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PSI

POWER FOR PROFESSIONALS
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JOURNAL



Heinz Nagel
NagelTeam
The Visionary And Optimist

Product Guide
Toys, Tools, Technology
Creative In Autumn

PSI Customer Event
After Work On The Rhine

ZWILLING J. A. Henckels AG
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MEETING THE HIGHEST STANDARDS
PLASTICS PROCESSING
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EDITORIAL

RELEGATED TO THE SHADOWS

Packaging in the 360-degree communication of brands and products has always stood in the shadow of the major advertising tools. It shares this fate with the promotional product. Yet it is high time for advertisers and marketers to pay more attention to both instruments. They themselves should be gradually starting to get the idea. The fact is, they are coming under ever more pressure. Well-trodden promotional paths are no longer showing the effect companies expect of them. Uncertainty is widespread.

So the question is how promotional products and packaging can draw attention to themselves. Just do what the competition is doing? A simple measure, but sure to be effective as a first step. And what is the competition doing? They are making great efforts to provide information on their impact. Television is holding entire trade shows for this purpose, print and now even the internet are no less active. The name of the solution is impact research. The GWW, German umbrella Association of Promotional Products) with its limited means, has been heading the right way in this context for ten years. But the association's budget and manpower are not making it easy to finance new studies and get them on the street. The media landscape is not waiting for reports from the promotional product industry. This calls for major investment, and we need to take the initiative ourselves. Even the Professional Association of the Folding Box Industry (FFI) is active in this area. A large representative study is now underscoring the fact that packaging has a great communicative potential. According to the study, packaging has an effect not only at the POS, but also long-term in the private sphere. Packaging is also three-dimensional and thus handled at least ten times per purchase. Big brands are thus growing a reach and effect that even television cannot beat. An enormously important factor in the buying decision process and brand development.

So what could be better than two advertising tools which combine their effect: a good promotional product and good packaging. Ever since "Apple" became such a great success it should be clear that product quality, product design and product packaging make for a highly successful symbiosis. Certainly, there are bound to be many in the promotional product industry who have already understood this. No wonder that packaging is also an important topic at the PSI. However, we have to take the topic to the users more than we have been doing. Brand experiences arise first through cognitive and emotional effects. Touchpoints with promotional products and packaging are thus an important step in starting or renewing customer relationships – and promotional products and packaging create more contacts than any other form of advertising. Let's tell our customers.

Keeping this in mind



Manfred Schlösser
Editor-in-Chief PSI Journal



Manfred Schlösser



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PLAYFUL ADVERTISING

12

People have been playing ever since mankind has existed. And of course working, too. Tools developed from the playful use of resources. And technology emerged from the tools themselves. So toys, tools, technology are a perfect match. In the section “Creative in autumn” (Page 46) you will find extremely colourful and creative product lines that perfectly fit the autumn season.



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PLASTICS PROCESSING BY A SPECIALIST

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Plastic has the reputation of being an all-rounder. However, one plastic is not the same as the next and not every product can be made from any material. Quite often suppliers looking for a manufacturer for a special design are misled. Those who rely on specialists are on the safe side.

PSI 2015: PSI CUSTOMER EVENT ON THE RHINE

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A wonderful evening atmosphere along the banks of the Düsseldorf Rhine, fine food from the grill and interesting conversations - these were the ingredients of the PSI customer event on 3 June 2014. The guests took advantage of the entertaining evening to get to know each other and exchange information with each other and with PSI staff. The PSI 2015 was already looming on the horizon.

BWL NEWSWEEK 2014: AN EVEN DOZEN

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All good things come in twelves. This rather altered form of the old saying hits the nail on the head, at least when it comes to the Newswweek. In 2014, this long-running roadshow made it an even dozen. This time, too, with almost entirely gratifying results. Newswweek would not be Newswweek if it did not constantly continue to develop, reflecting the promotional product industry in the way it is constantly reinventing itself.

EUROSTYLE: 115 YEARS OF EXPERTISE

64



Since 1899, Emil Kreher Lederwarenfabrik has specialised, inter alia, in custom-made leather products. The introduction of the EUROSTYLE brand in the mid-1970s marked a turning point for the family business. Today EUROSTYLE is an inseparable part of the German promotional product industry. High-quality accessories from Bayreuth are known throughout Europe.



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Let man be noble, helpful and good. With this famous phrase, Johann Wolfgang von Goethe began his poem "The Divine". The common knowledge of these words is probably also due to the fact that they were written through the generations in German poetry books. Quite often, the beginning of this poem was even parodied by creative freethinkers. With a view to high-quality brand products, it can even be modified, not in a playful but in a meaningful manner: Let the promotional product be noble (from workmanship), helpful and good – that is, suitable for everyday use and user friendly. It simply has that certain something.

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MEETING THE HIGHEST STANDARDS

PLASTICS PROCESSING BY A SPECIALIST

Plastic has the reputation of being an all-rounder. However, one plastic is not the same as the next and not every product can be made from any material. Quite often suppliers looking for a manufacturer for a special design are misled. Those who rely on specialists are on the safe side.

Plastic has grown in importance in the promotional product industry. However, there is no such thing as “the plastic” because plastic is actually a collective term for numerous materials with different properties and accordingly many applications. Plastics processing is a complex field that is difficult for the layman to understand. Anyone looking for a manufacturer for a cus-

tomised design should take a close look at whom he wants to work with. We have recently learned from experience that particularly cunning methods are used to achieve the maximum profit from an order. For instance, a company once sold a product which was supposedly made of Tritan (PET), but in reality it consisted partly of acrylic glass which cost roughly half the price. The price

advantage fraudulently obtained in this way is at the expense of reputable operators who also provide expert advice. This cannot be in the interests of the industry. This is why we have compiled information you should know about plastics processing.

FROM THE IDEA TO THE PRODUCT

Plastics processing also starts off with an idea or a thought. As a rule, this then leads



A real gem is the “Crystal Crushed Ice” bottle cooler with a completely new design and functional effect. The saline solution moves, so no two coolers are the same. Excellent cooling is guaranteed.

However, we are almost helpless without a professional. Only by combining processes and material is it possible to produce a sample that resembles the envisaged parts. This in itself is understandable if one compares the elastomer strap of a watch with a high-impact rockfall helmet or even an “unbreakable” reusable cup made of polycarbonate (PC) or polyethylene terephthalate (PET).

RELEASE IS IMPORTANT FOR ALL CONCERNED

A crucial step is the release of data based on the findings from samples, technical drawings and the product requirements document. Why is the sample approval so important for all concerned? First of all, the data status is the one that is used should there be legal problems. A release for manufacturing the tool is then possible in an overall picture in conjunction with an existing product requirements document and the samples. The entire effort made up to this point therefore serves to avoid unexpected costs. If parts from a series tool do not function, costs of up to several hundred thousand euros can quickly arise. Once a tool has been completed, modifying it or completely adapting it to findings that have yet to be implemented is usually only possible to a limited extent. That is why, at the time of release, you need to know that from this point onwards amendments to the product requirements document or changes to geometries can only be made after close consultation with the supplier. Adaptations are most likely to be possible on the screen on the first days of tool implementation. Once the steel has been ordered or once you are “already in steel” (as the experts would say), changes are only possible at considerable expense.

FINISHED TOOL – BULL’S EYE?

The specialist often hears his customers saying, “I am beginning to understand why there are people like you ...” As a layman in the industry, we easily tend to assume that it is only a matter of getting the hot plastic into the mould. As a material, plastic can be very annoying at times. Even “old foxes” never cease to learn. No won-



True to the ADOMA philosophy “From the idea to the finished product”, completely new 3D sand moulds were created as a customized special design. Two moulded parts are joined precisely together and filled. Simply pull them apart again and animals appear in the sand. During production, a great deal of emphasis was placed on detailed representation as well as easy product handling and safety. The sand moulds are thus easy to handle for children and encourage creative play.



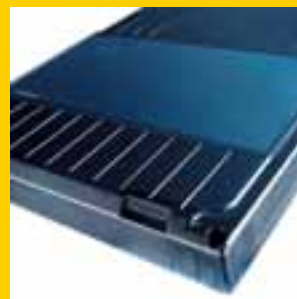
An example from the wide range of ADOMA sports bottles, “created and made in Germany” - also ideal as an advertising medium. Guaranteed leak-proof, neutral in taste and odourless, free of harmful substances, phthalates and bisphenol-A.

der there are graduate engineers in this area who are worth their weight in gold for every plastics-processing company, especially as they are rare in the market. Thanks to experienced master craftsmen and plastics moulders or process engineers for plastic/rubber – that is the occupational title of such professionals - you are in good hands. Initial sampling generally runs smoothly, although you rarely experience zero waste right away. In addition to the parameters of temperature, injection pressure and mass, diverse adjustments have to be made before the injection moulding process can begin. And that does not even take into account the automated processes that are necessary to ensure efficient production. We do not want to go into further detail at this point. It is clear that plastics processing belongs in the hands of professionals - and every promotional product professional should be aware of that.

For further information: www.adoma.de<

HOUSING FOR INDUSTRIAL DOOR DRIVE

Newly launched design series of housings for outdoor use with a maximum demand on the load class using translucent material as the display function. Easy installation due to omission of screws through bayonet function of the circuit board bracket. Whoever provides such sophisticated products qualifies as a specialist for customised promotional products.



to a design, a sketch or even the first draft of a technical drawing by the person behind the idea. This is where an experienced plastics specialist steps in; from this moment of early involvement, he can and must exercise significant influence. Often engineers from other disciplines make drawings for using plastic material. It makes perfect sense to any layman that wood material has different physical properties than metal and that metal has different physical properties than plastic. Yet few people are aware that a significant effort related to processes is involved if this fact is ignored. As a result, hidden faults in the finished product often arise. "From the idea to the finished product" actually means taking a holistic approach from the idea to the fully functional product.

DESIGN TAILORED TO PLASTIC

In all cases, the design of an article tailored to plastic includes a feasibility study, adequate analyses and computations as well as models made from the possible materials. A so-called product requirements document – preferably completely planned in advance – serves as the basis for specifying as many of the requirements of a component as possible. A description of the installation status helps to ascertain the ideal design - starting from the geometry to the right material. That all sounds plausible and even logical. But experience tells us something different. Cost-saving measures are often required and the crucial preparatory work is not carried out. This often causes substantially increased process costs at a later time in the development phase. Added to this is the fear of plagiarism or even the lack of expertise in the development process: If you want an optimised approach to the development of plastic parts and thereby seek cost-effective holistic processes, you cannot go past professional support. Even the potential that can be exploited through the initial personal consultation with a specialist should not be wasted. In some cases, professional suppliers charge substantial fees. While it makes perfect sense from a commercial standpoint, it is more harmful than



Professionally manufactured plastic cups are visually indistinguishable from crystal glasses: Also a beautifully designed and responsible alternative to disposable cups.



The quality of the ice base of this cup is only really visible in a detailed image.

helpful for lasting customer retention. A free, no-obligation initial consultation with a professional inquiry is in everyone's interest, as the negative assessment of a plastics engineering solution - if the specialist sees no feasible way of technical implementation - can by all means be made. Here too, the reputable supplier differs from those who want to make a quick euro.

FEASIBILITY OF A SERIES STANDARD

The feasibility study/test is carried out according to the verified product requirements document available. Conflicting goals are examined to ascertain whether a solution can be found by modifying the geometry, selecting appropriate types of plastics or by sensibly adjusting the specifications. If no solution is found, implementation into the plastic material needs to be reconsidered. Or, contrary to the usual opinion of professionals, a second opinion from another professional is obtained. If again no solution can be implemented, at least you can be sure that you have explored all the possibilities. In the area of plastics, creativity covers an extensive spectrum and the more professionals that are involved in a solution that is to be worked out, the greater the chance of achieving an optimised implementation.

CREATING THE SAMPLE

A number of methods have proven themselves in the technology race. Whereas 10 to 15 years ago, samples were made of wood or wood-like materials, 3D printers are today used to “print” a sample layer by layer. Other methods include laser sintering (layered structure using a laser which fixes suspended particles and thereby gradually builds up a product) or stereolithography (a laser solidifies liquid photopolymer on a structural platform that is lowered after each layer before the next layer is applied). One of the alternatives for a small series, and of a more mechanical nature, is vacuum moulding which requires an original sample produced independently of the process. A relatively new method for fast implementation and serving as a basis for such samples is so-called laser radar samples or scans whereby the manufacturer visits the customer, scans a component and then uses this data to build a new housing for such a component in 3D.

WHY SAMPLES ARE NECESSARY

“Sample? We’ll save us the hassle” is what you might think or may have often heard. A sample generated from 3D data requires, of course, a certain amount of effort and also takes a few more days. Nowadays, development cycles are so tightly scheduled that not even a buffer is planned. What did not occur before but is bound to happen later due to unrealised 1:1 samples does not become relevant until the project is analysed in a review. If several weeks and thousands of euros are then lost because of a decision to reject a sample, you will be wiser and more prepared to invest a few hundred euros and days to produce a 1:1 sample. An especially serious example of this was when a tea glass created for a global brand should have been designed like a large teapot. By realising the 1:1 sample based on the data, tools worth several thousand euros were not produced. If the consumer had produced parts, he would have burned his fingers with the tea glass. Meanwhile, a geometric 1:1 conversion of data into samples is almost always possible through the various methods available.



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At the PSI BBQ, Michael Freter welcomed guests with information about the PSI 2015.

INFORMATIVE PSI CUSTOMER EVENT

AFTER WORK ON THE RHINE

A wonderful evening atmosphere along the banks of the Düsseldorf Rhine, fine food from the grill and interesting conversations - these were the ingredients of the PSI customer event on 3 June 2014. The guests took advantage of the entertaining evening to get to know each other and exchange information with each other and with PSI staff. The PSI 2015 was already looming on the horizon.

There is nothing quite like the personal exchange of ideas, even in these times of electronic communication. Nothing is as authentic and so much fun as sitting down together to a glass of wine and talking, laughing and coming up with new

ideas. Even last year's PSI BBQ where PSI had presented the new trade show offers was a success, and so PSI Director Michael Freter and his team explained again this year what would be new at the upcoming PSI. This information focussed on

the new edition of the PSI First Club and the Textile Area.

THE PSI FIRST CLUB IS BACK AGAIN

The PSI First Club, whose members commit themselves to show their premiere product for the first time at the PSI Trade Show, is looking forward to the second round at the PSI 2015. "PSI First has been very well received and has brought us closer to our goal of ensuring that the PSI is again seen more as the premiere trade show," said Michael Freter. The trade show will be more attractive for visitors and present the industry in a favourable light in terms of public image. It is in the spirit of the entire industry to be perceived as innovative and creative. "With around 20 companies participating, the interest in PSI First is quite considerable. Companies participating with their products also benefit from a comprehensive, complimentary marketing package that includes, among other things, an advertising campaign, product presentations in the PSI Journal, and many more promotional opportunities," said Michael



Freter. Participants of this year's PSI First as well as the winners of the PSI First Awards confirmed the enormous interest of visitors in First products after the trade show. Most exhibitors had come up with eye-catching presentations for their premiere product at their trade show stand. Assisted by PSI First logos, logo carpets at the stands, advertising on the hall plan and in the halls, the visitors' interest was drawn to the product premieres. This will again be the case at the PSI 2015.

**TEXTILE AREA AS
A NEW EXHIBITION AREA**

Textile, the most frequently requested product category, was the second theme presented in Düsseldorf: "Textiles have become so important as an advertising medium that we will also give them greater exposure at the upcoming PSI. That is why we have created the Textile Area, a new exhibition area that offers additional opportunities, especially for small textile suppliers," said Michael Freter. The PSI Catwalk, the catwalk for original presentation shows of textiles and accessories, will be

located in the centre of the Textile Area. The PSI Catwalk had been created in the course of new positioning of the PSI as a lifestyle show and celebrated its highly acclaimed debut at the PSI 2014. The catwalk is now included in the Textile Area, making it the heart and centre of attraction of the new exhibition area. Exhibitors of the specifically advertised exhibition area can create a professional trade show presentation in the Textile Area without a considerable organisational and financial effort. PSI assists companies with various packages and marketing campaigns. It is also convenient for exhibitors of the Textile Area to use the catwalk for their fashion shows. An impressive package was the tenor of the guests following the speech of the PSI Director.

In the course of the evening, the guests had the opportunity to obtain more information from the PSI team about the offers presented and to ask questions and make suggestions. A convivial, pleasant evening that benefitted all the participants.

The PSI customer event provided an opportunity for a relaxed dialogue as well as information about the PSI 2015.



The Managing Director of PSI, Hans-Joachim Erbel (third from left), also stopped by. Here he is talking to Kim Köhler, Michael Freter and Armin Cyrus (from left to right).





TOYS, TOOLS, TECHNOLOGY

PLAYFUL ADVERTISING

People have been playing ever since mankind has existed. And of course working, too. Tools developed from the playful use of resources. And technology emerged from the tools themselves. So all three product areas are a perfect match. And this enables playful advertising.

In his main work „Homo Ludens“ („The Playing Man“), the Dutch cultural anthropologist Johan Huizinga defined a game as being a „voluntary act or employment, ... having an intrinsic objective and accompanied by a feeling of excitement and joy and an awareness of differing from ‘ordinary life’.“ In contrast, games studies distinguishes between purposeless and purposeful play. Whether it be with or goal or for its own sake – playfulness is inherent in all people. And to this end man devised the toy. The oldest toy is probably the doll, whose origin dates back to the Stone Age. Although the history of tool manufacture and use began 2.4 million years ago, development did not gain momentum until the Stone Age. During this time, many of the tools used today were created. The technological step in the sense of machining a workpiece by using a tool was inevitable. Workpieces that are suitable for successful advertising are shown on the following pages.



A HANDY ENERGY SOURCE

With the new USB recharging adapter called Power Light, elasto form is selling a practical energy source for you to use while you are out and about. It brings low batteries back to life and gives you a light source when you are in the dark. The sturdy, silver and compact case turns the adapter with a built-in torch into a useful helper, which can recharge devices such as a smartphone one and a half times when running on full power with its 2200 mAh. The product comes in a black cloth bag with a USB cable for recharging batteries. It can be finished with a five-colour imprint by means of pad printing.

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FUNCTIONALITY AND UTILITY

The six different Swiss Tools and the four SwissTools Spirit designs from Victorinox are known for their functionality and utility. The Swiss manufacturer delivers first-class quality down to the last detail: Handling and using the tools are very user-friendly, and in terms of safety, the product is absolutely non-hazardous. A lot of value is placed on the practical, robust and yet stylish case, which can come with a turnable clip upon request. This clip makes it possible to wear the product horizontally and vertically. There are many finishing options available, such as individual engraving, etching the blades and placing multi-colour pad imprints onto the grip plates.

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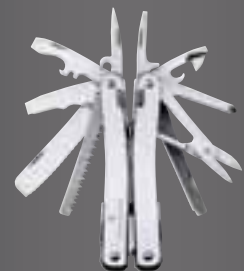


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ONE FOR ALL

Under model number 192, Nestler-matho has extremely practical multifunction pliers comprising LED light and pouch in its range. The 10-in-1 multifunction tool is small, compactly finished and handy is therefore ideal for travelling. The tool, delivered in individual packaging, is manufactured from stainless steel and has a weight of 148 grams. The scope of delivery additionally includes the two CR 927 button cell batteries required for operating the LED. A promotional message is affixed lengthwise on the handle in a size of some 30 x 5 millimetres, according to the manufacturer's information.

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ENJOYMENT FOR THE EARS

With its loudspeakers and headphones, iFidelity delivers outstanding sound in an unmistakable design: premium products offered by PF Concept with custom finishing in a sophisticated gift box. The Mirage headphones deliver hearing enjoyment in pure form. The pads on the ears, the manufacturer says, are very soft, and isolate ambient noises. Volume can be regulated, songs skipped and incoming calls accepted using the built-in music controller. The cable-free and portable Cosmos loudspeaker, for instance, is a winner with a powerful sound. A perfect symbiosis is pulled off via the combination of Near Field Communication (NFC) with One Touch Connection-based technology: it is possible to connect NFC-capable smartphones and devices with the loudspeaker by means of tapping – and the user's favourite music is hence always immediately retrievable, according to the information from the Netherlands.

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EMOTIONAL EPITOME

You want to catch and hold them, often in vain. They exude a great aesthetic attraction and shimmer in all the colours of the rainbow. The way they lightly float through the air is inimitable. Soap bubbles enhance exercise and skills, promote attention and awaken the imagination. Whoever uses Pustefix soap bubbles as a promotional product can be sure that this advertising will not disappear into some drawer. Pustefix is taken home, tried out and not only gets children smiling, marveling and dreaming, but also young people and adults. So it is no coincidence that many well-known companies are already putting their trust in the Pustefix effect, for emotional marketing guarantees maximum attention. Advertisers benefit from a wide-ranging product programme with many different variations, various printing and customising options at low unit prices and with short delivery times states the supplier, Success.

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PLAYFUL ADVERTISING

The company Vermod demonstrates how to achieve effective advertising by combining innovation and tradition with comparatively little effort - with an attractive, long-lasting promotional product that is promotionally effective: The printed LOGO stones are inexpensive promotional tools based on a classic game. Two functions are combined – a well-known, creative „toy“ and an inexpensive promotional product. The LOGO stones match the colour, shape, compatibility and quality of the original. According to Vermod, the product range is ,very large and flexible ,,. Specially designed packaging is available for all delivery quantities.

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PRECISION ILLUMINATION

Meterex has been a specialist for measuring tools for almost 100 years. As a world first, the company is now presenting „the longest flashlight in the world“. The „light meter“ combines a high-quality plastic 2-metre folding rule with an integrated LED light. It can be used to illuminate dark areas such as those behind radiators, cupboards, shafts, motors or machines. Hairline cracks in pipes can be made visible with the utmost precision. The light meter can be bent and inserted illuminating in the chest pocket or trouser pocket so that both hands are free to work. In order to save energy, an automatic shut-off after 5 minutes of lighting time was installed in the electronics. After a long service life, standard CR1220 batteries can be quickly and easily replaced. „This durable high-tech product will make customers' eyes shine,“ says a confident meterex boss Oliver Kuntze.

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meterex@meterex.com • www.meterex.com



EASY TO USE

The Solingen-based company Herbertz has a wide range of affordable multi-function tools which are ideal to use when on the go or to meet the small challenges of everyday life. Of course, all products can be customized by using various finishing options. The name Herbertz stands for a long tradition in the cutlery market and is especially well known among users of knives. The Herbertz Multitool is easy to use, robust and versatile. In addition to pliers, Model 8 contains practical tools such as a blade, screwdriver, bit adapter and saw. The light metal handle is decorated with attractive inlays made from Pakka wood. Delivery includes bits and a leather belt-pouch.

41275 • C. Jul. Herbertz GmbH • Tel +49 212 20630-0
vk-werbeartikel@cjherbertz.de • www.cjherbertz.de



WITH ACCURACY

Troika has an extra-long, metal measuring tape called Accurate for everyone who has great plans: The eight-metre, or 27-foot, measuring tape is nylon coated and comes inside a case made out of black plastic that has stainless steel elements including a stopper. According to the manufacturer, advertising can be placed on the product by means of printing and engraving on the blank metal surface, which is 30 by 40 millimetres in size. Engraving is free of charge for orders of 100 units or more.

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



AN INNOVATIVE FRISBEE

The new sport and recreational frisbee was specially developed by the company Global Innovations and is patent-protected. The weight of the frisbee can be modified through a built-in click system in which various heavy rings can be clicked onto it. This changes the level of difficulty. For instance, a heavier ring is used in order to make the Frisbee fly faster and a lighter ring is used in order to make the Frisbee fly slower. On the other hand, using a ring to unevenly distribute the weight has a different effect on the flying properties of this frisbee. This product has another highlight: There is the option of being able to use a fluorescent ring with it.

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



RELAXED IN A TRAFFIC JAM

The strategy game called Brain Fitness Rush Hour, which is a top-selling toy from the company b & a, is now also available in a minimalistic version and is in stock for immediate delivery. Thanks to its modern and stylish design, it is not only suitable for children. The goal of the game is to find an exit for the red car by moving the other cars in the playing area. The player uses his strategic thinking and memory when trying out the approximately 80 different options with increasing requirements. A logo can be imprinted on the board or an insert can be placed inside the packaging. The Chocolate Fix game is also available from the same series.

48898 • b & a Vertriebsgesellschaft mbH • Tel +49 7062 978910
info@b-und-a.com • www.b-und-a.com



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A SUPER BRAIN IN A SMALL SIZE

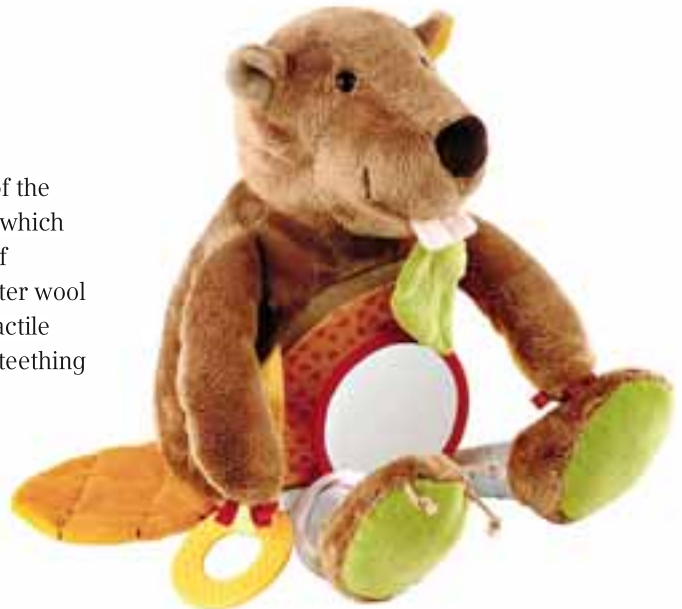
The Goodram Twin data carrier from Wilk Elektronik, which is equipped with both a USB 3.0 and a microUSB, is both functional and practical. Wilk Elektronik is the Polish specialist for electronic devices. The double USB stick has a so-called OTG function: This “on-the-go” function enables data to be transferred from computer files to mobile devices such as smartphones or tablets. Goodram Twin manages a transfer rate of up to 120 MB per second according to the Polish manufacturer’s information. More information is available from Wilk Elektronik.

47688 • Wilk Elektronik SA • Tel +48 32 7369000
sales@wilk.com.pl • www.goodram.com

YOUR BABY’S FAVOURITE

Seeing their own reflection is a real discovery for babies: one of the products at sigikid that has this in mind is the cuddly beaver, which features a small mirror and many other surprises. It is made out of different materials, such as cotton, micro-fibre plush and a polyester wool filling. These alone turn the 30°C washable toy into a wonderful tactile experience. What is more, little ones can relieve their unpleasant teething pain by biting on the beaver’s built-in teething-ring.

45202 • sigikid H. Scharrer & Koch GmbH & Co. KG • Tel +49 9201 70129
www.sigikid.com • anja.deroni@sigikid.com



SYSTOLE AND DIASTOLE

The AEG blood pressures monitor being sold by Lehoff guarantees fully-automatic and precise blood pressure and pulse readings. The values can be easily read on the large LCD display. The monitor indicates the three systole, diastole and pulse values, which have been set according to the WHO’s classification system. It is ideal for calculating the average values of the last three readings in order to monitor a person’s blood pressure over the long-term. What is more, the device was designed to record the readings of two people and it also has many other setting options, including the date and time. It runs on two 1.5 volt AAA batteries, which are not included. More information is available from Lehoff.

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



A CHALLENGE FOR YOUR FINGERS AND BRAIN

When the small metal balls in the 3D UFO labyrinth from Krüger und Gregoriades roll loose, it's time to start thinking in circles, because the balls have to be played inside the three-dimensional space inside the plastic unidentified flying object without leaving the track. Otherwise, you have to start from the beginning again. This fun challenge encourages patience, concentration, coordination and dexterity. But be careful: Once you start playing this game, you will be mesmerized for hours. The game is delivered inside a gift box.

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



WRITING AND STAMPING

Heri-Rigoni is presenting a self-inking stamp machine, which is a great promotional office supply for use in the pharmaceutical industry. The stamp machine is certified with the DIN EN ISO 9001 seal of quality and has been given the eco-label in accordance with DIN EN ISO 14001. Usually the stamp imprint is designed with boxes for indicating the different doses or it gives more information about the quantity of the medication that is to be taken throughout the day or week. According to Heri-Rigoni, the long-term benefits of this effective promotional product have been proven by the more than 10,000 different stamp imprints that can be realised with the base padding of the stamp pad. More information is also available at www.heri.de.

41016 • Heri-Rigoni GmbH • Tel +49 7725 9393-0
vertrieb@heri.de • www.heri.de



COMPACT POWER

Kraftform Kompakt 10, with ten high-quality Wera screwdriving tools, takes up minimal space and can be supplied in attractive gift packaging. This practical gift for customers can therefore easily be stored in a drawer, a toolbox or even a trouser pocket. Equipped with flat-headed, Phillips cross-head, Pozidriv cross-head and TORX® bits, along with the tried and tested Wera handle with the Kraftform design, a high working speed can be achieved with the tools, according to Wera. The soft zones on the handle allow it to be gripped firmly and, thanks to the Rapidaptor technology, inserting and removing the bits from the handle can be done in an instant. The tools are clearly arranged in the robust and practical bit case. From 100 units upwards, the customer can receive them with a customized logo print and, on request, in high-quality gift packaging.

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

PRACTICAL AND PRECISE

The broad and always up-to-date range of Krüger und Gregoriades from Hamburg covers more than 900 products that can be supplied at short notice. The highlights include a smart mini-tool made of metal: the spirit level simultaneously contains a screwdriver including two magnetic bits for use with slotted or cross-head screws. The packaging unit of the mini-tools, which are packed in a gift box, is 100 pieces.

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



CLEAN AND PROPER WORK

Anyone wanting to help their customer do “clean and proper” work can find the appropriate means to this end in the Hard Hat Brush from Frank Bürsten: the Hard Hat Brush, measuring 115 x 85 x 80 millimetres, is a clothes brush that comes in the shape of an original construction and safety helmet on a black brush with synthetic bristles. Anyone who works with tools will automatically come into contact with dirt. With the handy Hard Hat Brush, this can be conveniently “swept” from your clothes with little effort, allowing the customer to constantly maintain a clean appearance. On request, Frank Bürsten will print the helmet with a promotional message or logo. The Hard Hat Brush is available in the colours white, yellow, orange, red, blue and green.

41853 • Frank Bürsten GmbH • Tel +49 7673 88865-0
info@frank-brushes.de • www.frank-brushes.de



COLOURFUL HANDIWORK

For more than 50 years, high-quality and ergonomic screwdriving tools that meet GS safety standards have been manufactured at the local production site of Heinrich Betz Werkzeugfabrik GmbH & Co. KG. The manufacturer specializes in the production of private label screwdrivers with well-engineered 2K technology. The result is premium screwdrivers with an individual design in line with the customer's wishes regarding colours, logos and dimensions – available even in small quantities. On request, they can be manufactured with an injected logo or name, ensuring that they make a lasting and durable impression on the user – unlike something that is printed on and will wear off in the course of time.

48787 • Heinrich Betz Werkzeugfabrik GmbH & Co. KG • Tel + 49 2195 8235
info@heinrichbetz.de • www.heinrichbetz.de

SHARP ANITA

The new special knife series Anita from Hermann Flörke is perfect for cutting rolls and cheese. In addition to the serrated edge, the sharp original Solingen blade has a distinct point, making it ideal for cutting and breaking parmesan and other kinds of cheese. Made of hard-wearing plastic, the sturdy handle provides a generously sized printing surface for individual promotional messages. A practical freezer bag fastener as protection for the blade gives the promotional knife additional eye-catching aspects.

44294 • Hermann Flörke GmbH • Tel +49 6104 73373
info@floerke.de • www.floerke.de



FUN PLAYMATE

With its cuddly clown called Jelly Joker, listed as item number 5954, Giving Europe from Bremen ensures plenty of fun for small children. Jelly Joker is made of soft and colourful material and will quickly become a favourite playmate for babies and toddlers, especially as it does not have any small parts that could be swallowed. A bell and a horn are incorporated into the interior. All the parts are well sewn together, according to information from the manufacturer. This children's companion, which serves equally well as a comforter or a fluffy cuddly toy, can be customized for promotional purposes by means of pad printing.

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

PSI 2015
7.-9. Januar
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HANDY POWERHOUSE

PowerChargerConcept from Spranz is an extremely practical mini-charger with a strong 2000 mAh lithium polymer battery and top charging power, making it ideally suited to reviving mobile phones and tablets. The electronic device is fitted with a USB port for all charging cables and a battery charging monitor. Furthermore, this charging unit features Safety-Circuit to protect against over and undercharging, and a USB cable. It can be customized for promotional purposes and is supplied in a designer box. More items in this and many other categories are to be found in the current collection catalogue from Spranz, which is available, free of charge.

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

EXCELLENT SOUND

With their trendy design, the Bluetooth Power speakers from Nestler-matho, available as model 200 in red or model 201 in blue, are ideally suited for use while travelling and will definitely become an eye-catcher. They are not only visually appealing but also, according to the manufacturer, provide excellent sound quality. This is guaranteed by a powerful five-watt subwoofer and the two speakers each with a power of three watts. The sound gear is supplied in a carrying case that can be printed on the side with a promotional message. Made of metal and ABS plastic, the speakers contain a 2800 mAh lithium battery and are easy to operate with the new NFC technology that also supports AUX.

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



CAKES AND CASTLES

The bucket-and-spade set Beachlife from Inspirion is an absolute must for a family day at the beach. Whether there or in the sandpit, the set made up of six different moulds and shovels will help you with digging, building and cooking. Whether a mud pie or a sandcastle – children big and small will have fun here. So that nothing gets lost, everything can subsequently be put in the bucket with its carrying handle. The bucket and contents vary in colour and shape. These sand toys and more can be found in the current PromotionTops catalogue 2014 from Inspirion.

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



**CRYSTAL
SERIES**

Crystal Light

Crystal Speaker

Crystal Powerbank

USB Crystal Turn



DOUBLE PLEASURE

Anyone looking for a mobile phone splitter for travelling will find what they need at Giving Europe: listed as item number 5400, the international mobile splitter combines two functions in one product, since it simultaneously serves as a mobile phone stand and an earphone splitter. As a mobile stand, it is fitted with a suction cup that is simply pressed onto the smartphone, allowing the phone to be held up by the splitter. The splitter can be removed from the suction cup and then plugged into the smartphone: in this way, two sets of earphones can conveniently be connected. The product is available in four trendy colours and advertising material can be applied using the pad printing method, according to the manufacturer.

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

RED BULL

The R/C F1 Red Bull RB9 in 1:24 scale, the winning car of the youngest four-time World Champion from 2013, is a real highlight for Vettel fans and all racing drivers big and small. The R/C model car with pistol grip steering has a maximum speed of 7.2 km/h and has a range of up to 15 metres. With fully charged batteries, there is enough driving fun for an interrupted 25 minutes of racing. The total of four AAA 1.5 volt batteries that are required for both the remote control and the vehicle do not come supplied. The car, suitable for children 8 years and upwards, should not get into the hands of children under 36 months on account of swallowable small parts. Lehoff offers the full service package, from purchasing advice to delivery to the end customer. More information provided by Lehoff.

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



MINI SOUND MARVEL

The Booster interactive loudspeaker from Topico may be fairly small, but it knocks out some pretty big sounds. Thanks to near field technology, music is transferred directly from mobile phone to device. To this end, smartphone or iPhone simply need to be placed onto the loudspeaker symbols on the non-slip, rubber-coated base. Two lateral membranes then ensure optimum sound quality. According to the manufacturer, the loudspeaker can also be connected to a PC or laptop by means of an AUX cable. The interactive sound box is charged via USB cable.

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



CHOICES, CHOICES...

1 33 parts make up the tool kit available from Lehoff, providing a solution for nearly every household need. The most important parts for pottering about are thus always ready to hand. Supplementary to this there is an 89-part fixing kit comprising screws, nails and dowels, thereby completing the tool kit. All tools are practically stowed in a case. In detail, in addition to three screwdrivers, delivery also includes one each of water pump pliers, long-nose pliers and scissors, along with an adjustable spanner, bit holder and carpenter's hammer. 20 bits in 2 plastic holders, 8 Allen keys in a plastic holder, 1 measuring tape and 6 precision engineer's screwdrivers complete the equipment. More premium and promotional products from the wide range can be found on the website www.lehoff.de.

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

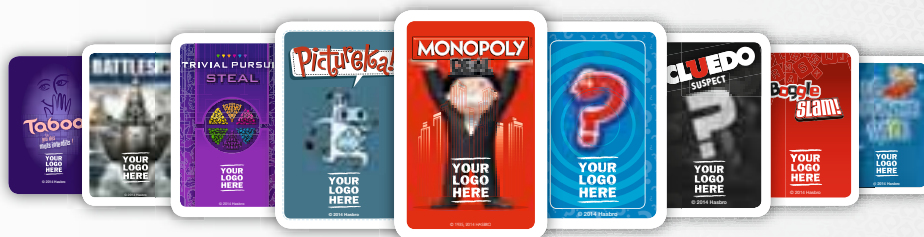
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GET TO WORK

Perfectly equipped in all life situations – that's the user of the P tool kit bearing the history-steeped name Leningrad, available from Easy Gifts. The tool kit consists of pliers, one each of a Philips screwdriver and flat-blade screwdriver, a one-metre measuring tape, three Allen keys and five attachments with handle for the ten different bits. Everything is packed in an attractive aluminium box with zipper. The custom promotional message is applied by Easy Gifts centrally on the case by means of laser engraving. Delivery is performed individually packaged in cardboard.

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

NEW ARRIVALS AT THE ZOO

The zoo animal series from mbw has developed into a bestseller within the Minifeet® family. For this reason, two new models joined the family in 2014: the donkey "Alex" and the frog "Arwin". They supplement the cute range of wild and domestic animals, which are all approximately 17 cm high. The big saucer eyes and cuddle-soft plush are an invitation to snuggly cuddle times. Promotion is performed by means of matching accessories such as triangular scarf or doming. The zoo animal family is thoroughly safety tested by TÜV Rheinland. All models now fulfil the Toy Proof catalogue of criteria for toys.

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



DISTRIBUTE EFFECTIVELY, SAVE ON WORK

The toolbox is packed, drill and saw are ready, and sufficient light is taken care of by Brennenstuhl work lights. But on arrival at the place of work, it's noticeable that there aren't enough plug sockets available for the devices brought along. The plug socket distributor from Brennenstuhl provides assistance with two plug sockets of 230 V each and self-closing lids. Due to protection class IP 44 and a successfully passed GS test according to device and product safety law, it can be used for both outdoor and indoor areas. Securing is possible via the screw holes, and will stop the socket board from sliding off. Conveniently sized, the socket board can be easily stowed in toolboxes or service vehicles. Finishing is a possibility on request.

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





KEEPS IT ALL IN

The „kinderleicht“ company is presenting the „ontop magic bowl“, a new product which makes it hard to spill things. Whether muesli, fruit or snacks, you can twist and wriggle it all you want – it keeps everything in. That is why ontop is the ideal companion for home and trips. Children also have fun with ontop and keep their parents' world clean and neat – thus ingeniously saving lots of time. This is because ontop is food safe and free of BPA, can be taken apart and put back together again, can be used without a gyro element as a chic bread box and has been tested by the Nehring Institute in Braunschweig. A product video of ontop under Downloads at www.kinderleicht.net illustrates the product's qualities and how it works.

49272 • „kinderleicht“ GmbH design + handel • Tel +49 5808 980080
info@kinderleicht.net • www.kinderleicht.net

FASCINATING ASSEMBLY KIT

Geneva Kids Clock is the name of the pendulum clock assembly kit for children from the technology specialist technoline. It combines fun and science in a very uncomplicated way. Following its traditional models, this high-quality pendulum clock also has a large proportion of elements which are important for children to learn structural principles. By the time it is put together and started up, all the physical and mechanical processes important for telling time accurately without electricity have been explained. Assembly is child's play and clearly described in a large assembly poster. The transparent case lets you observe all three cogwheels as they turn.

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



CREATIVE AND FLEXIBLE

For several years now, Eurostyle has been running production in Germany again and thus returning to its roots. Hence every item is now unique and a special promotional product. In the Germany Series, Eurostyle offers a wide range of smartphone and iPad cases, key ring pendants and purses, as well as writing cases. In addition, you will find attractive accessories for the office which can be produced in many colours. Along with the items made of aniline cowhide, there are also products made of Donato soft grain leather or an exclusive lamb nappa characterized by low weight, a soft feel and brilliance. Furthermore, there is a choice of materials, colours and models to the standard collection items. The products can be custom made in many combinations. Even the seams can, of course, be designed in various colours. New models can naturally be implemented. The items come in a high-quality, paper-covered box with a hooded lid.

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





LUCKY LADYBUG TO CUDDLE

The cute ladybug „Marie“ from team-d stays in place, of course, and quickly becomes a constant companion for cuddling and comforting. „Marie“ is washable and approx. 22 cm in size. For eighteen years, team-d GmbH has been supplying a colourful range to cheerful children. The company is a member of the German Toy Association and therefore takes part in the „Aktion fair spielt“ (fair play campaign) which together with partner organizations in Asia and Europe has been championing improvements in working conditions in Asian toy factories for more than ten years. Here it is primarily a matter of taking part in the so-called ICTI CARE process, a certification programme initiated by the International Council of Toy Industries to promote fair rules in toy production for toy factories (especially in China).

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

CUTE COMPANIONS

Join Reda on the journey to the animal kingdom! Smart elephant Duena, fearless king of the jungle Areli and long-eared bunny Matty would like to become your companions. Original keyrings are fully flexible and can be easily hung on backpack, clothes or keychain. Reflex material makes you more visible in darkness. Small accessories available in various patterns make your customers happy.

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



ALWAYS IN MOTION

Beatnik, the spinning top with a curved shape from e+m Holzprodukte, spins sweeping pirouettes. The classic product is available both completely in natural beech, as well as in the colours red, green, blue and yellow combined with a natural coloured handle. Children and the young at heart will appreciate the special charm of the game with the spinning top. Skilled coordination is particularly required. In addition to the spinning top, yoyos and skipping ropes are available in classic designs. Customisation is possible through printing or laser engraving on the wooden body.

42200 • e+m Holzprodukte GmbH & Co. KG • Tel +49 9181 297575
info@em-holzprodukte.de • www.em-holzprodukte.de



MODERN, STRONG, BEAUTIFUL

Richartz has come up with no fewer than two powerful Solingen tools dedicated to the main topic. The Optima classic black tool features handles with a distinct modern design, moulded pliers and tools suitable for professionals. Particularly worth mentioning here is the Richartz glass breaker, which is secured by a special lock and, at the same time, serves as the holder of a bit adapter for 9 different bits. The Magnum 8 is a high-quality work knife with a stainless steel housing, anodized aluminium inserts, lockable blade (safety-lock system) and many extra large, sturdy functional components for safe, professional work.

40884 • Richartz GmbH • Tel +49 212 23231-61

sandraschoenenberg@richartz.com • www.richartz.com

-Adverts-



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- 1 Paket Pumpernickel, 500 g, Roggenvollkornschrotbrot
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ROTATION FOR ROTATION

Inspirion offers a tool that can do almost anything. The screwdriver Set „6 in 1“ has everything: It is equipped with five fold-out Torx screws, Phillips and flat-tip screwdrivers. In addition, the specialist for rotations and screwdriving has four LED lights that ensure optimum light conditions during use. The on-off switch is located above the mounting clips. Another advantage: The handy fastening tool can easily be put into your pocket or secured to your clothing thanks to a clip. The practical tool is available in two colour combinations, is suitable for screwdriving and is used in the electronics and precision engineering sector. It is delivered in a gift box.

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

MAGIC MOMENTS

Thanks to sophisticated technology, micx-media promotional products effectively communicate advertising messages in a variety of formats. The new micx „MULTIbeat BOXES“, for example, are truly convincing all-rounders. They combine a powerful speaker with radio and MP3 player function and can also be used as a power charger for mobile devices. The small, stylish bundle of energy recharges smartphones quite easily and is thus the perfect accessory when you are on the go. To ensure effective advertising, the micx professionals integrate original outer packaging with individual branding and give advice on logos.

45899 • micx-media in concept gmbh & co. kg • Tel +49 5205 9910-0
info@micx-media.de • www.micx-media.de





UNIVERSAL SCISSORS

This tool is really fun to use: The Heytec professional universal scissors from the tool specialists Heyco has stainless steel blades with a fine saw tooth for long service life and excellent cutting results. With an ergonomic two-component handle, it lies perfectly in the hand and can also be locked with one hand. The Heytec allows you to strip wires with diameters of 1, 1.5 and 2 mm², and is also ideally suited for cutting thin sheets, wire, plastic, leather and carpets. A notch in the blade allows easier cutting of round materials. Thanks to the internal spring, the 20 cm long and 180 gram light scissors opens automatically.

47249 • Heyco-Werk • Tel +49 2191 205-0
info@heyco.de • www.heyco.de

SLIM AND BRIGHT

Under item number 92312, the promotional product supplier Macma presents a useful and space-saving device: an ultra-slim card flashlight made of silver plastic that fits perfectly into any jacket or trouser pocket, wallet or purse. Two white LED lights ensure it is extremely bright. Macma can print the generous area below the push button with a desired logo.

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



PSI 2015
7.-9. Januar
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ACTIVE ENVIRONMENTAL PROTECTION

RIEDLE CONVERTS TO CLIMATE-NEUTRAL PRINTING

The paper bag manufacturer Bags By Riedle will convert its entire production to climate-neutral printing in the future. With this step, Riedle is systematically pursuing its sustainability strategy. "It is our personal goal to offer our customers this new option in active climate protection", says Volker Riedle, Managing Director of Bags By Riedle.



In the case of climate-neutral print products, all CO2 emissions connected with the materials (paper, raw materials, auxiliary materials and logistics) and printing are offset. The emissions are offset in partnership with the popular label natureOffice with the support of recognized climate protection projects. "We have deliberately chosen natureOffice because its transparency, credibility and process innovation set it apart from other processes available on the market," says Volker Riedle. A specially developed tracking system records every print job with an ID number and can thus be traced back even years later and checked for plausibility. CO2

emissions are offset through the purchase and binding suspension of emission certificates. Use is made of reduction certificates with the Gold Standard quality mark which was co-developed, among others, by WWF. Thus customers of Riedle are given the assurance that they are investing directly in high-quality climate protection projects. Riedle focusses exclusively on the climate protection project Bergwaldprojekt e.V. which invests in concrete environmental and climate protection measures "right at the doorstep" in six German regions. www.bags-by-riedle.de

2014 SPECIAL OLYMPICS DÜSSELDORF

BOFA IS THE OFFICIAL SUPPLIER OF PROMOTIONAL PRODUCTS

We create enthusiasm! - The slogan of BOFA can also be applied to the 2014 Special Olympics Düsseldorf. BOFA is the official supplier of promotional products to the National Summer Games for people with intellectual disabilities, to be held in Düsseldorf from 19 to 23 May 2014. The company was involved in the production of advertising media from the very beginning:



inflatable arches, beach flags, banners, flags, roll-ups and special designs, all part of the core competence of BOFA. Since 1866, BOFA (formerly Bonner Fahnenfabrik) has been printing everything that is needed for external communication. The interplay between screen and digital printing,

steel and aluminium processing under one roof enables a smooth production process. As part of the Doublet group of companies, BOFA draws on a wealth of experience in the event industry. www.bofa.de

SACHSENBALLON PRODUKTIONS GMBH

SUCCESSFUL ISO CERTIFICATIONS

As a producer of promotional balloons including accessories, Sachsenballon Produktions GmbH, Glauchau, has been successfully certified according to DIN ISO 9001 (quality management) and DIN-ISO 14001 (environmental management). The certification according to DIN ISO 9001 documents the company's commitment to the qualification of employees and a modern production since being founded 20 years ago. This ensures that product safety is ensured in all production and transport processes at Sachsenballon. The selection of materials Made in Germany, measures taken for heat recovery as well as an environmentally responsible waste management focussed on sustainability are reflected in the certification according to DIN ISO 14001. All balloon blanks for further processing come from TÜV-certified European production and are checked by regular audits. Thus, a consistently high product quality and compliance with all regulations concerning harmful substances is guaranteed. "Quality is simply the best advertisement," says managing director Karl-Heinz Kiebke.

www.sachsenballon.de



INSPIRION POLSKA

CERTIFIED QUALITY IN ACCORDANCE WITH ISO 9001

Inspirion Polska Sp. z o.o. has been successfully recertified as part of the quality management system ISO 9001:2009. Auditors of the independent test institute “Polskie Centrum Certyfikacji” recently confirmed the implementation of the ISO standard. The company has been committed to fulfilling the standard since 2013. As a certified supplier of promotional products, Inspirion Polska is inspected in regularly scheduled audits. The full-service company with an in-house



printing shop operates in compliance with the highest quality and safety standards and continuously optimizes work processes to eliminate sources of error. These quality claims can now also be demonstrated thanks to officially signed and sealed ISO certification. “The successful recertification does not mean that we can now rest on our accomplishments. We use the success as an incentive to improve. We thus remain competitive and ensure our clients high levels of satisfaction,” explains Jolanta Kempa, the deputy managing director of Inspirion Polska. www.inspirion.eu

PSF FORUM 2014 IN LUCERNE:

A PLEASING OUTCOME – DELIGHTED PROMOFRITZ WINNERS

The PSF Forum, the trade show of the Swiss promotional product industry association - Promoswiss - ended on 5 June 2014 with a pleasing outcome. For the fourth consecutive year, the most important trade show of the Swiss promotional product industry was held at Hotel Schweizerhof on the banks of Lake Lucerne in Lucerne. Under the aegis of Promoswiss, 66 exhibitors from seven nations presented a great range of representational advertising with their latest products. The event was professionally organized and conducted by the Promoswiss Board and attracted a similar number of visitors to last year. The PSI was also represented as a competent partner for the various services of the PSI network with its own stand.



Representatives of the winning companies of PromoFritz are delighted with their awards.

NEW TRAINING COURSE

Embedded in the course of the trade show was a well-received panel discussion on the topic of “Qualified trader specializing in promotional products” - a new three-year vocational course in Switzerland, which was initiated and made possible by Promoswiss. Talking to Michael Mätzener, Vice-President of Promoswiss and responsible for vocational training and further training, Priska Hauser, managing director of the vocational training institution “Grundbildung Kaufleute – Branche Kommunikation” in Zurich, provided a stimulating insight into and outlook for the entirely new profession for the promotional product industry.

PRESENTATION OF PROMOFRITZ AWARDS

The coveted PromoFritz Awards were presented during the gala dinner following the trade show. This year’s winners in the category “Promotional Product of the Year” were the companies Meterex (gold), Deonet (Silver) and Herzog Products (bronze), in the category “Innovation of the Year” Römer Präsente, and in the category “Campaign of the Year”



Once again a beautiful venue of the PSF Forum: Hotel Schweizerhof at Lake Lucerne in Lucerne.

Drosselbart Promotionsartikel (gold), E7 Promotion (silver) and Cadolino by Com Team (bronze). The President of Promoswiss subsequently thanked all those who contributed to the success of the PSF Forum with a witty speech. (A detailed report on the PSF Forum 2014 can be found in the PSI Journal August-September.) www.promoswiss.ch

ORGANISED BY PROMOSWISS

WERBEARTIKELIDEENPARK AT THE SUISSEEMEX

From 26 to 28 August 2014, Promoswiss, the Swiss promotional product industry association, will be organising a 250-square-metre “WERBEARTIKELIDEENPARK” as part of the annual SuisseEMEX. Visitors to the trade show can look forward to plenty of promotional product expertise during three days at the largest Swiss trade show for marketing and communication. Under the patronage and the organization of Promoswiss, about 35 manufacturers of promotional products will be displaying their latest products, innovations, and best-selling products. “The declared aim is to show marketing managers, buyers and decision-makers that the promotional product is an impor-

MERKEL GMBH

EXCLUSIVE EXPANSION

Merkel GmbH, an Eningen-based supplier and specialist in the field of finishing high-quality promotional wear, is expanding its product range to include the Berkeley Corporate Fashion label. This exclusive, high-quality brand deserves the predicate ‘fashion’ in terms of its design,



selected materials, first-class workmanship and attention to detail. Berkeley uses Gore-Tex® and WINDSTOPPER for jackets, coats and parkas, the finest two-ply yarns (twofold) for shirts and blouses as well as cashmere, merino or cashwool for knitwear. For more information visit:

www.stickereimerkel.de



NEW DISTRIBUTION PARTNER

THE ACM WALLET NOW IN HUNGARY

The distribution network of acm europe GmbH – well-known by the patented “push-at-the-button-system” – expands by a new and exclusive partner in Hungary. Perfekte Geschenke AG – represented by Dr. Mezö András – will introduce the patented acm® wallet to all market segments (b2b and b2c) in Hungary. “Dr. Mezö is the right partner for Hungary. As a longterm customer he’s familiar with our product range and particularly with our values and principles”, said Mario Lovecchio, Managing Director of acm europe GmbH. www.my-acm.eu



tant part of every campaign. The range of coverage, acceptability and sustainability of a promotional product is often underestimated. Together with over 40 distributor members, the Promoswiss association strives daily to ensure that the promotional product is perceived as an important marketing tool. This is illustrated at the promotional product idea park (WERBEARTIKELIDEENPARK) which is based on a market research study within the Swiss advertising market, which is currently being conducted in collaboration with St. Gallen University of Applied Sciences,” says Christoph Zindel, Marketing Manager at Promoswiss.

250 SQUARE METRES OF PROMOTIONAL PRODUCT EXPERTISE

Trade show visitors, buyers, marketing managers and decision-makers from all industries can gain information centrally and easily about the current trends and possibilities in the field of promotional products at the promotional product idea park of Promoswiss. Interested parties can obtain technical information on a variety of items, materials, finishing techniques and applications direct from product specialists. “The inquiries, requests for quotations and/or samples are recorded electronically by the manufacturer and passed on to one of the Promoswiss distributor members. This member, in turn, is now responsible for the prompt submission of an offer and possibly the processing of an order. Supplier and distributor members of Promoswiss have this expertise and guarantee quality. This is demonstrated by the Promoswiss seal of approval,” adds Zindel. Suppliers who are interested can still register at the idea park with a stand. For more information and registration, visit: www.promoswiss.ch



**KARLOWSKY FASHION
FRANCE'S TOP CHEFS
CHOOSE ROCK CHEF**

For the past four years, the unconventional TV star chef Stefan Marquard has been the image bearer for the Magdeburg-based company Karlowsky Fashion. The long-established company and the self-appointed buccaneer of the kitchen have developed the successful cult brand ROCK CHEF in close collaboration and have thus been setting fashion trends in the gastronomy and cooking scene. The outstanding quality Made in Germany, combined with compelling design solutions and details beyond the previous standards, has not gone



Managing Director Thomas Karlowsky (left) presents an exclusive handmade ROCK CHEF knife to France's only three-star chef Anne-Sophie Pic.

unnoticed by the leasing French chefs. Inspired by the cult brand from Magdeburg, a cooperation agreement between Karlowsky Fashion's exclusive distributor Cybernecard and the French gastronomy association "Les Maitres Restaurateurs" was concluded. About 4000 top restaurants in France belong to the association which stands for an excellent cuisine and gastronomy of the highest standards. The exclusive chef's jacket with the official emblem of the association "Les Maitres Restaurateurs" will be supplied by Karlowsky Fashion in the future. Thus French haute cuisine and exceptional quality Made in Germany will complement each other. www.karlowsky.de <

**ATP TENNIS TOURNAMENT IN MEERBUSCH
S&P IS AN OFFICIAL PARTNER**

S &P Werbeartikel has become an official partner of the ATP tennis tournament Ma-serati Challenger by Landsknecht in Meerbusch, Düsseldorf. Carsten Lenz and Daniel Meffert reached an extensive partnership agreement with the organizer Marc Raffel. The professional men's tennis tournament will take place from 9 to 17 August. Among the competitors will be last year's winner Jesse Huta Galung from the Netherlands and the German stars Dustin Brown and the newly crowned winner of the Junior Australian Open, Alexander Zverev. The event organized by the international association ATP is the highest-ranking challenger tournament in Germany. S&P will be responsible for the sale of merchandising articles: "In addition to standard articles, high-quality accessories will also be offered. The collection will not only be available at the tennis court during the tournament week, but also throughout the year through the organizer," says S&P owner Carsten Lenz. Furthermore, S&P Werbeartikel will be inviting its customers to an in-house trade show at the tennis facility on Thursday, 14 August. "We have managed to attract around



Strong partners: (from left to right) S&P owner Carsten Lenz, ATP tournament organizer Marc Raffel, S&P sales manager Daniel Meffert.

15 exclusive top suppliers for the premium event," says organization director Daniel Meffert. "After the Match of the Day, we will invite them to a network evening, the ATP Business Night Meerbusch by S&P. With the support of our exhibitors, the proceeds of the charity raffle will go to Meerbusch Jugendcafé as well as the children's hospice Regenbogenland in Düsseldorf." www.sp-werbeartikel.de <

**NEW PREMISES
MRDISC HAS MOVED**

MrDISC c/o Digistor Deutschland has moved. MrDISC will continue to support its customers with the same quality and the same team at its new premises in Hamburg. MrDISC carries a large selection of digital advertising media, USB sticks, media gadgets with personalized print in customer layout including packaging. The extensive range of high-quality USB sticks, in various finishes and materials, is complemented by a wide range of individually printed packaging. The professional implementation of customer-specific USB models made of PVC in 2- or 3-D design is possible even for small quantities. MrDISC's own procurement centre in Hong Kong enables the MrDISC team direct access to innovative products, claims the Hamburg-based company. www.mrdisc.de <



**The new address:
MrDISC c/o Digistor
Deutschland
Neuer Hölftigbaum 22
22143 Hamburg**



The atmosphere in the seminar “Advertising and selling with the haptic effect” was excellent.



The “Wolkenburg” in Cologne provided a wonderful setting for the bwg Forum

BWG FORUM 2014

COMMUNICATING WITH ALL SENSES

A colourful programme. Tailor-made seminars for distributors and suppliers. Top speakers. This year, bwg again set very ambitious targets for its annual Forum. The motto on 15 and 16 May in Cologne was ‘From colleagues - for colleagues - with colleagues’. The Forum focussed on communication, knowledge and networks.

Complemented by a factory tour of KHK GmbH, an internationally operating specialist for lip care, and a “Kölsch” brewery tour with a historian, this year’s bwg Forum was held at “Wolkenburg”, an event location in Cologne. The programme included two seminars on 16 May. While communication trainer Ursula Zabel examined the exciting question of whether communication is a matter of luck, hap-

tics expert Olaf Hartmann offered an insight into the findings of neuroscience, advertising psychology and multisensory marketing.

DIALOGUE RATHER THAN MONOLOGUE

“Providing an overview of communication, addressing numerous topics as well as creating a dialogue with the participants instead of a monologue, all on just one day,

is an enjoyable challenge,” says Ursula Zabel summarising the seminar she gave. It was particularly important to her that the participants developed the stumbling blocks of daily communication together. It was therefore no wonder that the communication trainer was actively involved with her group from the very first minute. Lots of practice rather than too much theory, doing rather than just talking. “Especially the practical exercises,” says Ursula Zabel, “reveal the different patterns of behaviour, individual personality differences and associated expectations and reactions. “Whether it be e-mails, telephone conversations, talks with customers or colleagues - the written and spoken word were critically examined and systematically processed using checklists. The fact that Ursula Zabel also created playful accents in her seminar “Is communication a matter of luck?” was well received by the participants.

MANY PATHS - ONE GOAL

Avoiding a loss of information (and thereby a loss of knowledge) in everyday working life and experiencing daily communication as an exciting challenge. Good communication is an essential component of personal and corporate success. For Ursula Zabel, different personalities are there-



Playful accents were part of the seminar “Is communication a matter of luck?”



An unconventional way of creating a relaxed atmosphere: Olaf Hartmann (right) showed a seminar participant how to juggle.



“Is communication a matter of luck?” - certainly a cheerful one.



Ursula Zabel again offered a communication seminar this year.

fore the “icing on the cake” of communication, making it fascinating and difficult at the same time. But whoever sets and follows rules and systematically practises techniques can help prevent misunderstandings - and ultimately reduce costs. And what is even more important: actively influence (communication) luck.

QUALITY IS WHAT YOU FEEL

Active influence also played an important role in the concurrently held seminar “Advertising and selling with the haptic effect”. The speaker, Olaf Hartmann, covered a broad spectrum from the basics of neuromarketing (findings from brain research) to the results of research on multisensory marketing to the importance of haptics. And that is particularly important for the promotional product industry. First of all, haptics simply refers to the sense of touch. However, considering that the sense of touch in humans is very closely associated with the emotional as well as intellec-

tual development of humans, haptics takes on a whole new dimension. “The hand thinks” says Olaf Hartmann, quoting the German psychologist Manfred Spitzer. He made it clear why haptic feedback reduces misperceptions such as those, for example, triggered by audiovisual stimuli. Quite simply, reports Olaf Hartmann: “Man cannot misperceive his sense of touch”, which is why the true quality of a product is that which the customer feels. And he also revealed that we find it easier to comprehend things and are more likely to believe and remember things which we can touch. This is where the promotional product comes into its own. The benefits of complex products and services can be noticeably enhanced by haptic sales aids and explanations and thus made tangible.

THE HAPTIC EFFECT IS THOROUGHLY APPEALING

Reduced to a few concise statements, the haptic effect means: Invisible selling - mak-

ing added value noticeable - differentiating brands - arousing emotions - increasing sales. Olaf Hartmann knew exactly how to illustrate to the participants of his seminar that the possibilities of haptically charged brand communication are “obvious”. Haptic stimuli affect our entire perception. This happens subconsciously. Subconscious haptic signals are thus a way to activate intellectual concepts that influence our overall perception. The “feel sensation” of a product is crucial because it can strongly influence one’s perception, such as how competent or innovative the sender of a promotional product is. Olaf Hartmann provided an array of practical examples you can feel. On the basis of best-practice campaigns, he showed how haptics can be profitably used and clearly demonstrated that “haptic experience convinces, emotionalises and creates a desire to possess”. As Hartmann summarises, “that is the goal of multi-sensory marketing and sales”. <



The 2014 Newsweek made stops at new, attractive locations – here in the Hamburg fish auction hall right on the banks of the Elbe river.

BWL NEWSWEEK 2014

AN EVEN DOZEN

All good things come in twelves. This rather altered form of the old saying hits the nail on the head, at least when it comes to the Newsweek. In 2014, this long-running roadshow made it an even dozen. This time, too, with almost entirely gratifying results.

Time flies – at least in the proverbial fast-paced world of today. This is where reliable constants can help keep us grounded. These include the Newsweek of the Bundesverband der Werbeartikel-Lieferanten e. V. (BWL, German Association of Promotional Product Suppliers), which this year has already enjoyed its twelfth run. However, a certain dynamic power resides even in this constant. Hence Newsweek would not be Newsweek if it did not constantly continue to develop, reflecting the promotional product industry in the way

it is constantly reinventing itself. And this is also the real significance of this classic touring event for our industry – an undisguised classic with a potential for rejuvenation.

THE NEW WITH THE TRIED AND TRUE
Thus this year the Newsweek had a great deal to offer that was familiar and well-known, because it has stood the test of time, but also some adaptations and changes thanks to the flexible concept oriented toward current circumstances. The number of exhibitors remained roughly steady

at about 100 – although the organizers kept a certain scope open for flexibility here, as well: some of the exhibiting companies took part in the trading day that opened the tour on March 6 in the forum of the Frankfurt Fair (as we reported in the June issue of the PSI Journal), while other BWL members only got aboard at the beginning of the Industry Days.

SUCCESSFUL COLLABORATION

Completely new, by contrast, was the collaboration with the marke[ding] Wien in the Vienna Hofburg with 128 (international) exhibitors on May 15, which also turned out to be quite a success in terms of the number of visitors (around 1500). (You can read an extensive report in this issue.) BWL Managing Director Ralf Samuel called this collaboration “a win for all involved”, since it bundles the potentials of both trade shows, which used to be held at a short time apart, and helps revive Newsweek’s Austrian date.

IMPROVED LOOK

Another new element with an invigorating effect was the look of the presentation of new products. Although the Newsweek’s look was heretofore characterized by uniform, compact stands, now there is a new,



A new, flexible stand concept with new displays gave the Newsweek a refurbished look.



Always complemented by excellent catering, visitors to the Newsweek were also provided with the best culinary delicacies.

larger display system enabling a more flexible design for the stand spaces that takes better account of the individual needs of the exhibitors. “This new system is our way of responding to the constantly rising number of visitors. It enhances the discretion zones between and inside the stands, and thus helps to intensify the consultations between exhibitors and visitors,” explains Ralf Samuel. “Without exception, everybody liked this altered concept – our exhibitors, the promotional product consultants and the end customers. And it is good for the overall image.”

EIGHT ATTRACTIVE LOCATIONS

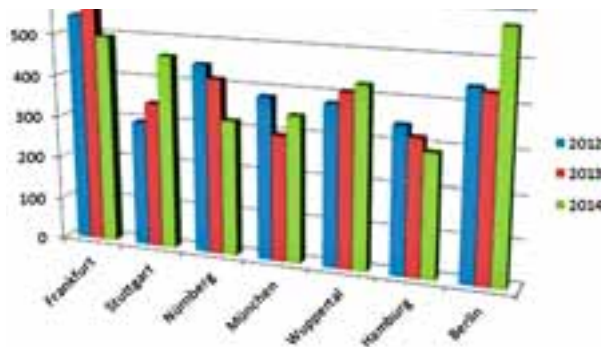
The new, enlarged displays also called for larger locations. The search for new “landing stages” for the Newsweek was successful in the end, and so the new places are just as attractive and easy to get to as the previous ones. The tour made a stop not only at Messe Frankfurt, but also at such prestigious spots as the Porsche Arena in Stuttgart, the Meistersingerhalle in Nuremberg, the MVG Museum in Munich, the sumptuous Hofburg in Vienna, the histor-

ic guildhall in Wuppertal, the fish auction hall in Hamburg and to cap it all off, the “Station” in Berlin on May 22. All in all, the mobile in-house trade show for promotional product distributors, agencies and consultants and their customers was as gratifying as last year’s. Ralf Samuel sums it up, saying, “Considering the Newsweek as a whole, we are once again happy to report an increase in visitors this year, although a few locations dropped back compared to last year.” A total of 2914 visitors came to the Industry Days (2013: 2798, 2012: 2835). Particularly gratifying were

the visitor figures, apart from Vienna, especially in Munich, Wuppertal, Stuttgart and Berlin, where it was in some cases possible to chalk up substantial increases. Only the 263 professional visitors on the initial trading day fell behind previous years (2013: 327, 2012: 300). Altogether, however, “figures we can justifiably be proud of and which accentuate the exceptional character of the Newsweek,” Ralf Samuel exults.

THE VOYAGE CONTINUES

With the best logistic organization and flanked by professional catering, the BWL Newsweek once again demonstrated the amazing breadth of the medium of the promotional product in all its variety and with all its strong potential. Nonetheless, the BWL board is still aiming to optimize the Newsweek and for this reason is eager to talk to all those involved in order to include their criticisms and suggestions in future planning. On the whole, however, the ‘good old’ yet always innovative Newsweek will be continuing its voyage into the future with a fresh breeze.



Overview of the visitor figures in 2012, 2013 and 2014



Historical background: The magnificent halls of the Vienna Hofburg.

MARKE[ding] VIENNA AND BWL NEWSWEEK

SUCCESSFUL ALLIANCE

The marke[ding]Vienna, an established fixture in the promotional product industry in Austria, presented trends and innovations from the world of promotional products together with BWL Newsweek for the first time on 15 May. Held in the prestigious setting of the Vienna Hofburg, the trade show was well attended and met the expectations of the organizers in every respect.

The eight promotional product agencies ebets promotion, forum Werbemittel, KW open, Mitraco, Nowak Werbetitel, ProConcept Promotions, Schäfer Shop and Schrecks Goodies had invited decision-makers from the industry to the

product show in the convention centre of the Vienna Hofburg. Around 1,500 visitors accepted the invitation and informed themselves about the diverse product offering of a total of 128 exhibitors from 9 countries. On display on a space of 3000 square

metres were promotional products from all product groups and for every application - from brand products to products for the one-off wow effect. The wide range of representational promotional products was complemented by individual presentations of other promotional and communications tools such as presentation and mailing systems or special printing and personalization techniques. Several sponsorship projects were introduced, clearly demonstrating how advertising can also provide social benefits.

TRANSPARENT TRADE SHOW PLATFORM

The marke[ding] sees itself as an independent, transparent trade show platform that is exclusively geared to industrial customers and increasingly aims to draw the attention of the advertising industry to haptic advertising and visual communication. The truly imperial halls of the Hofburg in Vienna formed a very prestigious setting in which the stands appeared almost diminutive. The impressive ambience drew



Eight support agencies welcomed their guests at counters in the reception foyer.



many a visitor's attention to the chandeliers, columns and intricately designed ceilings of the former Habsburg residence. A modern trade show in the midst of architectural evidence of past eras - a delightful contrast that is certainly unrivalled. In this respect, the trade show was more than a purely informational event, especially as the atmosphere in various rooms worked its magic and created an ambience for a pleasant exchange.

MEANINGFUL COOPERATION

The cooperation between the organizer of the marketdingl, Martin Zettl, and the Ger-

man suppliers association BWL, arose from the experience of the previous year: In 2013, the marketdingl and the Vienna station of BWL Newsweek, two trade shows with a similar concept and the same target group, took place within two weeks - which made little sense for everyone involved. To save time and costs, a joint event was immediately considered and the concept was presented at the annual general meeting of the BWL in late November. The merger of the two events was positively evaluated by the organizers and the exhibitors: synergy effects in organization and management,

price advantages and time savings for BWL members as well as the pooling of interests and competencies of the participating promotional product companies were mentioned in this connection. "With this transnational cooperation, we are on the right track to create a sales platform for promotional products that is greatly accepted by the market and hence also guarantees that the promotional product receives more attention as a communication tool," was the unanimous conclusion of the organizer of the marketdingl, Martin Zettl, and BWL managing director Ralf



Small effort, big impact: Animation at the opening of the trade fair.





Samuel . The next marke[ding] will take place in the Hofburg again on 29 April 2015.

**MARKE[DING] AWARD:
THE SUSPENSE CONTINUES**

There will be also be a marke[ding] Award this year. Prior to the trade show, a jury consisting of exhibitors nominated ten products from exhibits in each of the categories “New Products” and “Ecologically Beneficial”, which were presented at a special area at the trade show. The three winning products in each category will now be determined by voting: At the trade show, vis-

itors could choose their favourites. Anyone interested could then submit his/her vote online until 30 June. The winners will be awarded at the evening event of the marke[ding] plus on 1 October. Compared to the event in Vienna, the marke[ding] plus, a second B2B trade show organized by Martin Zettl in Wels, offers an expanded range of topics: The focus is not on promotional products, but on tools for promotions, events and communication. <

Motivated exhibitors, interested visitors.



Visitors could choose their favourites among the products nominated for the marke[ding] Award.



PSI 2015

THE LEADING EUROPEAN TRADE SHOW OF
THE PROMOTIONAL PRODUCT INDUSTRY

7TH – 9TH JANUARY
DÜSSELDORF

STYLE YOUR BUSINESS



CREATIVE IN AUTUMN

COLOURFUL PRODUCT LINES

In this section, you will find extremely colourful and creative product lines that perfectly fit the autumn season. The ensemble on the following pages assembles together various and versatile products which enable successful advertising in the autumn and beyond.

However, before we turn to these creative promotional products, we should direct our attention to the season suited to this topic. Autumn is the time when crops are harvested and leaves fall. Etymologically, the word itself has the same origin as the English word harvest, the Latin term *carpere* for „pick“ and the Greek term *karpós* for „fruit, yield,“ the Lithuanian term *kirpti* for „cut“ and the Greek term *krḗpion* for „sickle“. The agricultural significance of the word was preserved in English, whilst in German it changed into a general designation of the season. In south-western Germany, the original meaning of the word survives as a dialectal or technical term for grape harvesting: this activity is commonly referred to as „autumn“. But autumn with its play of colours always stimulated human creativity. There is hardly a natural motif that has been addressed as often in poetry as autumn. Our products, too, provide creative incentives for a prolific advertising harvest. <

RESCUE AND CUDDLE

He is indeed hardworking, the cute Conny Collector. He has made no fewer than ten whole nests for the winter and packed them full to the brim with nuts and spruce cones. A true feat for a skimpy little squirrel like him. Unfortunately, after all his hustle and bustle, he has forgotten where he put his stash. Now it is up to you to rescue the 28-cm companion and cuddle him.

45202 • sigikid H. Scharrer & Koch
GmbH & Co. KG
Tel +49 9201 70129
anja.deroni@sigikid.com
www.sigikid.com



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COLOURFUL LEAVES

The handbag clip and holder from Troika comes adorned in bright autumn colours. This decorative accessory with the impressive motif „colourful leaves“ makes your favourite bag unmistakable – and provides it with a safe place. The clip is light as a feather and can be attached to the bag to carry up to 5 kg. The practical spring mechanism even holds the key chain from the inside. Advertising is applied by means of engraving above and doming below. Engraving is free of charge on orders of 100 or more.

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



MIRAGE HEADPHONES
10820400



CREATIVE INSPIRATION

The twist-action wax crayons from Krüger & Gregoriades come in twelve different colours and are therefore just perfect for giving hobby illustrators creative inspiration in the autumn. One very practical feature is that the tip only extends to the length needed, so it does break off. The wax crayons come packed in a transparent plastic case. Since 1975, K&G has been selling a wide, up-to-date product range with more than 900 items always in stock and ready for delivery.

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

LET THE AUTUMN COME

The grain-filled „Relax“ neck cushion from Kundenpflege Wellness & Care is filled with wheat and a mixture of herbs consisting of lavender, peppermint and rosemary. This mixture has a relaxing, soothing effect during the inclement days of autumn. Just heat in the microwave and feel better. The fleece cover is removable and washable. Advertising is applied upon request. Additional grain pillows, innovative wellness sets and giveaways can be found at www.kunden-pflege.de.

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



PSI 2015
7th-9th January
Book now!



FEEL FREE TO WRITE

The range of all-round promotional products company Giving Europe now includes „Play“, a very exceptional kind of drinking mug. Thanks to its special coating, it can be written on and is supplied with two pieces of chalk. The dishwasher-safe ceramic mug can hold approx. 0.4 litres. Advertising can be applied by means of transfer to the ceramic surface of the mug.

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



DESIGN TABLE CULTURE

Spranz GmbH has a water carafe with a see-through stainless steel lid to keep back ingredients such as ice cubes, twists of lemon, mints, etc. in its product range. Thanks to the „tempered glass“, it is also ideal for hot drinks. Spranz now offers this most classic of carafes with an ice stick for stylishly cooling beverages. Just put it in the freezer until frozen to give it a nifty ice cube look. This is the way to create design table culture for modern guests. The one-litre carafe is supplied in a design box.

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



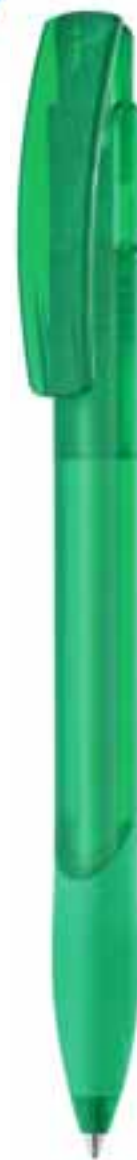
A PARTNER AS SOLID AS A TREE

Multiflower lets trees grow in the autumn, as well. The natural cube made of beech wood with soil tablet and „spruce“ tree seeds in it lets the seeds grow when treated according to the instructions. The attractive, clever cube has room for advertising space on the banderole encircling it. The message can be removed and used as a plant marker. The notch serves as a retainer. This keeps the message in view the whole time the tree is growing. The advertising is printed on the standard motif or with a design as requested on orders of 250 or more.

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

UMA[®]
*Die Handschrift
der Werbung*
MIX & MATCH
**DISCOVER
VARIETY!**


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More information:

www.uma-pen.com/omega-grip !



DON'T GET CAUGHT IN THE RAIN

Citizen Green has a wide range of eco-umbrellas including twelve models in various colours and designs. The Singin model in brilliant white, modern grey or classic black is an ideal companion for rainy autumn days. With its covering of recycled PET (drinking bottles) and plastic parts from recycles ABS, Singin is not only chic to look at but also a companion with added ecological value. The automatically opening model also scores thanks to a „very good“ price-performance ratio, says Citizen Green. Its use of recycled raw materials obtained the Etikeko classification of B3 for the item.

42811 • Boomerang SAS (Citizen Green) • Tel +49 9369 9849974
 aszirota@citizengreen.de • www.citizengreen.de



BRIGHT COMPANION

Nestler-matho is presenting „Factory“, a bright companion for darkening days. The eight SMD light has a black case made of rubber with a magnet and clip. The practical „Factory“ comes in a gift box with three AAA batteries included. Small and handy, this lamp is also ideal for trips. Advertising is applied on the indentation in the handle. More detailed information can be obtained directly from Nestler-matho.

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



LET THE FOUL WEATHER COME ON

The „Happy Colour“ doorman's umbrella from Giving Europe turns a walk in the rain into a pleasure. It is easy to open by means of manual opener. It is made of robust 190T polyester. The choice of colours includes yellow, red, blue and light green. The two-colour EVA handle (umbrella colour plus black) ensures a firm hold. The tube and ribs are made of lightweight, sturdy fiberglass in the colour of the umbrella. The ferrule is made of metal and the tips of plastic. Advertising can be applied in the form of screen or transfer printing.

45737 • Giving Europe GmbH • Tel +49 421 5965970
 kontakt@givingeurope.de • www.givingeurope.de
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Schreiben Sie an: job@blick-art.de

GARDEN GNOME STIRS EMOTIONS

The team at NEON has set itself a big goal: create promotional products that arouse the customer's positive feelings. This is exactly what they have achieved with sympathetic, cheeky garden gnomes. They come in individual sizes, shapes and colours. Customers describe the garden gnomes as sweet, adorable or simply cuddly. Thanks to their friendly nature, they regularly acquire a place of honour among customers. The emotional bond is extremely high with this product: according to NEON, the positive customer feedback following a mailing was far above the average. Individual offers can be requested direct from NEON.

16367 • NEON Merchandising UG • Tel +49 711 12894046
office@neon-online.net • www.neon-online.net



PSI 2015
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FOR MAN AND BIRD

The original nesting box by Römer Wein & Sekt GmbH is sure to please not only birds. Because the beautiful nesting box, which can be opened from the bottom, contains a bottle of Italian red wine, a Montepulciano d'Abruzzo (0.75 litre). When the bottle is removed, the nesting box can be filled with bird feed and placed outside. Then it can also be used by feathered friends.

43892 • Römer Wein & Sekt GmbH • Tel +49 6541 8129-29
info@roemer-praesente.de • www.roemer-praesente.de





KITE SEASON

No tedious assembling necessary: the “Peewee” pocket kite by Inspirion is ready for immediate use. The 40-metre line allows the kite to fly high. Made of 190T polyester, this lightweight sails through the air. What’s more, the high flyer has four air chambers and a colourful tail. The line is wrapped around a plastic handle. The metal reel on the handle prevents the cord from turning and becoming tangled. As the kite does not have any rods, it can be easily folded together. It thus fits perfectly in the supplied pouch and takes up little space in a suitcase or bag.

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



FREEDOM OF MOVEMENT IS EVERYTHING

Stedman® Active – a Smartwares Printables brand – has a surprise in store with its brand-new styles. The Active line is not only being expanded, but even more choice created with the new „Active 140“ mesh styles. „Active 140“ mesh is the super elastic solution for regulating moisture and temperature. Breathable, and with more freedom of movement. Seven new supple styles are comfortable to wear and feature brilliant colours and flat seams. There is a large selection for men with set-in or raglan sleeves and sleeveless or long-sleeve T-shirts. There is even a short-sleeve polo shirt on offer. Ladies can start their workout in a raglan T-shirt or tank top. Here the new bird-eyelet mesh offers Active-DRY characteristics, such as breathable, dirt-repellent, fast drying and wash-and-wear – a great partner for sports and an outstanding choice for textile prints. Two brand-new interlock styles have joined the Active sports T-shirts for men and women. The super chic Active sports top for women and the super cool Active sports top for men. The interlock construction gives these styles a closed, smooth surface which is very elastic. With a small reflective Active-DRY logo on the back and appetizing colours, such as kiwi green, sweet pink and deep berry, they soon become a must in the wardrobe. The interlock styles are „body fit“: a narrow, not too tight fit inspired by the retail trade, which fulfils all the requirements of modern promotion wear. The new „Active 140“ line comes as regular fit, a classic fit which follows the shape of the body. A detailed overview of the new Active styles can be found on the website www.stedman.eu.

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



TRENDY AND FLEXIBLE

The new trend when it comes to notebooks and appointment books is clear: flexible covers. As a modern alternative to hardcover varieties, the thin and bendable covers are becoming increasingly common on the market and on desks. With the new, flexible Future-Flex cover material, Geiger-Notes now offers a further creative possibility to follow this trend – and particularly economically to boot, according to Geiger-Notes. The modern imitation leather material Future-Flex is available for many books in A5 and pocket format. The matt and durable surface in anthracite, dark blue or black can be refined through embossing, screen printing or using a 4C inkjet process.

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



GETMORE COSY

Golden forests, balmy temperatures and a bright blue sky – an Indian summer. What could be more magical than long walks through rustling autumn leaves that shine in the most fascinating shades of autumn? The fleece and softshell products from James & Nicholson, Daiber's own brand, ensure harmony in colour. The spectrum of comfortable styles ranges from hoodies in all variations to zippers and thick jackets, perfect for walks through the leaves. The look is completed with fleece accessories from Myrtle Beach. And for those who would rather stay at home on the couch, they can snuggle up in a cosy fleece blanket. All new products from James & Nicholson and Myrtle Beach can be found in the getmore 2014 catalogue. All items can be personalised by printing or embroidery.

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



BE WARMTH WITH YOU

One are those days, when you needed to worry about the coldness. The Campy set consisting of stylish nylon blanket and double wall 400 ml mug protects you from fresh breeze and keeps your drink warmer longer. Mug with a thin smooth drinking lip is more comfortable to sip from and can be cleaned in dishwasher. Nylon blanket can be moreover easily folded into a reduced size and used as a pillow. Let Campy accompany you while travelling, camping, fishing or at chilly winter nights. Supplied in a modern gift packaging:

46051 • REDA a.s. • Tel +420 548131125
 export@reda.cz • www.reda.info





FUN IN THE BATH

People are most likely to take a bath in the autumn season. The promotional product supplier Macma recommends a „Coconut bath set with a heavenly scent.“ The set consists of a body lotion, a bottle of bubble bath, a bottle of shower gel and two bath petals, thus making it an ensemble for an almost perfect bathing pleasure. Macma can digitally print the desired advertising (multi-coloured) on a label that is affixed at a suitable position on the individual packaging.

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

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FINE FELT PRODUCTS

Felt is a sensual material: natural in its appearance, soft to the touch, and making a high-quality impression. Felt bags are therefore very popular promotional products. The new business bag ConnectClassic thus makes a puristic first impression. The square shape and large flap are particularly eye-catching. The latter provides abundant space for embroidered or engraved logos. Plenty of space is also offered inside: the main compartment can even accommodate thick document files, while A4 catalogues or an iPad can also be smartly stored in the flat front pocket. A washable bottom insert makes the bag ideal for everyday use. The colours available are also great, with a choice of mottled black or mottled brown. The second colour is used for contrast on the trim, sides and front pocket:

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



COOLER TRANSFORMED INTO A LIGHT

Originally designed as a classic bottle cooler for water or beer bottles, the half-litre bottle cooler from Adoma can also be used in winter as a table lantern with a unique look and warm light. Filled with sand, granules or other decorations, it makes an impression on any table through its crushed-ice effect once a candle or tea light is placed inside. What's more, the fill material takes on different shapes and patterns when the cooler is shaken: a real attention-grabber in winter and summer. When the cold season is over, it impresses through its proactive cooling, which also cools beverages that haven't been pre-chilled down to drinking temperature. Simply pre-chill it in the freezer compartment. The cooler is also available in a clear or unfilled variety upon request.

43999 • Adoma GmbH • Tel +49 7522 9716-0
info@adoma.de • www.adoma.de

MELTING AWAY

When the windy, rainy and nasty days of autumn begin, then the time has come to be creative – and nothing is more creative than this chocolate. Customers will be in for a surprise when they receive this block of chocolate with engraved logo, picture or message. Kalfany Süße Werbung presents the fine melt-in-the-mouth milk chocolate in three tempting sizes from an IFS-certified supplier: Midi, Maxi and Super-Maxi. Not only the chocolate provides ample space for creativity, but also the aluminized white or crystal clear promotional flowpack. The promotional tool impresses in two ways – appealing to the eyes as well as the palate.

42706 • Kalfany Süße Werbung GmbH & Co KG • Tel +49 7643 801-20
vertrieb@ksw24.com • www.suesse-werbung.de



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A FILMMAKER'S DELIGHT

The Denver Action Cam allows photos and videos to be produced in Full HD quality. An integrated microphone makes the videos complete. The lithium battery (1000mAh) ensures long recording pleasure. The waterproof casing also allows action videos and filming in the rain or under water. The mounting brackets, which come supplied by Lehoff, allow filming from any angle, e.g. on a helmet, a steering wheel or from the car.

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

AUTUMN PUMPKIN DECORATIONS

Pumpkin carving fun for all – that's for sure: the triangle® carving tools allow unique pumpkin faces and ornaments to be created quickly and easily as autumn decorations. The sharpened fruit spoon is used to remove the flesh, the triangular fruit decorator for creating angular shapes (zigzag lid, eyes) and the pumpkin knife for creative carving (lettering, house numbers, facial expressions). The individual utensils are extremely functional, exceptionally durable, Made in Germany and also available as a 3- and 2-piece set (fruit spoon + pumpkin knife). A company logo can be applied upon request. The product is available loosely packed or supplied in an attractive package.

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



ARTS AND CRAFTS FOR KIDS

Scissors, glue, paper, pencils, perhaps a few fabric remnants and ribbons – nothing more is needed for children to have fun and show their creativity. The Dorling Kindersley creative books “Mädchensachen zum Selbermachen” and “Selbermach-Werkstatt” provide many suitable ideas for girls and boys. From handmade bracelets to monster mirrors through to decorated hair clips, the books present handicraft projects appropriate for children. The instructions from the books can be put together according to customer preferences for promotional gifts and brochures, serving as an added extra for arts and crafts supplies such as glue bottles, pencil boxes or paint boxes. Customised handicraft booklets and books, featuring the company logo or customised in terms of size and scope, and will keep children wonderfully entertained for a long time.

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





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ZWILLING J. A. HENCKELS AG

GOOD CUT FOR PROMOTION TOO

A promotional product only makes sense if it is often picked up and is appealing – especially in terms of quality. So suitability for daily use is a decisive attribute. All these components have been making ZWILLING products into sought-after promotional products for years.

Consistent with the spirit of the times and timeless at the same time. This is the approach ZWILLING has been taking since it was founded more than 280 years ago. Ever since the Solingen knifemaker Peter Henckels registered the brand as a trade mark in the list of Solingen knife-

makers in June 1731, ZWILLING has grown into a world-famous enterprise with major market shares. ZWILLING is not only one of the oldest brands in the world, but also one of the leading brands. Its lifestyle products are therefore used and sold with great success in the promotional product

industry, as well. The high level of brand recognition and quality make them sought-after ambassadors for advertisers. Added to this is the wide spectrum of brands with a large number of products and offerings. Along with ZWILLING, it also includes the brands J. A. HENCKELS INTERNATIONAL, BSF, Tweezerman and alessandro (beauty products), MIYABI (Japanese knives) and the two premium cookware brands Staub in France and Demeyere in Belgium.

A LONG TRADITION OF CUSTOMER ORIENTATION

Beyond brand recognition, a wide range of products and offerings, as well as quality, the Solingen company has always put high priority on customer orientation. As early as 1818, a branch office was opened in Berlin to be closer to the most important customers and potential buyers. The company first began to go international when it won awards at the Great Exhibition in London in 1851 and the Paris Exposition of 1855. The logical consequence



The first ZWILLING branch in New York was already opened in 1883.



Beginning of a continual success story: Registration as a trade mark in the list of Solingen knifemakers.

for the company was to open the first ZWILLING branch in New York in 1883; more followed in Vienna in 1884 and Copenhagen and Rotterdam in 1897. In 1909, the first subsidiary was founded in the USA. The secret of the Solingen global brand is that ZWILLING makes everything possible, from enhancing existing products to the design of special packages or special gift sets up to the development of customer-related individual products. This includes all common and suitable technologies, such as stamping, laser treatment, etching or colour prints.

FOUR PILLARS OF SUCCESS

The Bremen-based Kester Bolz Handelsvertretung has been responsible for the nationwide promotional products distribution of ZWILLING in Germany since 2006. "We are a competent partner from finding the ideas and conception to writing up offers up to coordinating complex customization – always in close coordination with the respective specialized departments," explains B2B expert Kester Bolz. He sees four main aspects that make ZWILLING products good promotional products: quality, innovation, function and good taste. And these are obviously responsible for making the brand-name products one of the most readily used promotional products for a wide variety of occasions. "Regardless of whether they are used as giveaways at trade shows, for employee motivation, for premium programmes or as a bonus in an on-pack campaign, ZWILLING has interesting products for all occasions and in nearly all price categories, products which meet the expectations placed on a modern promotional product," is how Bolz sees the advantages of the large range of products. And this goes far beyond the world-famous series of knives.

MORE THAN JUST A SHARP BLADE

"ZWILLING is very strongly anchored among people as a knife brand. Yet we cover the entire range of products for modern kitchen and table culture, and also have a wide-ranging portfolio in the area of beauty and body care products," he points to the little beauty multi-tool and the wine

accessory series ZWILLING Sommelier. These products are long since additions to the promotional product range of the company. Each and every year, ZWILLING broadens its portfolio – not least in order to link up with people's new feel for life. "Each year an extensive offering of new products is expected from us, and rightly so, since we are happy to meet these expectations. Our aim is to constantly develop and improve our products, come up with innovative designs or use new material combinations," Bolz explains the corporate strategy. Nonetheless, knives are primarily sought after as promotional products, and often in the widest range of models and qualities. "But manicure cases are also enjoying great demand, since they are truly personal presents," says the ZWILLING sales representative. "What is more," he emphasizes, "single items of cutlery are popular as giveaways. These have a relatively neutral design and can thus be used on their own."



More than a strong knife brand. ZWILLING covers the entire range of products of modern kitchen and table culture.



The fourth and fifth generation of the family business: Peter, Evelin and Alexander Lange (left to right)

EUROSTYLE

115 YEARS OF EXPERTISE

Since 1899, Emil Kreher Lederwarenfabrik has specialised, inter alia, in custom-made leather products. The introduction of the EUROSTYLE brand in the mid-1970s marked a turning point for the family business. Today EUROSTYLE is an inseparable part of the German promotional product industry. High-quality accessories from Bayreuth are known throughout Europe.

Any company that has been in the market for 115 years has seen and lived through good and bad times. Emil Kreher Lederwarenfabrik, founded in Dresden in 1899 and relocated to Bayreuth at the end

of the 1940s, has passed on these contemporary and market-historical experiences in the truest sense. Today, the fourth and the fifth generation are at the helm. Evelin, Peter and Alexander Lange guide the

fortunes of the traditional company with 50 employees. “115 years of expertise based on experience is not a slogan, it’s a promise,” says Evelin Lange, who also sits on the board of BWL (German Association of Promotional Product Suppliers). “We are able to look back on this long, unique history because we have always drawn the right conclusions for the future based on our experience and have acted accordingly.”

EVERYTHING FROM A SINGLE SOURCE
EUROSTYLE sees itself as a reliable partner of its distributors - fast, flexible and straightforward. We made this experience in the 1990s when the demand for cheap promotional products from the Far East boomed and Chinese and Indian suppliers flooded the European market. Back then, EUROSTYLE learned the lessons and intensified its direct personal relations with the trade. “That is now paying off,” says Alexander Lange, “because we now focus on satisfying our customers’ wishes.” Customizing was already a byword at EUROSTYLE before it became a general trend.



The case series of EUROSTYLE is individualised with various finishing methods.

From small batches to large-scale series, the Bayreuth-based company can satisfy branding and customisation wishes at short notice. It was also clever enough to locate this service at the company headquarters. And not only this: since 2011, the design department, prototype construction, custom manufacturing and the branding and individualisation service are back at the headquarters in Bayreuth.

INVESTMENT IN THE NEXT GENERATION

As a company that takes on trainees, EUROSTYLE is committed to the next generation of skilled tradesmen. “Today we train career starters - from purchasing and design to bag-makers,” says Peter Lange, “thus we are able to answer complex queries quickly and precisely.” The company claims that this quality has made it an important partner of the trade. The management considers the close relationship of the trade to industrial customers to be of major benefit. “When we attend to the inquiries and wishes of the industry quickly and competently by means of individual-



The right customer approach is an integral part of the corporate identity.

ly-built sample parts, trusting and lasting relationships are developed. Our distributors know that they can rely on us – both in terms of product quality as well as creative, customer-specific design. This is the cornerstone of our future,” says Evelin Lange.

FOCUS IS ON QUALITY

Quality, durable products and convincing haptics are expected today. EUROSTYLE sees this as a decisive advantage of its own product portfolio. “German carmakers, for example, want their high-quality seat covers to serve as briefcases or travel bags and thereby receive surprising design and product development suggestions,” says Alexander Lange, “this is where our expertise comes in”. And he adds: “Many customers are surprised that we can also produce high-quality leather products at a price below ten euros – and also customise them.” The Lange family is certain that the feel of a leather key fob or a smartphone case is simply more convincing than similar examples made of synthetic mate-



Always a focal point: office accessories. Also as a PSI FIRST product at the PSI 2014.



Every good product is based on a detailed sample.

rials. This is where EUROSTYLE benefits from its 115 years of expertise in leather, as is especially demonstrated in material procurement and evaluation as well as in processing. At the same time, the company management does not conceal the fact that it works together with Asian manufacturers, especially in the production of large series. "These manufacturers are put to the acid test by us. This not only includes product quality, but also production conditions, reliability and trust," says Peter Lange.

NOT ONLY LEATHER ON OFFER

Even though leather processing is at the heart of the company's successful history, it no longer suffices to comply with the diverse customer requirements. For over 20 years, EUROSTYLE has therefore focused increasingly on innovative synthetic materials and on the various possibilities of creative plastics processing. Recent examples include hard-shell cases and business trolleys. The various case series are customised with various finishing methods: deep embossing with doming, transfer printing and high-quality embossing are used as well as the technology of printing the entire surface of the hard-shell cases with motifs. The customers' branding choices are virtually limitless. EUROSTYLE claims that it has also benefitted from having experimented with different customisation options and from employing appropriately trained staff at the headquarters in Bayreuth for many years. In addition to its own materials, materials provided by the customer are also processed.

LOTS OF STOCK - IN EVERY RESPECT

EUROSTYLE primarily sees itself as a supplier of fashion products. The current trends in materials, shapes and colours are closely monitored at the Bayreuth headquarters and implemented accordingly. That's why the EUROSTYLE Collection is continually expanded and renewed. Yesterday it was writing cases, today it is tablet cases, smartphone cases, handbags or innovative folding boxes made of easy-care, durable synthetic materials. EUROSTYLE's existing collection of more than 400 items that are



Peter, Evelin und Alexander Lange (from left)

always in stock can be quickly and flexibly customised on request. The company also offers logistics solutions: from just-in-time to distributor-individualised delivery direct to the end customer. EUROSTYLE now has two logistics warehouses to respond to all eventualities and wishes expressed at short notice.

CHALLENGES OF THE FUTURE

Evelin, Peter and Alexander Lange are aware of the challenges that will confront them in the near future. "In times of 'programmed supply and service chains', trust, customer proximity and consulting expertise are again important for the customer. Dealing with new, innovative materials, particularly for industrial applications, will play a crucial role. And the time periods within the supply chain will shorten even further," they say in unison. Therefore locations in Germany will become increasingly important in order to be able to act and react quickly. All three members of the Lange family agree that "craftsmanship is an important positioning factor. Finishing, design and prototyping must again be carried out and offered on site – whether it be for an exclusive individual piece or for a collection series". Because it is increasingly important to be able to offer the right product for every demand and every occa-

sion – customised and manufactured according to in-house or supplied designs. The Bayreuth-based company sees no future without its own design and development department. Sustainability and quality satisfy the increased customer demand for "individual products". In the future, an innovative product must satisfy the mix of ideas, wishes and requirements. EUROSTYLE believes it is well positioned to master this challenge. <



Leather processing is at the heart of EUROSTYLE.



At Trendfactory, Wil van Buyten is responsible for establishing Rituals B2B in Germany.

TRENDFACTORY

ADVERTISING WITH LUXURY RITUALS

In 2013, Trendfactory presented Rituals products at the PSI for the first time. The aim of the Dutch company is to offer feel-good products exclusively for the German promotional product industry and to build on the success already existing in the Benelux in Germany.

Trendfactory, which describes itself as a distributor that supplies promotional product distributors with branded products, was founded in 1996. Based in Nieuw-Vennep in the Dutch province of Noord-Holland, the company was primarily known as an all-rounder for ties and scarves – from designing customized products right through to delivery. Trendfactory soon recognized the growing demand for branded products for use as promotional products. Although the

original production of ties/scarves is still carried out under the TailorTies line of business, the main focus of Trendfactory is on branded products. The company has meanwhile developed into a major distributor in the Benelux countries. The Dutch company has 33 top brands in its repertoire. One of them is Rituals, which Trendfactory sells exclusively on the German promotional product market as a distributor. And Trendfactory attaches great importance to this: “We fo-



cus entirely on the distribution of all Rituals products for the B2B sector in the Benelux countries and in Germany,” claims the company. Distribution means being able to immediately deliver a wide range of luxury products for personal care and living areas, ex stock. Trendfactory relies on the concept developed by Rituals and considered unique by luxury goods manufacturers; the first brand to combine products for personal care and living areas.



Rituals products are inspired by ancient Far Eastern traditions.



Stand concept with feel-good character.



Laughing Buddha: a collection of stimulating products

GERMANY PREMIERE AT THE PSI 2013
Wil van Buyten is responsible for the development of the German B2B market for Rituals products. Together with her colleagues, she showcases the pampering products for specific target groups. Trendfactory officially introduced Rituals on the German promotional product market at the PSI 2013. Since then, Wil van Buyten, together with her team, has presented the wellness products at various in-house trade shows in Germany – using a stand specifically designed for this purpose. And the initial results are impressive. “We have already been working together with several high-performance promotional product distributors in Germany and they are very enthusiastic about the Rituals brand,” boasts Wil van Buyten in her initial review. The

sales expert is convinced that this number will continue to rise. After all, Trendfactory has been successfully supplying promotional product distributors in the Benelux countries since 2004. And the number of occasions for using Rituals products as promotional products is growing.

SUSTAINABILITY IS A PRIORITY

In addition to Rituals’ commitment to offer luxury products for body and mind, sustainability plays a very crucial role. The manufacturer guarantees that for all products “natural, renewable and organic ingredients are used and all products are not tested on animals”. For Wil van Buyten, all these features make Rituals products something special which she and her team will work to achieve with all their professionalism. [www,trendfactory.nl](http://www.trendfactory.nl) <



HEINZ NAGEL

THE VISIONARY AND OPTIMIST

With dedication, hard work and the courage to always try out something new and to learn, Heinz Nagel has built up a thriving company that combines the services of the promotional product trade and an advertising technology company. At his side are his wife Heike and his daughter Sabrina Nagel who heads the Nagel team. Our portrait is thus also a piece of family history.

Prior to our visit to the headquarters in Troisdorf near Bonn which the company moved into in 2005, we familiarised ourselves in detail with the unusually wide range of services of the distributor that is registered as a member company of PSI. In its company brochure, the Nagel team describes itself as a promotional partner that specializes in the procurement, production and finishing of promotional products of all kinds. The fact that this is a com-

pany that is not only very familiar with promotional products and deals in them, but also offers all advertising processes in-house, should by no means be taken for granted. An independent advertising technology company would be very busy handling everything that Nagel additionally offers in its service portfolio. This extreme diversification is a well-conceived strategy: "Thanks to our broad portfolio of products and services, we are always on the

safe side. If one business segment is not performing well, we can easily compensate for this," explains Heinz Nagel. In recent years, this has been the promotional product segment. Irrespective of the market situation, however, Nagel is committed to stable, long-term relationships with suppliers, not least because these enable it to avoid being drawn into price wars. "A reliable supplier is extremely important and we do our utmost to ensure a good

cooperation by not quibbling over every cent. This is why we are well positioned with our regular suppliers.”

FOCUS ON TEXTILE FINISHING

Special emphasis is placed on textile finishing: Thanks to decades of experience, Heinz Nagel is able to recommend to his customers the appropriate finishing processes for the desired textiles that he sources from a wide selection offered by reputable suppliers. With digital, transfer and flex printing, every advertising idea can be realised; creative designs can be even be produced with rhinestones. State-of-the-art embroidery machines produce high-quality designs and motifs with the highest precision. Of course, preliminary consultation is always the crucial step which reveals the true professional. Nagel has opened the eyes of quite a few disappointed customers of dubious Internet providers with its quality in textile printing and embroidering and has permanently convinced them of quality Made in Germany. In addition to textiles, customers can have the Nagel team individualize other articles of various product groups. Professional equipment such as UV, laser, digital and pad printing machines are also available for this purpose. Sublimation printing and engraving are also possible. Beside promotional products, signs, trophies, emblems and certificates can also be engraved – everything is supplied from a single source.

EFFICIENT FULL-SERVICE PROVIDER

As a full-service provider in the field of advertising, the Nagel team provides labels and stickers printed with digital printing and even materials printed using plotter technology. In this way, signs, advertising banners, stickers, display signs as well as various films used for window signage and stickers can be produced. Special high-performance films are used for vehicle graphics. And here, too, the company is as self-sufficient as possible, using vehicle graphics programs to create templates that are then printed for all vehicles. The customer can also order complete modular trade show stands, display systems, large-format displays and banners as well

as stamps and printing materials from the Nagel team. A dedicated graphics department assists customers to implement advertising ideas and meets the technical and design requirements for finishing and producing all these promotional products. Besides this, the wide range of products has an excellent self-promotional impact. “Our brochure enables us to inform existing customers about our other business segments and can arouse interest in this way,” explains Sabrina Nagel. “Offering our customers a complete service is our most important differentiator.” Word gets around, so new business is created almost entirely as a result of recommendations.

THE SELF-MADE MAN

How the Nagel team has developed into its present form is an adventurous story. It shows Heinz Nagel as a classic self-made man who invested a lot of courage and energy at a young age to build up his company. He founded his company in 1983 when he was no longer able to pursue his previous profession as a carpenter due to health reasons. Technically adept, curious and open-minded about anything new, he first took over a copy shop in Bonn, which he gradually expanded into a print shop. To meet increasing demands, both from customers and from himself, he learned the ropes of what was a whole new profession for him. He attended trade fairs, gained information about the latest technologies and continued to invest in printing machines and everything associated with it, including qualified personnel. His interpersonal skills and his enjoyment in actively selling were reflected in his excellent order books. Major customers included the Federal Government, which was still located in Bonn at that time, and the German Red Cross. His contact to the DRC

dates back to his time as a paramedic, and to this day he is still involved in many ways in this organization, one of his best and most faithful customers.

NEW CHALLENGE

With the relocation of the Federal Government to Berlin, the print business could no longer be maintained in its existing form. In 1993, the print shop was sold: This was not a disaster for Heinz Nagel, but merely another new challenge which he cleverly exploited. Together with a friend, he founded an agency that sold brochures and advertising materials to major customers. After his partner left the company, Nagel put his experience in consulting and his expertise in the field of printing to bear and continued operating the company in the basement of his house, where produc-



tion also took place. “During that time, my father worked long hours, we did not see him very often and the noise of the machines was quite nerve-racking,” remembers Sabrina Nagel who, like so many children of entrepreneurs, also spent a part of her childhood in her parents’ company. In this case, in her parents’ companies, because Heike Nagel, a qualified florist, ran her own flower shop at the time.

PROMOTIONAL PRODUCT LINE

In 1996, Nagel came into contact with PSI and recognized an opportunity to expand

HEINZ NAGEL IN PERSON

What was your first thought this morning?

What shall we cook today for lunch?

When is your day a good one?

When I'm sitting with my wife in the garden in the evening and end the day with a glass of wine.

What gets you in a good mood?

When a positive stress develops because many orders have to be processed, and everything goes well.

And what drives you crazy?

Negative-minded people who constantly nag and try to make others responsible for their own incompetence.

What are you most likely to forgive yourself for?

For my own sloppiness and disorder.

When do you lose track of time?

On an AIDA cruise with my wife or when riding my Harley motorcycle.

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

With my wife on the AIDA to the Caribbean.

What do you like spending your money on?

On lovely holidays, good food and a cosy home.

Do you let yourself get seduced by advertisements?

No. I look at commercials very critically and find some very well done, others a total flop.

When is a promotional product a good promotional product?

When it evokes positive thoughts of the advertising company when I use it.

What is the best promotional product you have ever received?

There have been some great ones. I really wouldn't want to choose a particular one.

What do you find irritating in relation to promotional products?

When some people believe they can make a promotional product out of any article by simply applying a company name.

its range in the distribution of promotional products. Gradually, he supplied his customers with promotional products of all types. He rightly identified textiles in particular as promotional products with a future and then began intensively familiarising himself with the customisation of textiles. In 1998, he purchased his first embroidery machine and, on his own initiative, acquired extensive experience in textile finishing. The next challenge was therefore taken up and again successfully mastered. After relocating to larger premises, the machinery was further extended, skilled employees were hired and his know-how steadily grew. Heike Nagel gave up her business for the benefit of the advertising company and is now an inseparable part of the company. The enlargement of the operation has led to a growing recognition that employees trained in-house are a stable pillar of any company. Therefore Nagel has since been training young people in different professions; at present there are two media designers and an industrial clerk. If possible, all of them will be taken on as permanent staff. Heinz, Heike and Sabrina Nagel as well as two skilled workers have been authorised by the chamber of commerce and industry to train trainees. In 2005, the company moved into a spacious company building in Troisdorf that provides space for further expansion. In particular, the areas of advertising technology and promotional products, including in particular textile finishing, have been further extended.

THE SECOND GENERATION

In 2005, Sabrina Nagel, the next generation, joined the company. After qualifying as a media designer at another company, she studied business administration, majoring in marketing and human resources. Throughout her entire training, she worked in her parents' company and today, at the age of 28, she is familiar with all the processes. Together with her father, she has been managing the company since 2010 and is solely responsible for 15 employees. The division of responsibility ensures that there is always someone there who can make decisions. "It is certainly challenging when a family works together and sees each other every day. But because everyone has his own area of responsibility, it works really well for us," says Sabrina Nagel. Her father also confirms this and adds: "After difficult years, we can now enjoy what we have achieved. We have no plans to stop working soon because standstill is regressive. We are still going strong and looking forward to more challenges."

<

PSI 2015

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THE PROMOTIONAL PRODUCT INDUSTRY

7TH – 9TH JANUARY
DÜSSELDORF

WATCH OUT!

INNOVATIVE PROMOTIONAL PRODUCTS



ALL GOOD HERBS COME IN THREES

The herb trio Kitchen Herbs (cress, basil, lemon balm) contains valuable organic seeds, especially for preparing healthy meals. A cup with compressed soil is available for each of the three types of seeds. The advantage is that the herbs can also grow separately. Advertising is printed on the standard motif (30 x 20 millimetres) of the band. Customising the band is also possible from just 250 pieces.

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

FIT AT EVERY STEP

He USB Activity from Kasper und Richter is just the right product for anyone who needs assistance in fitness training. Individual values such as training time, kilometres run and calories „burned“ can easily be transferred via USB to your PC and analysed as you wish. Ultra-slim, sporty and stylish, the device counts up to 100,000 steps, 1,000 km, counts calories and much more. It also offers an energy-saving function, elimination of unintended movements, a target function, USB data transfer with the PC as well as a rubberised slim-line housing.

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



REMOVING TICKS SAFELY

An unusual but very effective tick remover is now available for the first time for the promotional product market. The certified Nymphia tick remover from Aleide-Innovationen boasts a precision of 60 microns and thus can completely remove even the smallest animals before bacteria reach the puncture wound. A misapplication is ruled out, even in difficult places such as eyelids. Unlike tick cards, the Nymphia removes the dangerous parasites using a special sling - a „proven, absolutely safe method“ assures the supplier. The tick remover is available in an individually printed blister card in credit-card size from 2,000 pieces and is an ideal addition to travel sets/first-aid kits as well as for all companies that would like to offer their customers an exceptional product for making life outdoors as safe as possible.

43604 • Aleide-Innovationen • Tel +49 5651 5135
info@aleide.de • www.aleide.de



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The individually configurable Webshop is ideal for distributors interested in running their own webshop quickly, simply and at low cost. Don't miss out on this opportunity to gain immediate access via the PSI Webshop to over 120,000 products from more than 1,400 suppliers.

PSI Webshop: as profitable as an additional sales rep



A GENUINE ORIGINAL

Halfar is now offering the modular system of the LorryBag tarpaulin bags for all bag individualists. The modular bag system offers everything to create a customized bag. Best of all: The individual elements are perfectly prepared so that each bag features excellent utility characteristics. For example, the LorryBag Original 2, one of the newest models from the tarpaulin bag collection, available in 39 colours for flap, body and various cut parts. The standard repertoire includes, for example, the distinctive buckle or the extra-wide shoulder strap. In addition, the Business Messenger Bag offers a host of sophisticated feature elements. Not to mention the large padded flap with plenty of space for advertising messages, such as in brilliant digital printing or fine embroidery.

45666 • Halfar System GmbH • Tel +49 521 98244-0

info@halfar.com • www.halfar.com

MULTIFUNCTION NOTE

The sticky note specialist Moynd GmbH from Wolfenbüttel offers a world first to anyone seeking that perfect symbiosis between sticky note markers, advertising display and self-promotion possibilities. And it combines the classic paper marker in four colours with a high-quality envelope that can be used as a business card in the classic format by means of a perforation line. The envelope is cost-effectively printed using digital printing and can therefore be offered at attractive prices in limited editions from 100 pieces.

46708 • Moynd GmbH • Tel +49 5331 90099-0

info@moynd.de • www.moynd.de



APPLIED TO THE PLATE

Eichner promotional number plates convey important information to the exhibition visitors at a glance, thus providing a decisive impulse for purchasing cars. Details about equipment and the life cycle of the vehicle, such as near-new, previously owned cars, air conditioning, automatic or low kilometres, are meaningful features. When looking at the vehicle, the advertising message immediately catches the eye and contributes significantly to the overall evaluation of the vehicle. In addition to standard labels, labels with a logo, company name or individual advertising message are also possible.

49266 • Eichner Organisation GmbH & Co. KG • Tel +49 9561 2707-0

info@eichner-org.de • www.eichner-org.com



Welcome
to Russia

ip
psa

Institute of
Professionals
in Specialty
Advertising

**Specialty Advertising
& Promotional products**
AUTUMN 2014

**26th Specialty Advertising
& Promotional products,
Business gifts fair**

Why to exhibit in Russia?

According to the international and domestic assessments and financial results Russian Advertising market has shown the increase in January-September 2013 for 11,4% (in Promotional products and business gifts Sector for 10%).

The increase of exhibition spaces of the Trade Show "IPSA Specialty Advertising" shows the same trends. As to the consumers interest, it could be defined as "seeking for the suppliers of promotional products in actual design, good quality and a variety of novelties" Statistical Promotional Products Market data:

Total number of Advertising agencies

Russia: over 13.500

Incl.Moscow: over 4.500



IPSA Trade Show Statistical data: (2002 - 2013r.)

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Number of exhibitors	130	160	180	250	305	250	284	147	200	220	245	285
Number of visitors	5000	5500	6000	6000	6500	7000	7000	2800	4789	4920	5114	5301
Exposition space m2	1300	1500	1700	2700	3500	6000	6000	2500	4400	5168	6169	6700



A BACKPACK FOR EVERY DAY

The Backz Triangle backpack is now available in the trendbagz rang. The inexpensive backpack is available in four colours and is characterized by a high degree of suitability for everyday use and by its eye-catching advertising space. As a stock item, the backpack is readily available and can be refined using screen printing or embroidery.

48336 • trendbagz GmbH • Tel +49 201 8993650
info@trendbagz.com • www.trendbagz.com

ALL ALUMINIUM? MOST DEFINITELY!

A special kind of lunch box is now being offered by ADV PAX Lutec. Made of aluminium, it not only conforms to the ever-increasing principles of environmental awareness. In view of its outstanding remanufacturing features, the material also belongs to the most environmentally friendly raw materials. The lunch box cans have a passivated surface, are extremely clean and rust free. In addition, they are odourless and tasteless and free from questionable additives. Thanks to two clamping brackets with rubber rollers, children can easily open and close the can. From 1,000 units, the lunch box can be individualised with a logo, thus making it a trendy, unique and sturdy promotional product.

46850 • ADV PAX Lutec Vertriebs GmbH • Tel +49 7123 38007-0
info@adv-pax.de • www.adv-pax.de



HOW ABOUT SOL'S

SOL'S, the French manufacturer of promotional textiles, has relaunched its best-selling T-shirt series. New additions are SOL'S Regent Fit and SOL'S Imperial Fit. One is a T-shirt with a round neck, made from 100 per cent ring-spun cotton and available in seven colours; the other has a heavier jersey fabric in the colours black and white. Both shirt versions - considered absolute must-haves by the manufacturer - are among 38 new products in the new 2014 catalogue from SOL'S, thus further strengthening the position of the French manufacturer of promotional textiles as the market leader in France.

44472 • SOL'S Soloinvest S.A.S. • Tel +33 1 42211684
audrey.o@soloinvest.com • www.sols-europe.com

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MINI, MIDI, MAXI

A fruit gum that looks like a logo and has a delicious fruity taste? Kalfany Süße Werbung offers three possible fruit gum sizes in different varieties: Whether it be Mini, Midi or Maxi – there is something for every taste and every pocket size! No one can resist the full-bodied fruit gums! Kalfany Süße Werbung focuses on quality and creates the fruit gums with 10 per cent fruit content, natural aroma and colouring plant extracts in their own IFS certified company.

42706 • Kalfany Süße Werbung GmbH & Co. KG • Tel +49 7643 80120
Vertrieb@ksw24.com • www.suesse-werbung.de



SWEET GREETINGS

Magna sweets is offering new fruit gum standard motifs: an entire day can be sweetly covered, from „Welcome“ to „Good Night“ - and even in different languages. The standard bags, which are available from 250 pieces, are filled with fruit gums in a star shape with a raspberry flavour or fruit gums in a heart shape with a cherry flavour.

41617 • Magna sweets GmbH • Tel +49 8146 9966-0
info@magna-sweets.de • www.magna-sweets.de



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SPiELZEUG International

02/2014
Februar

Das unabhängige Fachmagazin für Spielwaren, Hobby, Geschenkartikel und Entertainment



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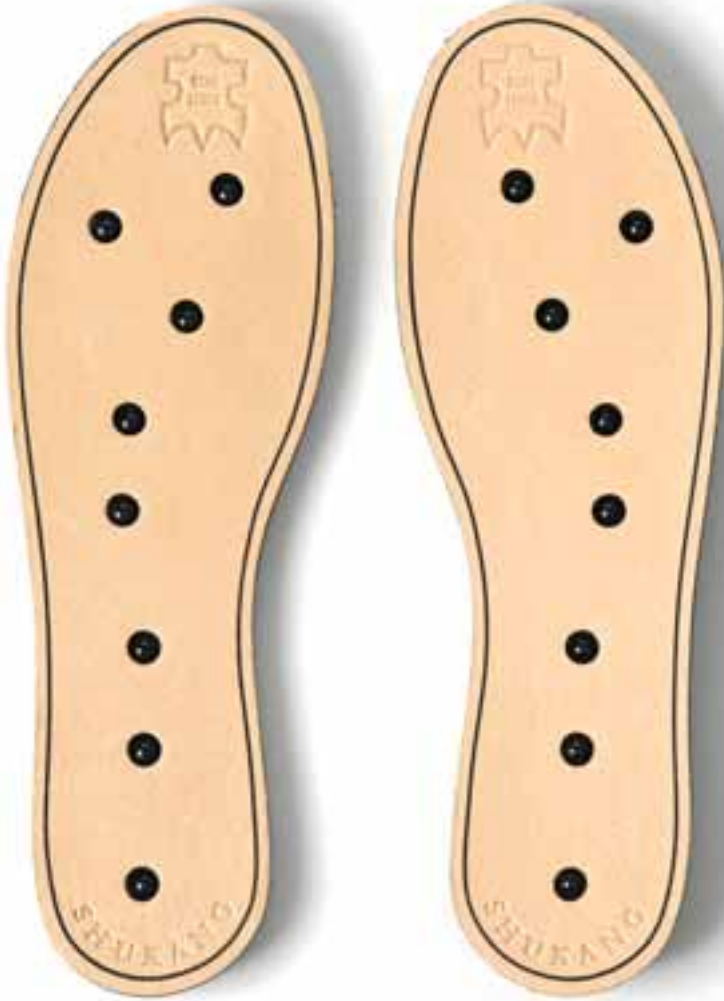
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E-Mail: spielzeug@spielzeuginternational.de
www.spielzeuginternational.de



„SHUKANG“ IN THE SHOE

An innovative premium wellness product with an excellent utility value for stimulating reflexology for everyone has been developed on the basis of more than 5,000 years of ancient knowledge. „Shukang“, the patented world first in the field of insoles, enhances the physical well-being of the user who can choose and enjoy his or her personally desired setting thanks to eight massage nubs which can be separately switched on and off. The minimum order quantity is 50 pieces.

49298 • Innovartis GmbH • Tel +49 471 7003725

info@innovartis.eu • www.innovartis.eu • www.shukang.eu

INTELLIGENT DRINKING TIMER

When someone feels thirsty, it may in fact already be too late because with this signal the body has unmistakably signalled a lack of fluid. In our hectic daily lives, this is often simply forgotten. The promotional product agency KMS Knobe Marketing Services has launched a “reminder” for managing your body’s water balance: The intelligent KMS Drinking Timer monitors whether you have actually drunk fluids. It reacts to weight changes and checks whether a glass or bottle placed on it was lifted within an adjustable period of 30 or 60 minutes. If this is not the case, three flashing LEDs emit an optical warning signal. This can optionally be combined with an acoustic signal. Another benefit, according to the agency: “If the glass or bottle is lifted for drinking during the preselected time, the preselected time starts again without a warning signal. This distinguishes it greatly from a standard timer.

48919 • KMS Knobe Marketing Services GmbH • Tel +49 69 95008430

sales@kms-fra.com • www.kms-fra.com



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The PSI Data Stream allows you to transfer promotional product data to your webshop or your goods management system from the PSI database. Containing over 120,000 products from more than 1,400 suppliers, this is the most extensive promotional product database there is.

PSI Data Stream: Minimum effort- maximum effect!



MODULAR ADVENT CALENDAR

Jung Bonbonfabrik has come up with a very special highlight this year - the modular Advent calendar filled with Ritter SPORT Quadrettis. In addition to this popular brand chocolate, the flexibility of the Advent calendar surprises and amazes. It simply gives the advertising company more options: For example, it features 3 modules each with 6 doors and can be used for 18 days from St. Nicholas Day. Or if you choose the version with 5 modules, it can still have an impact on the recipient over the Christmas period until the day before New Year's Eve. Even with a single module and, accordingly, only 6 doors, it can be sent shortly before the festivities as a sweet Christmas greeting instead of a card.

NaM7_15

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

ANTICIPATION OF CHRISTMAS

Individually printable Advent calendars in premium quality are among the top promotional products for the Christmas trade. Thus the advertising remains at the centre of attention for 24 days, without drowning in a sea of Christmas mail. CD-LUX claims to offer the most extensive selection of Advent calendars in Europe. The manufacturer offers sweet Advent calendars for every budget and with individual printing from just 100 pieces. The filling promises heavenly moments of pleasure with the finest premium chocolate brands such as Lindt & Sprüngli or Sarotti. The special anticipation of Christmas: Early-bird buyers will receive an early-bird discount of 3 per cent until 31 July 2014.

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



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GOOD NEWS FOR THE INDUSTRY

The DAX has cracked the 10,000 mark, money is cheaper, the European debt crisis is regarded as having been overcome, and summer is just around the corner. This is good news. But seriously, there is also a lot of good news from our industry. Let's start with the trade show: Although I do not want to reveal too much, the number of returnees is increasing. Senator and Macma are just two of the best-known brands in our industry which will be exhibiting again in 2015. The premiere club "PSI First" and the expansion of the Textile Area with an enlarged catwalk have already seen a pleasingly high demand.

There is also good news concerning the Association. The initiative for the German Promotional Product Association is making significant headway with the final workshops. But that is not all. This promotional product is currently enjoying good coverage in the press and in the advertising industry. In its supplement

"Promotional products - things are looking up: Visitor numbers and order volumes increase at this year's PSI, together with lots of refreshing ideas", the magazine *acquisa* makes a strong case for the promotional product. This is sure to spark a positive impetus among distributors and advertisers.

And finally, here is an absolute highlight to round off the good news. After six years of work, we have finally succeeded in ensuring that the promotional product gets its deserved place in the market communication system. For the first time ever, the promotional product is mentioned in the all-important first part the ZAW Yearbook, the standard reference work of the German advertising industry - the part that compares all advertising media. "The promotional product is an advertising medium of a special kind: Product, advertising message and use are closely connected with each other. This symbiosis distinguish-

es this type of medium from others: The promotional product is not an advertisement or a commercial in the media. It is an advertising medium with a special aura of appreciation, respect for the advertising message and is valued by the recipient for a long time, sometimes for many years." I can hardly imagine a more fitting description than this quote from the ZAW. This is certainly good news.

Best regards,



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



»After six years of work, we have finally succeeded in ensuring that the promotional product gets its deserved place in the market communication system.«



DIRTY WATER KILLS A CHILD LIKE EVA EVERY 20 SECONDS

A simple drink of water kills a child every 20 seconds in the developing world. With no supply of clean water, they have no option but to take their chances.

But by giving just £5 to Just a Drop, you can help stop these needless deaths from waterborne diseases – and bring life-saving water to children like Eva. We've already helped over a million people, but millions more need us.

Please make the next 20 seconds count – donate £5 to Just a Drop.

SAVE A LIFE NOW

Text **JADH20 £5** to **70070** to donate today.

Or call **020 8910 7981**

Or visit **www.justadrop.org**

Just a

Safe Water = Saved Lives

Texts are charged at your mobile phone operator's standard rate. The charity will receive 100% of your donation. You must be 16 or over and please ask the bill payer's permission. For full terms and conditions and more information, please visit: www.justgiving.com/info/terms-of-service

Registered Charity Number: 1100505

FORUM FOR YOUNG COMPANIES

Even young companies can have tradition. In the case of PSI, it is the “Forum of young innovative companies”. The BMWi (Federal Ministry of Economy and Energy) has again promised financial support for the coming year. Specifically, this means: A company that is innovative and has developed new products or processes, is an independent legal entity, has its headquarters and business operations in Germany, is less than ten years old and has an annual balance sheet total not exceeding ten million euros can be reimbursed up to 70 per cent of its stand expenses.

www.psi-messe.com <



BOOK LOW-PRICE TRADE SHOW TICKET NOW

Book early rather than at the last minute. This is not a recommendation for planning a trip, but for visiting the PSI 2015. Booking for the upcoming PSI (7 to 9 January 2015 in Düsseldorf) through the PSI Online Ticket Shop pays off for visitors. Anyone who orders his ticket online by no later 30 September 2014 can save 97 euros. Until

this day, a ticket costs only 57 euros. There is also an additional free ticket. Anyone buying at the box office pays 77 euros per ticket – or 154 euros for two tickets. Booking early pays off in the truest sense of the word. <



REGISTER NOW FOR TEXTILE AREA

Even a small company can make it big. Many have proven that. And the PSI gives small textile companies that are exhibiting at the PSI for the first time even more opportunities at Europe’s largest industry event – with the TEXTILE AREA. This innovation of PSI 2015 will be set up in Hall 10 – with an integrated CATWALK. To this end, PSI has put together special starter packages for textile manufacturers. The order of the day is to join now and participate in Düsseldorf from 7 to 9 January 2015.

www.psi-messe.com <

SILKE FRANK IS NEW EVENT DIRECTOR

Silke Frank, project manager of PSI since 2010, took over the overall management of the PSI trade show activities at home and abroad on 1 June. In addition to the PSI in Düsseldorf, this includes the cooperation events PSI PRO-



MOTION WORLD in Hannover, the IPSA in Moscow and the joint PSI stands at promotional product trade shows in Europe. With the new structure, PSI is seeking to strengthen its strategic development and branding of events as well as exploit synergies in marketing. In her new role as Event Director and Executive Director, Silke Frank will also assume responsibility for the management of all sales and marketing activities of the PSI trade shows. <

ARMIN CYRUS: MORE RESPONSIBILITY

Armin Cyrus has now assumed more responsibility in the sales area of PSI. The 27-year-old has been employed at PSI for



four years and has already worked in several sales departments. He was recently appointed Key Account Manager and is now responsible for all major customers and Bellwether in the Netherlands,

Switzerland and Germany. His promotion to Key Account Manager is linked to the aim to intensify the cooperation with key accounts in the industry and to enable an even more individual care. <

PSI No.	Advertiser	Page
41169	ASS Altenburger Spielkarten Spielkartenfabrik Altenburg GmbH	027
	AUMA_Ausstellungs- und Messe-Ausschuss der Deutschen Wirtschaft e.V.	U3
8448	Blick Art Creativ GmbH	051
	bpma British Promotional Merchandise Association Ltd.	059
45452	CD-LUX GmbH	011
	FKM Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen	002
43420	EBERHARD GÖBEL GMBH + CO	055
45918	Herzog Products GmbH	025
48946	Hubelino GmbH	027
	IPSA - Institute of Professionals in Specialty Advertising	075
	ITM Verlags GmbH & Co. KG	079
41545	JUNG BONBONFABRIK GmbH & Co KG	U4
	Just a Drop	085
40111	MARTOR KG	031
48247	MCS Marketing Consulting e.k.	U2
	OOH Magazine	077
40972	PF Concept International BV	047
42332	prodir S.A.	001
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	Wer liefert was? GmbH	057



CHRISTMAS IS QUICKLY APPROACHING

Before the summer season draws to a close and gradually makes way for the autumn season, the promotional product industry is, as always, ahead of its time. With the year-end business, the focus of representational advertising turns to Christmas, the festive season. The wide range of product ideas, including constantly reinvented classics such as Advent calendars as well as numerous clever innovations, render homage to the indelible desire of a moderate Christian and increasingly secular society to present gifts. If Christmas did not exist, it would have to be invented alone for this industry and its advertising-intensive products.

Please keep in mind the cover stories of the October issue “Watches and jewellery” and “Sales promotion and give-aways” and send your product presentations (image and text) no later than 15 August 2014 to: Edit Line GmbH, Redaktion PSI Journal, e-mail hoechemer@edit-line.de.



„ONLY YOUR MIND IS YOUR LIMIT“

Kleen-Tex, a globally respected and sought-after supplier of innovative mat solutions, wisely chose the motto “Only Your Mind Is Your Limit” for its appearance at the recent PSI Trade Show. In collaboration with the PSI, Kleen-Tex products were omnipresent in almost all halls. The various areas were accessed on Kleen-Tex sponsorship mats; at the main entrance, visitors were welcomed in grand style on a Kleen-Tex event carpet. We are presenting this specialist for promotional mats in detail.



PSF FORUM 2014 IN LUCERNE

For the fourth consecutive year, the trade show of the Swiss promotional product industry was held at the prestigious Hotel Schweizerhof on the banks of Lake Lucerne in Lucerne. The professionally and meticulously organised event ended on June 5 with a traditional festive gala dinner, during which the highly coveted PromoFritz trophies were awarded. Our report focusses on the atmospheric and successful day of an extremely agile Swiss industry.



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Snacks for your autumn fairs.

Looking for exceptional giveaways? We have a range of promotional ideas that are both tasty and creatively surprising. For example crunchy, savoury messengers that are a genuine must-have for all advertisers in the autumn around Oktoberfest fair time and that perfectly suit any marketing mix. Ideal for construction-worker fairs, for open days in car showrooms, for events in marquees with brass band music and beer.

Whether mini BiFi salamis, Ültje peanuts or pretzels – we can customise your product in your very own CI and ensure appealing contacts to all target groups. Contact the JUNG team now for more information on lots of other tasty advertising media as well as for catalogues and samples.

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