to be shaken for delicious cooking is powerfully whisked up by the new shaker from dom Polymer Technik. Equally at home with salad dressing and power drinks or cocktails, the shaker is captivating as a result of both its high quality and its clear-cut design. The shaker is also available with screw-on lid and drinking straw for travelling, the manufacturer underlines. Shaker and mug can be finished with screen printing or via four-colour heat transfer. As a Made in Germany product, the shaker is of course in line with EU directives for direct contact with food.

40723 • dom Polymer-Technik GmbH • Tel +49 9552 92260

info@dom-pt.com • www.dom-pt.com



PRACTICAL CHARGER NOT ONLY FOR EMERGENCIES

Small, inconspicuous and incredibly practical: this is how KMS-Werbeartikel describes a new charger which allows smartphones and co. to be recharged when there's no power source. The areas of application are wide reaching, for example on holiday in the great outdoors, on boat trips or trekking in the mountains when a power socket is rarely available. The charger is simply operated by conventional batteries. It also includes a small torch. Further information on this or other products can be found on the supplier's website.

48108 • KMS Kafitz Medienservice • Tel +49 2234 99080

rk@kms.eu • www.kms.eu



MEDIA PLANNING

It does not surprise me at all that certain types of media are treated adversely considering how the advertising industry claims media planning works. Contrary to the assertions made by the agencies of optimally distributing the advertising messages of their customers to the appropriate media is the accusation that they are only thinking of their own pockets. In other words, using the media that provides the biggest kick-back. And TV is at the very top. Buying high-coverage media cheaply and selling with maximum profit: the battle of all types of media is in full swing, even if the manager of the publishers' association VDZ claims that "Print versus Digital" is a battle of bygone days.

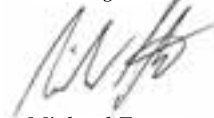
The fact that promotional products are well positioned in this battle is shown by the initial comparative measurement within the GWW advertising impact study. According to this study, promotional prod-

ucts are strong in advertising effectiveness and brand management. Their range is as high as that of the radio medium with 80 per cent. Advertising recall is remarkable; its value is about three times higher than the value measured for advertising recall in magazines. Promotional products are unbeatable in terms of long-term advertising effectiveness: The study found that promotional products are often in the possession of the recipient for longer than a year. These are all strong arguments that the industry can take advantage of to positively influence the perception of promotional products as an advertising medium within the network of marketing media. There is surely no better basis for genre marketing.

In my opinion, in the context of the trendy and attractive presentation of promotional products, as we have impressively seen at this year's PSI, these re-

sults have ensured a positive start to the year and generated a genuine spirit of optimism. Now we have to stick together and develop the industry further: we must communicate the proven impact of the promotional product and its services in the marketing mix to the customer. We can certainly win this fight for market share. Let's take the bull by the horns and communicate our message with self-confidence. <

Best regards,



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



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BUREAU VERITAS

ATTRACTIVE SEMINAR

The PSI service partner Bureau Veritas, one of the world's leading inspection, classification and certification companies, continues its series of seminars for PSI members and will be presenting a seminar on "Preventing mould on leather products, textiles and durable goods" in Hamburg on 12 February 2014, 10 am till 3 pm.

IMPORTANT SUBJECT

Products attacked by mould can develop an unpleasant odour, they may change their colour or may even be infected with a dangerous mould species that can be toxic or harmful to humans who come into contact with the mould spores. Due to the intense heat and humidity, many factories and manufacturing plants, particularly in Asia, are

ideal breeding grounds for mould. Improper storage and/or packaging may intensify the problematic mould growth. A further restriction of anti-mould substances such as dimethylfumarate means that the growth of mould may result in a significant loss of revenue. In light of this, the growth of mould and its propagation must be avoided to prevent mould growth during transportation, damaged products, late deliveries, lost sales and loss of profits.



FINDING A REMEDY

Bureau Veritas has developed a mould prevention programme that can help you to prevent mould formation: a mould analysis of your production facility and an examination of the conditions under which the products are manufactured and packaged prior to transport. In this seminar, you will learn how you can avoid mould formation during production, thus reducing production waste and the cost of rework.

GOOD CONDITIONS

The registration fee is 189 euros per person. Each additional person from the same company has to pay 169 euros. For more information and registration: www.bureauveritas.de/cps/schulungen or marketing.cps@de.bureauveritas.com or call +49 40 74041-0. <

PSI SUPPLIER FINDER 1/2014

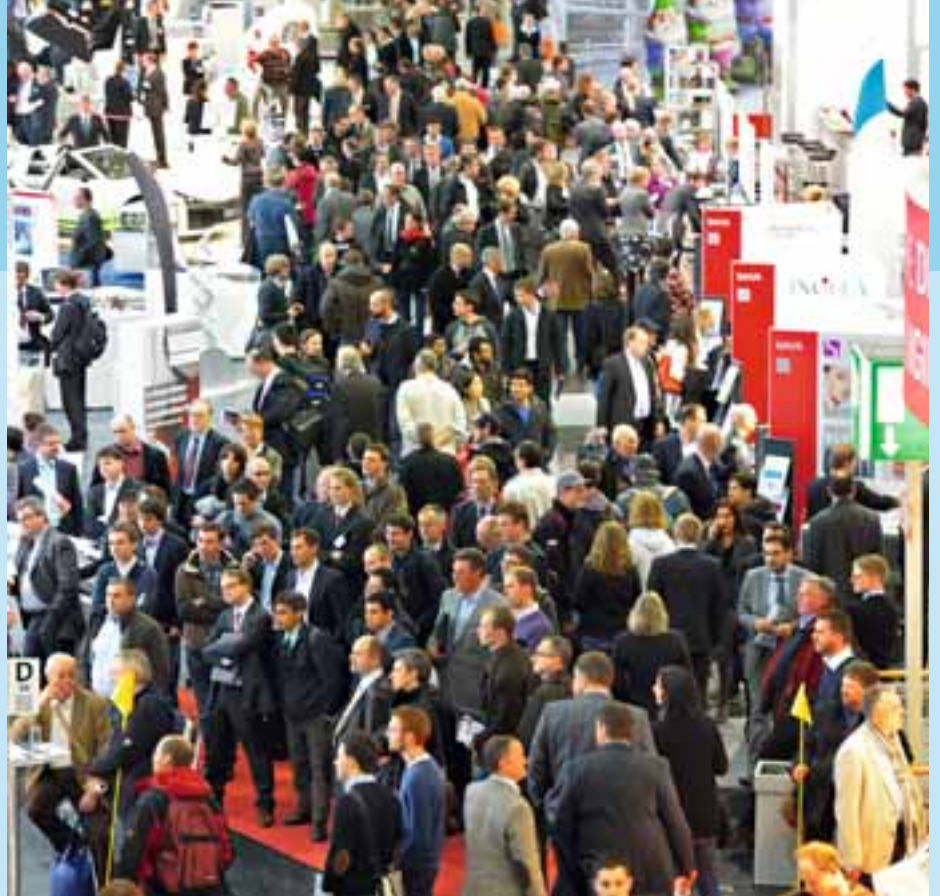
REGISTER NOW

The PSI Supplier Finder is an important support for distributors in their search for PSI manufacturers and suppliers which meet their individual requirements. For this reason, it is essential that this directory is always up-to-date. Whoever is in the PSI Supplier Finder will be found. In the latest issue (2/2013), suppliers were listed in no fewer than 5,100 commodity groups with reference to their sources for procuring products and services.

1/2014 ISSUE IN PROCESS

The 1/2014 issue is currently being prepared. This is an ideal opportunity for all interested PSI manufacturers and suppliers to register now. And as always: you save by booking early. The early-bird rates with 5 per cent discount apply until 14 February 2014. Simply download the registration form here. If you have any questions or require more information, contact Tobias Fliss on +49 211 90191-321 or by e-mail: tobias.fliss@reedexpo.de. <





PSI PROMOTION WORLD PLATFORM WITH POTENTIAL

In the middle of the market, immediately accessible to users and incorporated into the entire value added chain." This is the most apt description of the PSI PROMOTION WORLD, which will be held in Hanover from April 8 to 10, 2014. It is exceptional in that it is integrated into the concept of the world's most important trade show, which will be held at the same time, the hanover fair. The concept calls for creating a platform for the collaboration of all the participating industries and technologies – and is thus an ideal setting for the PSI PROMOTION WORLD.

UNIQUE BRIDGE

Right at the Nord 1 entrance so popular with visitors, there will be 3,500 square metres of space to present original and innovative promotional products and marketing strategies. The PSI PROMOTION WORLD is a unique bridge between suppliers of promotional products and consumers. It offers exhibitors in the promotional products industry an excellent opportunity to open up new markets across

lines of business, to enter into contact with the new, attractive and relevant target group represented by the professionals at the hanover fair, and to have their own products talked about by users in industry and SMEs. In brief, it is a chance to benefit from the best possible business environment.

IMPORTANT DECISION-MAKERS

A good two-thirds of the more than 183,000 visitors to the hanover fair (of which 78 per cent come from the German-speaking region) are directly involved in their companies' investment decisions. And during the three days the PSI PROMOTION WORLD will be running, more than 5,000 companies will be exhibiting their innovations at the hanover fair. These companies in particular use a large number of promotional products to advertise their wares, which is why marketing and purchasing managers of the companies exhibiting at the fair make use of this trade show for their fields of activity. The PSI is expecting around 120 exhibitors and more than 13,000 visitors at the first PSI PROMOTIONAL WORLD. <

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HEALTH AND PHYSICAL AWARENESS

T rue beauty – whether it be from the inside or from the outside – is in the eye of the beholder. One thing is certain: For many people, beauty is a life goal. Booming gyms as well as an increasing demand for outfits and equipment for home use are an indication of this. It is a human desire to train the body on and with equipment indoors; it is by no means a discovery of our time. 140 years ago, the Swedish physician Gustav Zander introduced the first “medico-mechanical” fitness machine on the market. What the promotional products industry has to offer can be read about in the main topic of the next issue “Health, Fitness, Beauty”. Further beautiful promotional products are dealt with in the topic “Calendar, Paper, Packaging”.

Please bear in mind the cover stories of the April issue “Bags, Leather, Luggage, Travel” as well as “Nibbling and Savouring” and send your product presentations (image and text) no later than 19 February 2014 to: Edit Line GmbH, Redaktion PSI Journal, Dekan-Laist-Straße 17, 55129 Mainz, Germany, e-mail: hoechemer@edit-line.de. <



IMPRESSIONS OF PSI 2014

P SI 2014 presented itself in a new “look and feel”. Refreshing ideas, new creative approaches, current trends: There was a wealth of new formats and experiential spaces to marvel at in Düsseldorf from 8 to 10 January. Our review of the trade show allows us to reminisce the highlights of the industry event of the year once again and shows that not only premieres and innovations were on display; the PSI itself has reinvented itself, too. <



BWG BOARD OF DIRECTORS CONFIRMED IN OFFICE

T raditionally, on the day before the PSI Trade Show, the German association of promotional product consultants and distributors (bwg) holds its annual general meeting in Ratingen, Germany. The key issues this time were the elections of the Board and the latest developments of a single association. While the Board was confirmed for another two years in office, the discussions about the formation of a single association are still in full swing. <

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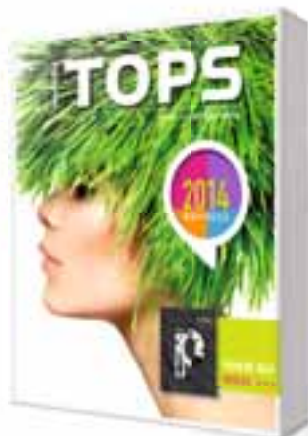
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