

# JOURNAL



**Katja Übbing-Mölders**  
**Joep Raanhuis**  
**Joytex**  
The Promotional Bag Specialists

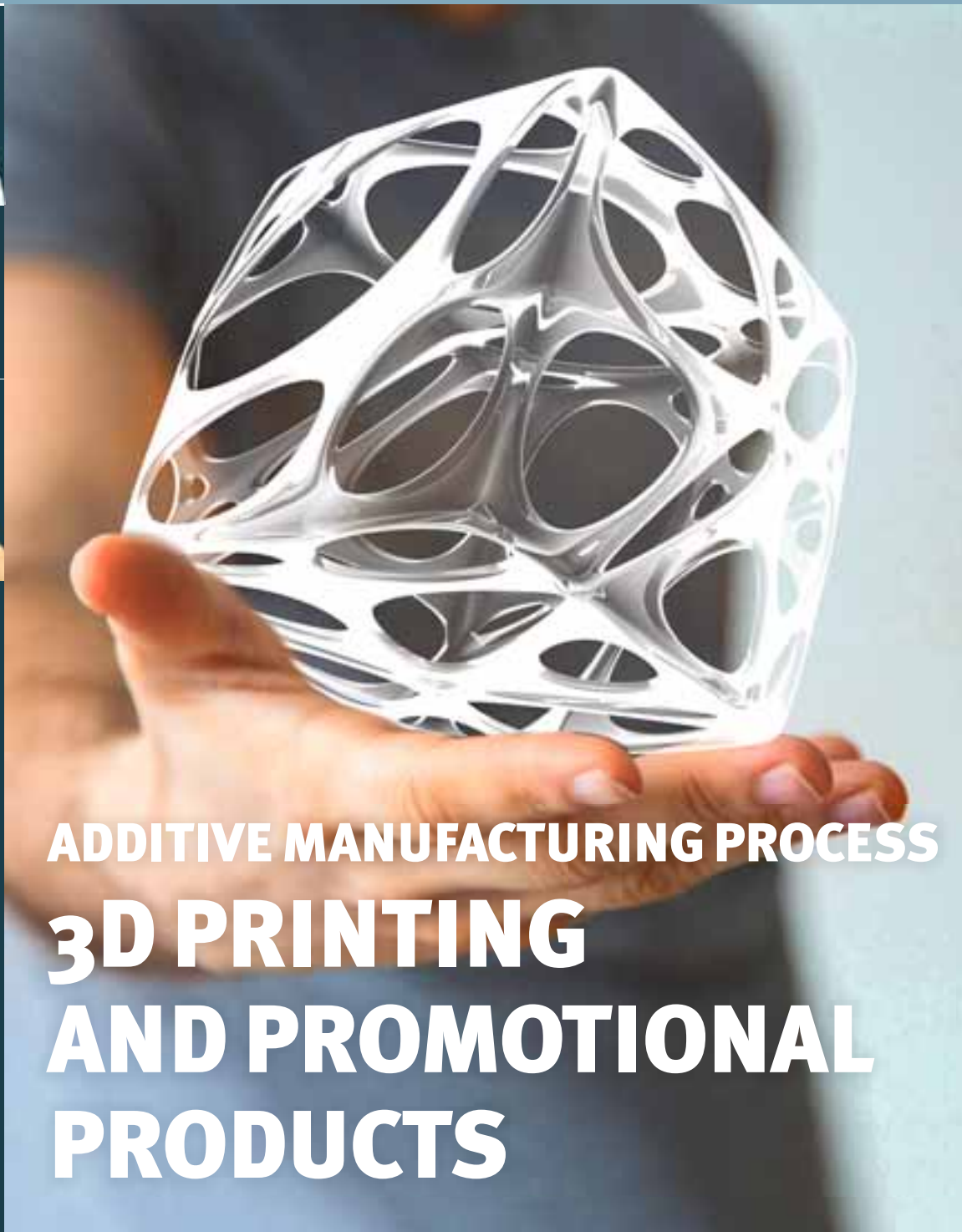


**Harald Vöth**  
**Team-d**  
An Out-and-out  
Importer

**Product Guide**  
Brands And Premiums  
Outdoor And Safety

**TIPP-KICK**  
Success At The Touch  
Of A Button

**CiTRON European USB**  
**Warehouse**  
10 Successful Years



**ADDITIVE MANUFACTURING PROCESS**  
**3D PRINTING**  
**AND PROMOTIONAL**  
**PRODUCTS**

# ► PSI 2015

THE LEADING EUROPEAN TRADE SHOW OF  
THE PROMOTIONAL PRODUCT INDUSTRY

7<sup>TH</sup> – 9<sup>TH</sup> JANUARY  
DÜSSELDORF

# WATCH OUT!





## EDITORIAL

## DO SOME BRANDS LACK COURAGE?

**S**ince the beginning of this year, I have extensively visited five trade shows covering various themes, including two trade shows of the promotional product industry. Everywhere the same picture: When it comes to being modern, traditional brands are finding it more difficult than young labels. I trust you will forgive me for noting that marketing people and advertisers who present themselves like a traditional business on the High Street face per se an uphill battle. And when the stand personnel are immersed in their laptops and books, then it's a lost cause. Not only the brand itself, but often the people involved with the brand have lost touch with modern times. And this raises the question of the chicken and the egg, because in fact it's the people that make the brands.

Apparently, the brand leaders have become somewhat disoriented. If brands were somehow like plants, they would need a guardian with a green thumb. If there is no such person, the brand suffers. But what is the green thumb among brand leaders? It is the ability to go with the times and recognize customers' needs. In the past, neither marketing bosses nor business owners wore sneakers, worn jeans, painted fingernails or a hat – that alone is enough to put anyone off.

And those who look like that today are supposed to be enthusiastic about things that their fathers and grandfathers had with them? We couldn't either. But the lives we led were at a completely different pace. VW beetles and telephone booths accompanied us for decades. But today anyone who does not use a smartphone for a year is considered behind the times.

And therein lies the problem of certain branded products. They are not hip, nobody posts them on Facebook or tweets them to his/her best friend, despite having what it takes. They are good, they are beautiful, they are tried and tested, but in their environment the ravages of time have taken their toll and the first signs of cobwebs have appeared. The product itself is not the centre of criticism, but rather it has been shrouded in an opaque glass of boredom.

But there are also hip products. They, too, could be seen at the trade shows. Their guardians have taken a sentence from Herb Kelleher as their guiding principle: "We have a strategic plan. It's called doing things." A well-conceived proactive approach instead of aimless activism, therein lies the solution. To achieve this, you have to really understand how the world ticks today. This world wants new things. Perhaps it simply wants a product to be repackaged, presented in a new design, in new colours with a new image and communication. Branded power is certainly more than just that. Nevertheless, how does the Asian proverb go with the path and the first step? Let's do it!



Manfred Schlösser

On this note

Manfred Schlösser  
Editor-in-Chief PSI Journal



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## ADVERTISING WITH CONFIDENCE

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Whoever advertises with the power of branded goods can score points with the recipient from the outset. For products with brand names are usually credentials for the quality of the company behind them and give the impression that the advertising company can be relied upon. Quality is also very important when it comes to "outdoor", a more and more relevant topic. For exercise in the great outdoors makes it easier to recharge your batteries. And whoever advertises outdoors increases the radius of attention, as the examples from page 44 on show.



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The technologies of additive manufacturing are being further developed at an unimaginable pace. At the same time, there has been a stronger focus on the subject of 3D printing in the promotional product industry. What possible uses do additive processes offer in the production of promotional products? Here is a snapshot of the current situation.



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## TEAM-D: AN OUT-AND-OUT IMPORTER

66



With decades of import experience, team-d has established itself as an efficient importer and loyal partner of the promotional product industry. The company scores with Swabian reliability, high service awareness and impressive quality and safety standards.

## TIPP-KICK: SUCCESS AT THE TOUCH OF A BUTTON

70



Professional football conjures up images of advertising on the perimeter boarding, advertising on club jerseys and, of course, on the football itself. What works well on a large scale can be achieved just as successfully on a small scale. TIPP-KICK is proof of this. Here too, advertising messages can be displayed on perimeter boardings or on the jersey of the player figures. But what is actually meant by a small scale? TIPP-KICK was already popular in Germany before people in this country even talked about "large scale" football. A true success story.

## THE PROMOTIONAL BAG SPECIALISTS

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The world of promotional products is extensive and it is constantly expanding. Within it, the subsection of promotional bags is also large. Among these bag experts is the company Joytex. Behind this distinguished name, there are also people who shape the company and brand. We met the managing director of Joytex, Katja Übbing-Mölders, and her sales director, Joep Raanhuis, at the company headquarters in Rhede.



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**MIDSUMMER NIGHT'S DREAM**

"A Midsummer Night's Dream" is probably the most famous William Shakespeare comedy – and one of the most performed plays of the poet who was born 450 years ago. Especially at this time of the year, countless natural and open-air stages turn into a dwarf forest and attract thousands of spectators. A Midsummer Night's Dream or a magical summer evening can also be enjoyed away from the world of literature, quite simply outdoors in style, at a barbecue, a picnic, and so forth. With the right accessories, not only the poetic imagination knows no limits.

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## WHITE IS THE NEW BLACK!

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Fascination of 3D printing: Products are created from data – without any tools.

## ADDITIVE MANUFACTURING PROCESS

# 3D PRINTING AND PROMOTIONAL PRODUCTS

The technologies of additive manufacturing are being further developed at an unimaginable pace. At the same time, there has been a stronger focus on the subject of 3D printing in the promotional product industry. What possible uses do additive processes offer in the production of promotional products? Here is a snapshot of the current situation.

**T**he 3D printing is all the rage and the media are inundated with headlines: There is talk of weapons which you can download from the internet and print, and even entire houses that can be generated from a printer in the future. Additive manufacturing processes are already being used in the aviation and aerospace industry, in medicine and dental technology as

well as in the packaging industry for producing tailor-made products, precision components and spare parts. Aircraft manufacturer Boeing, for example, uses a total of 86 laser sintering parts in its fighter jet f-16 Hornet. In this context, people readily talk of a new industrial revolution, although many of the technologies collectively referred to today as 3D printing orig-

inated in the 80s or early 90s. Accordingly, the so-called additive manufacturing processes have also been successfully used industrially for a long time, originally under the name rapid prototyping for fast prototype manufacturing. Meanwhile, the areas of application have expanded significantly. For example, additive series production or tool manufacturing are not only



possible but have been developed into reliable production processes. Why the term “3D printer” has prevailed as a name for machines of generative production is easy to understand. If someone placed a printed sheet back into an ink-jet printer and printed the same motif over and over again, the result at a microscopic level would be a relief. If instead of using an ink jet nozzle you used a so-called extruder which melted plastic and extruded it through a nozzle, an object would be generated according to the same principle.

#### WIDE RANGE OF APPLICATIONS

While the various methods continued to establish themselves in the industry, the first patents expired and resourceful hobbyists began to gain a foothold in another field of application by building small, less powerful machines at home. In the open source community, there is a lively exchange of tips, software settings and complete programs with which a printer can be controlled. Of course, commercial suppliers began to develop solutions for home use. Not every user has the time and the technical know-how to search for all the information, components and programs in the vastness of the Internet. Today you even buy a 3D printer at Media Markt or Saturn. Commercial developers need to offer easy-to-use systems in order to target a large number of customers.

#### POWERFUL AND INNOVATIVE SYSTEMS

On the one hand, there is a range of machines that have been developed for end users and are very cheap and widely available. On the other hand, laboratories and major companies are increasingly developing generative production processes and are outdoing each other with superlatives. More precise machines, faster production, more resilient or versatile materials – there seem to be no limits to the technological progress. This is also why the talk of a new industrial revolution is understandable: Extremely powerful and innovative systems that open up new horizons and within a very short time deliver components which would not be pro-

duced using other methods or would never be viable in small quantities.

#### PRODUCTS ARE GENERATED FROM DATA

In addition, there is an extensive range of small 3D printers available today. Public opinion often confuses these two strands of development and application. If you want to take full advantage of additive manufacturing, you must be able to distinguish between what is possible and what is still a dream of the future.

Being able to build objects directly from digital data is something all these methods have in common. In a conventional production process of mass pro-

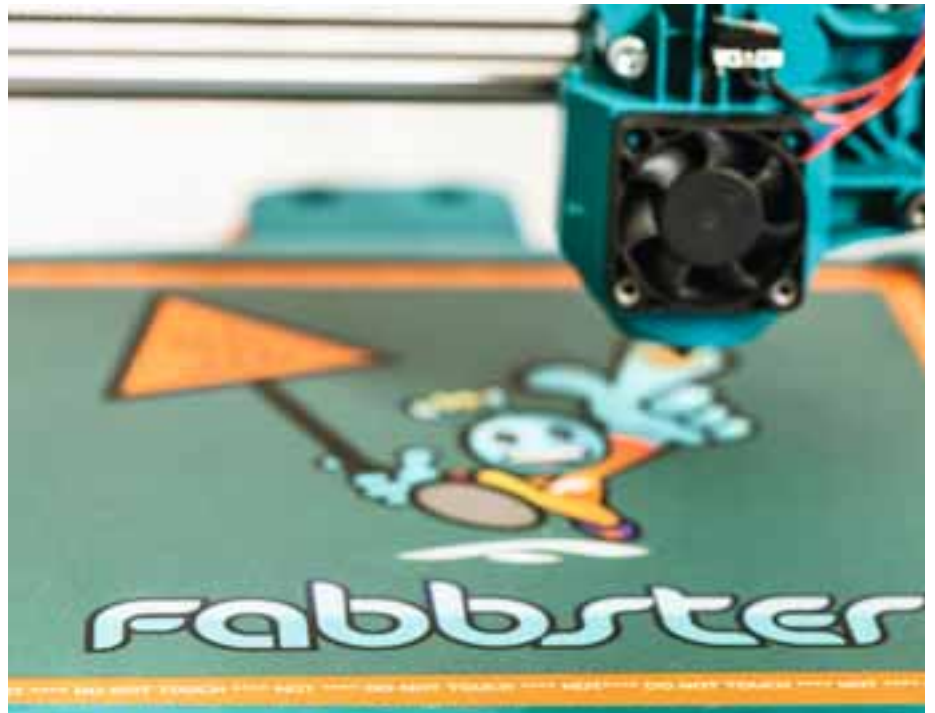
duction such as injection moulding, it is necessary to first build a mould (tool) which is then filled with molten plastic. By contrast, generative manufacturing uses different solids, liquids and powders which are solidified in the desired geometry by using physical or chemical processes – without a negative form which can be very expensive to manufacture. Tooling is also a major cost factor in the promotional product industry.

#### HIGH DEGREE OF CREATIVE FREEDOM

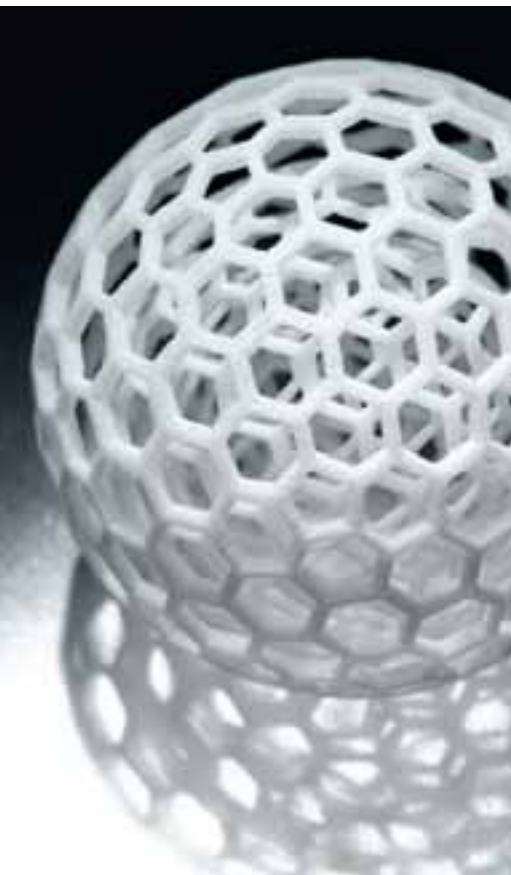
In the case of additive manufacturing, one layer on top of the other is established, thus allowing the component to grow. In addition to formless creation, another ad-



Even complex parts can be manufactured with additive processes.



The image shows the nozzle above the platform of the printer.



vantage of this type of production has come to the fore: Due to the process, each point of the component's geometry is subjected to the process and can be defined as a fixed point. Unlike subtractive processes such as milling, this process enables an extremely high degree of freedom in the choice of the geometry. You need only imagine struggling to saw through a thick wooden board with a jigsaw. A milling machine behaves similarly. The milling head cannot move freely in the workpiece, and thus the component geometry is severely limited. Complex parts require a combination of different production technologies and/or a subsequent assembly of different modules. All generative methods initially require CAD data as a starting point, whether it be devices for home use or the more powerful machines which are used in industrial applications. Once the component has been constructed, all that remains is to choose the right method to create a component with the desired properties.

## THE MOST COMMON METHODS USED PROFESSIONALLY TODAY AND THEIR OUTSTANDING FEATURES:

### SLA – Stereolithography

**Process:** A laser-solidified liquid photopolymer on a structural platform. This is lowered layer by layer and the next layer is applied.

**Special feature:** Micro stereolithography allows extremely small layer thicknesses of up to 0.001 millimetres. This enables precise components with a very good surface quality.

### SLS – Selective Laser Sintering

**Process:** In the construction space, a laser beam runs across a layer of plastic powder (usually polyamide 12). When the laser strikes, a solid is created. Powder is again applied and the laser beam runs across the next layer.

**Special feature:** Freely suspended elements of the component geometry are supported by using non-solidified powder. Thus, there are virtually no limits to the geometrical configuration of the objects and highly complex shapes are possible.

### LM – Laser Melting

**Process:** Similar to SLS but metal powder can be processed. Thus, even parts made of stainless steel or aluminium can be produced.

**Special feature:** Similar to SLS, extremely complex component geometries can be created. For example, lightweight components for motor racing or aviation and aerospace technology are possible.

### EBM – Electron Beam Melting

**Process:** Similar to LM, but instead of a laser, a high-energy electron beam is used. The method was designed for processing titanium.

**Special feature:** Parts are produced under vacuum and are very dense; they do not require thermal post-processing. Since titanium powder is available in high biocompatibility, the technology is used, for example, to manufacture individual implants.

### FLT – Fine Layer Technique (Polyjet)

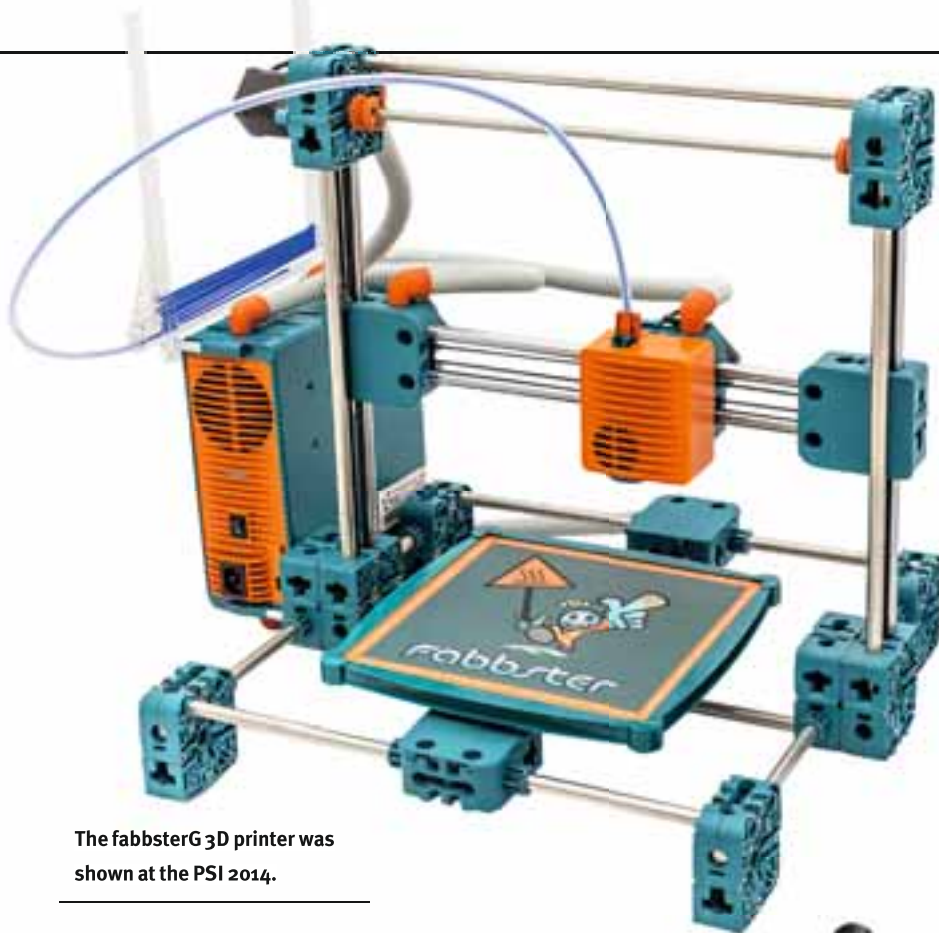
**Process:** Photopolymers are sprayed through nozzles onto a construction platform and immediately hardened by UV lamps attached to the printhead. This process is repeated layer by layer.

**Special feature:** There are two different photopolymers used, one of which is used for the construction of supporting material that can be removed later using a water jet. For the component itself, an entire range of elastic or solid materials can be used for different areas of application.

### FDM – Fused Deposition Modelling

**Process:** Thermoplastics are melted in a nozzle and deposited in layers. In this case, either the nozzle is lifted a layer or the construction platform is lowered.

**Special feature:** The materials are cheap as standard pellets are processed into semi-finished products which are later extruded. As ABS plastic, for instance, can be processed, very stable parts can be produced.



The fabbsterG 3D printer was shown at the PSI 2014.

### 3D PRINTERS AT THE PSI TRADE SHOW

With the fabbsterG 3D printer, powerful yet attractively priced machines were exhibited at the PSI Trade Show in January. As the fabbsterG with a CE certificate and plexiglass protective cover is ideal as an eye-catcher in retail shops or at stands, the exhibition lent itself as a presenter concept. However, in Düsseldorf the industry for manufacturing or finishing promotional products had envisaged a much wider



Eye-catcher:  
The printed  
fabbster  
mascot.

scope of application: Images for stamping presses are subject to constant change as new forms appear on the market each season. These parts are often made of metal, which is expensive and sometimes not particularly fast. This is exactly where a “small” 3D printer with low acquisition and material costs can utilise the advantages of additive manufacturing since the digital design can easily be converted by software into layer data and sent directly to the machine on the desk or in the workshop. There are already devices priced at less than 2,000 euros.

### POSSIBLE USES IN

#### PROMOTIONAL PRODUCT INDUSTRY

The machine can even be used for traditional prototyping in order to at least have a sample to view prior to a major injection moulding job. Very interesting ideas also came up among confectionery manufacturers whose products often have relatively simple shapes. For example, company logos can easily be converted into 3D data with the appropriate software, a bitmap file is “extruded” and transformed into a sculptural relief. With such a prototype, the shapes for customised confectionery can now be made from food-grade rubber in a radically reduced time or stamped directly into a bed of corn starch. Of course, there are limits to a machine that melts plastic and deposits it layer by layer. Similar to a bridge arch in which stones are placed on top of each other to produce the

### FACTSHEET FABBSTER SYSTEMS (DISTRIBUTED BY PSI EXHIBITOR SINTERMASK)

#### Unique material system

Thanks to the laterally toothed LIKE sticks, melted plastic can be precisely dosed. Even multi-coloured components and changes in material during the construction process are possible. LIKE sticks are manufactured using injection moulding and owing to their quality assurance according to DIN ISO 9001:2008, invariably have the properties that they should have.

#### Bespoke software

netfabb for fabbster is precisely adapted to the machine. For example, an automatic assistant measures the construction platform and commissions the machine. Of course, you can quickly and easily get cracking with the default print quality - but professionals also have the possibility to optimally adjust the values for complex components.

#### Made in Germany

Fibre-glass-reinforced plastic, cobalt-chrome guides, 24V electronics - the fabbster is robust and compact. Thanks to the open design, all parts subject to wear are easily accessible and can be replaced in a very short time, saving time and hassle. Certified resellers help customers with any questions and are supported by the specialists from the German manufacturer at all times.



supporting static, even liquid media cannot simply be placed arbitrarily in the air. It is therefore important to note the limitations of the respective process in order to achieve optimal results. But of course the service providers of rapid prototyping are standing at the ready with big and powerful machines.

#### MASS CUSTOMISATION

Mass customisation of products represents a huge, expandable sector which certainly

deserves the attention it has received. On the internet, it is already possible to personalize mobile phone covers with personal dedications, names or the logo of your favourite team. As a mould is not needed to produce by means of additive manufacturing, products will no longer be uniform – the costs will remain about the same, although each item can be unique. Thus promotional product manufacturers, for example, have the possibility to design a specific giveaway

or a merchandising product and then adapt it for the customer with very little effort – even in very low volumes. <

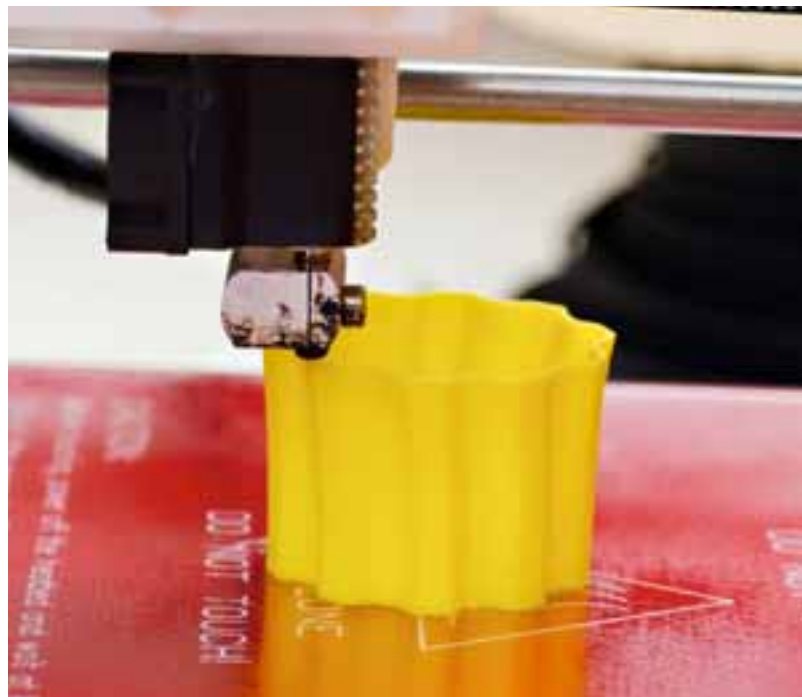
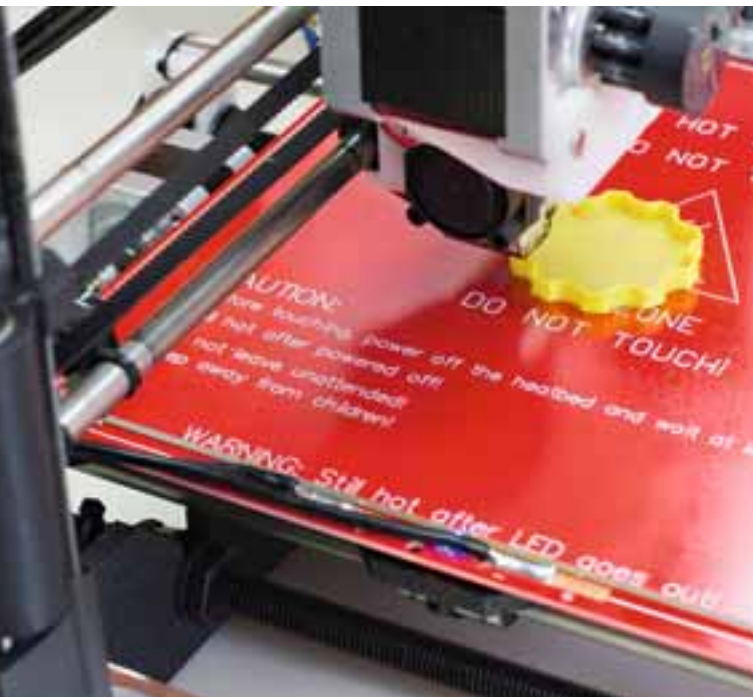
#### CONTACT AND INFORMATION

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<http://www.sintermask.com>



In the case of additive manufacturing technologies, material is applied layer by layer on a base plate. (Demonstration)



#### Lutz Gathmann, designer

Printing your own products yourself with the appropriate data is not quite as simple after all – at least not in the commercial sector when a high level of quality is required. There must be sufficient experienced staff who are very familiar with the hardware as well as with the software and the operation of the machines. Production is time-consuming and costly. The keywords here are high acquisition costs of the machine as well as software, material and energy costs. There are also additional personnel costs and possibly other costs for surface treatment and finishing. That is why I do not see 3D printing technology seriously prevailing in the industry for the production of promotional products in the coming years. The performance of the technology in the production of samples is, however, undisputed.



## Manfred Makedonski, designer

Since its invention, 3D printing has revolutionised prototyping. Today, 3D printing processes are an essential part of rapid prototyping, especially since technical advances are increasingly improving the quality. For instance, several materials can now be processed in one operation. For designers and constructing engineers, 3D printing processes are an outstanding aid in developing functional models, design studies and, of course, in making prototypes. This also applies to the production of promotional product samples. In my opinion, using this process to produce small quantities of promotional products is not realistic. The technology is not advanced enough, the production process too expensive and time-consuming. The materials are highly resilient and exhibit nearly the same characteristics as injection moulded plastics, but the surfaces leave a lot to be desired, even with professional devices. Even though the prices of the machines have dropped, the procurement costs still run into six figures. And the cost of appropriately trained experts must not be forgotten in the expense budgeting. The investment could only pay off if a highly specialized company focuses on individual products in a specific sector and the machine is constantly running to capacity. That this technology is in principle extremely effective is shown by the industrial applications already possible with it: in aeronautics or medical technology, for instance, 3D printing is already being successfully used to produce special components (in small quantities) or individualized aids.

## Michael Dachzelt, product designer, service provider 3D printing

The main use of 3D printing is still in prototyping. I use this technology for my own prototyping and also make prototypes and samples exclusively for my customers, for instance, in the areas of packaging, medical technology and also in technical modelling. Certain materials already exhibit good physical characteristics and are very resilient; the surfaces tend to be more problematic. I work with the Polyjet process, in which layers of liquid photopolymers are hardened using UV light. Professional devices can produce surfaces that are quite smooth – but the surface quality, even when high-powered printers are used, still cannot be compared to that supplied by injection moulding. Even a layman can see the differences. Of course, it is possible to smooth the surfaces by suitable manual or mechanical methods, but that in turn has an effect on the cost. Here each user must decide how important the surface is to him. Concerning the suitability of 3D printing for producing small series, time and cost are important factors. Companies that are considering buying a machine of their own must look closely at whether it will pay off: the finer the structure and the higher an object is, the longer the process will take. And the time needed for data processing, handling, cleaning and maintenance of the machine must be added to the printing time. This calls for appropriate specialists.

I don't think that 3D printing is going to establish itself as an alternative for producing small series in the foreseeable future. However, technical developments in this area are already advancing very rapidly.



## Matthias Loos, elasto form product management

We have been offering our customers the possibility of manufacturing customised samples in 3D printing for several years. Following consultation, we produce three-dimensional CAD images of the first designs and discuss the results with the customer. If he is not sure whether the product is as he imagined, we prepare the data for the 3D printer and quickly give him a sample. He then has the tangible result of his product idea right in front of his eyes and can decide whether he still wishes to make changes or whether the item can be produced. We work with a procedure in which molten ABS plastic is applied in layers on a plate. By lowering the base plate, a three-dimensional structure is created. The samples can be produced in the desired colours. The product gets its final appearance by treating the surface using sanding, priming or painting. We do not provide serial production as this would take far too long and would be too expensive, even though our device is quite powerful. I do not see 3D printing as being a real option for the industry at the moment, even though top printers provide faster and better results. However, such devices are very expensive to purchase. All this must be taken into consideration.



# BRANDS AND PREMIUMS

## ADVERTISING WITH CONFIDENCE

Whoever advertises with the power of branded goods can score points with the recipient from the outset. For products with brand names are usually credentials for the quality of the company behind them and give the impression that the advertising company can be relied upon.

**T**he German Patent and Trademark Office provides a precise definition of the word brand: „A brand serves to identify the goods or services of a company.“ With a brand, a company distinguishes products associated with a brand name from products of other (competing) companies. Thus brand names distinguish a particular profile of designated products and create an image. A registered trademark provides protection and stands for the specific features of the products and services of the brand company. A promise of quality is associated with the special marking and indicates values such as trust, reliability, usefulness, acceptance, distinctiveness and further characteristic attributes or benefits to the consumer. Whoever advertises with a brand usually significantly increases the impact. As premiums are usually products with brand quality, both groups fit perfectly together. Continue browsing and let yourself be inspired by a hint of something very special.







## PRO APPEARANCES FEATURING TOP BRANDS

**P**opular brands as custom-designable giveaways – Jung Bonbonfabrik has made itself a name with these across Europe and, with its Made in Germany range of sweets, has additionally established itself as a strong industry brand. Really big brands have been found among the tasty promotion ideas for many years: In the chocolate area, popular names such as Ritter Sport, Toblerone or Gubor; in the case of peppermint, Vivil or Mentos; in the case of fruit gums, Trolli of course and, in the case of cookies and cakes, Brandt, Bahlsen, Leibniz or Manner in particular. Brands such as Ültje, Weiss or Heidel are additionally found in the range. It is obvious where the success lies in promotional ideas using branded products: the consumer's liking for the popular brand is transferred to the promoting company. Samples from the brand messenger are available from the Jung team on request.

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## BEAR FAMILY CONTINUES TO GROW

**I**n 2008, the favourites from the Minifeet® series became the first mbw® products to be certified to Ökotex Standard 100. As before, the cuddly little bears are real best-sellers. They are therefore now available in three more sizes for cuddling and cherishing. The XXL version achieves a length of 110 centimetres, the XL bear measures 48 centimetres and the smaller L variant stands tall at 38 centimetres. For the promotional message the manufacturer recommends printed T-shirts or scarves. For special productions, embroidery on the plush is a particularly sophisticated alternative.

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**Prodir GmbH**  
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D-56288 Kastellaun  
Hotline: 06762- 4069-0  
[www.prodir.com](http://www.prodir.com)

**Prodir SA**  
Zona Industriale 1/2  
CH-6802 Rivera  
+41(91) 935 55 55

**prodir®**





## SINGING TOOTHBRUSH CUP

**N**ow that the toothbrush cup has been such a success in the area of advertising and retail, Global Innovations has developed a new, optimized version of the colourful children's hygiene product. With the aid of this toothbrush cup in an appealing design and the tooth brushing song composed just for the purpose, children are encouraged to enjoy brushing their teeth. It teaches the right way to brush teeth in a playful manner. A new highlight is the integrated mini USB port that can play up to ten songs as desired. Pre-recorded songs in various languages are also conceivable, or festive Christmas music.

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

## FEEL THE PREMIUM – TASTE THE BRAND

**P**remiums and brands are always tastefully combined at Kalfany Süße Werbung. As everyone knows, two are better than one. Two golden Ferrero Rocher packed in a promotional banderole with an individual message are just right for between-meal snacks. Elegantly packaged and a really sweet eye catcher. In compliance with the IFS Standard, the two dainty chocolate-nut specialties from Kalfany Süße Werbung are placed in a strong, transparent plastic hinged package and pushed into the personalized promotional banderole. On request, however, two crispy Ferrero Küsschen or pure white Raffaellos can be put into the package as an alternative. Delicious brands naturally also come in attractive, individually stamped containers. The classic, high-quality metal can become a personal accompaniment. And when the contents are finished, it can be refilled with new refreshments. Here there is a choice of tic tac Fresh Mints, tic tac Fresh Orange, sugar-free Pulmoll throat lozenges, peppermint Gold Nuggets, chewing gum or sugar-free peppermint pastilles.

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



## THE WORLD IN YOUR HAND

**T**he new status symbol of global business – the World in your Hand– comes from Troika. It is a high-quality rollerball made of brushed metal with a detailed map of the world stamped on with the look of antique silver. A Troika 5888 refill (made in Germany) provides convincing writing comfort. Advertising is applied by means of printing, sticker and engraving on the clip, the barrel and the appurtenant black metal box (including extra refills). 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





## BUSINESS CLASS COMPANION

**T**he elegant "Frankfurt" business trolley flight case from Inspirion carries its weight on every business trip and is also suitable for use as light hand luggage for low-budget airlines. The shell of the case is made from a robust mix of polycarbonate and ABS, and offers flexible packing possibilities. Travelling utensils can comfortably find room in the main compartment thanks to a lined interior with packing straps and a large zipper. The zippered front pocket with its shock-absorbent slip-in compartment is ideal for holding a laptop or tablet PC. The trolley rolls from appointment to appointment on two easy-running wheels mounted on ball bearings and can therefore be pulled along without stress or strain.

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



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**TRIGON Deutschland GmbH**

Kränkelsweg 28 • D - 41748 Viersen

Tel. 0 21 62 - 53 00 8-0 • Fax 0 21 62 - 53 00 8-20

E-mail: info@semo.de • [www.semo.de](http://www.semo.de)



## TASTEFUL PICNIC

**O**lami Minisalami and Oneglass Wine have now joined forces and are bringing out, in partnership, an innovative picnic pack. The pack is filled with a variety box of Olami Minisalami, five Oneglass Wine bottles and two glasses. Both products are characterised by their small and handy size and are thus the perfect companions to every picnic. In addition, a year's worth of honing went into ensuring that the picnic pack combining the two products can be transported easily and stylishly.

48904 • Olami GmbH • Tel +49 151 15676128

gehlen@olami.de • www.olami.de

## TIMELESSLY ELEGANT NOVELTIES

**D**reamPen is launching into 2014 with two new ball-point pen models. The sophisticated shape of the EVO models is emphasised by their original and timeless design. The modern, perfect symmetry in the execution, in the finishing with chromed metal components, and the possibility to apply metallic printing make the pens unmistakable. The simple POLO pen with its streamlined form sits perfectly in the hand. The model is also available in original neon colours. Both writing implements, the manufacturer says, are winners with top-quality materials, elegant design and meticulous attention to detail.

45720 • DreamPen • Tel +48 68 4772230

dreampen@dreampen.pl • www.dreampen.com



## COMPLETELY DARK BLACK

**N**oble, stylish and entirely true to the motto, "Black is beautiful" – this is how the new Black-Book from Geiger-Notes makes its appearance. This top-seller among notebooks is now available in a new binding: Tivoli-Soft Tiefschwarz is the manufacturer's name for this enhancement of "dark". The faux leather material is a winner with a particularly velvety touch; thanks to the thermo effect, the promotional message in the form of embossing ensures an attractive and interesting look. The new Black-Book also has the tried-and-trusted accoutrements: edge colouring, flyleaves and even a bookmark and headband ensure the unmistakable look in black. Like the tried-and-trusted Black-Book Future, the Black-Book Tivoli-Soft is also available in A4 and A5 formats.

41615 • Geiger-Notes AG • Tel +49 6134 1880

info@geiger-notes.ag • www.geiger-notes.ag



► **PSI 2015**

**7<sup>th</sup> – 9<sup>th</sup> January**

**Book now!**



## NEW WITH USED LOOK

**P**roducts with a used look are very much on-trend. Given this fact, Eurostyle has of course also picked up on this theme and designed products in a deliberately used optic. To unite tradition and modernity in one – this is reflected in the timeless design of the Vintage series, which consists of purses, multi-use cases, writing cases and bags. Colour nuances and the used effect underline the natural character of the brown leather and turn every item into a unique product. Functionality plays just as much a role in the process as does a hint of originality. The products are equipped with diamond-pattern lining, in perfect harmony with the used look. In addition, one will find a ring mechanism, or locks in tarnished brass, on the items.

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

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DIE VIELFALT**



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0-0531



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[www.uma-pen.com](http://www.uma-pen.com)

Mehr Informationen:  
[www.uma-pen.com/omega-grip](http://www.uma-pen.com/omega-grip) !

uma Schreibgeräte  
Ullmann GmbH  
Fritz-Ullmann-Weg 3  
D-77716 Fischerbach



## THE CULT SHIRT

**T**he premium T-shirt from American Apparel – for women and men – is cut to accentuate the figure and exhibits excellent workmanship. The high quality of the cult brand from L.A. also shows up in the material: the T-shirt is made of wonderfully soft, ring spun cotton. Even after many washings, the shirt stays soft and keeps its shape. In addition, the large selection of both usual and unusual colours leaves nothing to be desired. Printed with the desired motif, this shirt is guaranteed to be an eye catcher at every event, in advertising campaigns or as the favourite shirt of a team. The shirt can be printed or embroidered as desired on orders of fifty or more. Supplier Yink will be happy to answer questions on further details.

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

## PREMIUM LIP CARE

**T**he Premium line of the lip care specialist KHK from Cologne also meets the wishes of discerning customers. The focus here is on select materials and elegant surfaces as well as high-quality lip balm made entirely from its own production. Six different formulas are available to choose from for the “Lipcare Pebble” mirror box, the “Lipcare Deluxe” balm in a shiny metal casing or the refillable “Lipcare Cover” lip balm. Among them is the natural cosmetic “LipNature” which is produced according to the guidelines of the recognized natural cosmetics seal NATRUE. All lip care products from KHK are produced according to the new Cosmetics Regulation and Cosmetics GMP and registered at the CPNP portal. Institut Fresenius conducts a continuous formula analysis according to the European directives.

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





## MOVING PROMOTIONAL PICTURES

If something leaves a lasting “sensual impression”, then the advertising message has been successfully effective. To give business video messages a strongly sensual and direct customer communication effect, the creative advertising pros at micx-media use high-quality technical video boards in individual, only 4 mm thick print formats. Whether video cards for invitations, press folders, product news, product presentations, whether video cases with catalogue inserts or video boards in sales promotion brochures and POS displays, the “video in print” concepts from micx-media set new, effective standards for promotional print media mailings. The micx-media video boards in various print formats have already won two awards.

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

**terminic**  
COMPETENCE  
IN CALENDARS

## Kalender klimaneutral

Dezember • December • Décembre							2014
Woche Week Semaine	Montag Monday Lundi	Dienstag Tuesday Mardi	Mittwoch Wednesday Mercredi	Donnerstag Thursday Jeudi	Freitag Friday Vendredi	Samstag Saturday Samedi	Sonntag Sunday Dimanche
49	1	2	3	4	5	6	7
50	8	9	10	11	12	13	14
51	15	16	17	18	19	20	21
52	22	23	24	25	26	27	28
1	29	30	31				

Wir unterstützen folgende Projekte:

Januar • January • Janvier							2015
Woche Week Semaine	Montag Monday Lundi	Dienstag Tuesday Mardi	Mittwoch Wednesday Mercredi	Donnerstag Thursday Jeudi	Freitag Friday Vendredi	Samstag Saturday Samedi	Sonntag Sunday Dimanche
1				1	2	3	4
2	5	6	7	8	9	10	11
3	12	13	14	15	16	17	18
4	19	20	21	22	23	24	25
5	26	27	28	29	30	31	

Wasseraufbereitung LifeStraw® in Kenia

Februar • February • Février							2015
Woche Week Semaine	Montag Monday Lundi	Dienstag Tuesday Mardi	Mittwoch Wednesday Mercredi	Donnerstag Thursday Jeudi	Freitag Friday Vendredi	Samstag Saturday Samedi	Sonntag Sunday Dimanche
5							1
6	2	3	4	5	6	7	8
7	9	10	11	12	13	14	15
8	16	17	18	19	20	21	22
9	23	24	25	26	27	28	

Windpark im Mut Distrikt, Türkei

März • March • Mars							2015
Woche Week Semaine	Montag Monday Lundi	Dienstag Tuesday Mardi	Mittwoch Wednesday Mercredi	Donnerstag Thursday Jeudi	Freitag Friday Vendredi	Samstag Saturday Samedi	Sonntag Sunday Dimanche
10	2	3	4	5	6	7	1/8
11	9	10	11	12	13	14	15
12	16	17	18	19	20	21	22
13	23	24	25	26	27	28	29
14	30	31					

Biogasanlage Mamak in Ankara, Türkei

## terminic [kalender] klimaneutral

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www.kalender-klimaneutral.de

www.terminic.eu





## SPORT WITH STYLE

**B**ag expert Halfar has something to overcome the lethargy of exercise shirkers: the Match sport bag. Its fresh colours and chic retro style give a real kick to their motivation. The white elements on this roomy bag bring out its red, navy and grey colours. In addition, they cleverly put the advertising application into the limelight – whether printed or embroidered logo or doming. The inside of this robust, 600 D polyester bag is as practical as the outside is stylish. An inserted mat gives the otherwise incredibly lightweight bag the required stability. A hanging zipper organizer securely holds small and important things. And the adjustable shoulder strap, the carrying straps with belt cuff and the grip ensure that the bag is easy to carry even when heavily loaded.

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

info@halfar.com • www.halfar.com

► **PSI 2015**  
7<sup>th</sup> – 9<sup>th</sup> January

**Book now!**

## COLOURFUL FUN IN THE BATH

**T**he high-quality care and toy products of the company Tinti have been a big hit with children and parents for many years. No other brand has such a high level of recognition as Tinti - quality and trust, Made in Germany. The strongest selling products Bathwater Colours, Crackling Bath and Magic Bath are made with natural food colouring and no preservatives, very skin-friendly and dermatologically tested. They do not colour skin or bathtub and represent giveaways which are sure to achieve the desired effect. Stock items can be delivered at short notice and are available exclusively for the promotional products market at b&a, the specialist for toys and sporting goods.

48898 • b&a Vertriebs GmbH • Tel. +49 7062 97891-0

gauger@b-und-a.com • www.promotionkicker.de



## THAT CERTAIN SOMETHING

The exclusive promotional products of the Marksman brand made by PF Concept combine elegant design with outstanding innovative functionality. No fewer than four pens of the premium range have received one or more design awards: the ingenious sliding clip of the Marksman Explorer pen holds the aluminium body and the elegant acrylic tip together and at the same time fulfils a dual function as a release and retraction button for the tip. The Marksman Carve pen with its elegant minimalist design and rounded clip is available in many attractive colours. The titanium-coloured Marksman Radar Stylus pen and laser pointer boasts an elegant appearance through its matt black features and sandblasted aluminium body. The Marksman Trigon Stylus pen features an aqua blue stylus tip which is suitable for use on touch screens such as smartphones and tablets. The twist ballpoint pen impresses with its distinctive accents and matt black surface. All Marksman pens boast an individual finish. They feature a Swiss tip and a German pen refill for long-lasting quality and are presented in a premium gift box. The exclusive range includes not only stylish writing instruments but also bags, tools, flashlights, umbrellas and high-quality accessories.

40972 • PF Concept • Tel +31 71 3328911

weborders@nl.pfconcept.com • www.pfconcept.com



-Advert-



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reddot award 2014  
honourable mention



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## GENUSS-SICHERUNG

WINE@8 erhöht den Genuss eines guten Tropfens doppelt. Erstens fängt der Metallring mit Innenfilz unerwünschte Tropfen auf. Zweitens verlängert der Silikon-Korken die Trinkbarkeit geöffneter Flaschen, selbst wenn der Flaschenkorken nicht mehr passt.

WINE@8 - wieder ein guter (W)Einfall von TROIKA.



WINE@8 - DRY07/CH

Tropfenfänger und Korkenhalter für Weinflaschen, Metall/  
Filz, glänzend verchromt, inkl. Korken (Silikon, schwarz)

www.troika.org



## COMMUNICATION WITH A STAR

Entering the smart mobility market was easy with the Samsung Galaxy Star from the product range of the promotional product service provider Lehoff. Based on the current Android operating system, it opens up a wide range of communication and application possibilities. A large selection of apps which can be installed by way of Samsung Apps or Google Play make the smartphone a real jack of all trades. Social networks, hotspot link and access to high-speed WLAN round off the possibilities. In addition, the device can be used as a MP3 player or FM radio. Lehoff will take over the entire service package, from consultancy to purchasing up to delivery.

41259 • Lehoff Im- und Export GmbH • Tel +49 40 5296070

info@lehoff.de • www.lehoff.de

## A WHIFF OF PROVENCE

Profino is offering the promotional product market high-quality kitchen accessories made of olive wood by Berard. These natural wood products come with a high-quality look and feel good to touch thanks to their velvety soft surface. These exceptional, one-of-a-kind products made with the finest workmanship out of carefully selected olive wood have been on sale since 1892. Thus each piece has its own grain, with knots and other little peculiarities to make each piece unique. These products can be experienced with all the senses, since the wood even gives off a slight scent of olives. Three of the highlights on offer are the Acero cheese-board, the olive boat and the practical round salt container with a spoon made of olive wood.

47807 • Profino GmbH & Co. KG • Tel +49 2173 1014720

info@profino.net • www.profino.net



## A WHOLE DIFFERENT REFLECTION

The current Mahlwerck Porzellan range features a large number of new products. The new magazine catalogue (magalogue) presents these on 104 pages, along with interesting finds from the areas of lifestyle, trends, culture and, of course, for the promotional product industry. The Drop, the first pocket mirror made entirely of porcelain, can be understood as Beauty2Go. Its simple form finds room in every cosmetic bag yet still offers a very large advertising space. The ideal way to reach an especially beautiful target group.

44833 • Mahlwerck Porzellan GmbH • Tel +49 8031 274724

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



➤ **PSI 2015**  
**7<sup>th</sup> – 9<sup>th</sup> January**

**Book now!**



## NEW IDEAS ON THE TRENDY TOPIC OF SALAD

**W**ith the successful range „We love salad“, Emsa makes the hearts of all salad fans rejoice. Not only are the green leaves more popular than ever, but also the kitchen accessories to go with them. These top sellers in crispy green and elegant white invite you to help yourself, from quick preparation to serving appetizing portions. A colander and various salad spinners are on hand to prepare a perfect salad. Special highlights are the Turboline models. They are much more efficient than conventional spinners because their rotational speed is fifty per cent higher. An adjustable professional grater, the multi-grater, various cutting boards and the practical mixing cup round off the product range.

42692 • Emsa GmbH • Tel +49 2572 130  
info@emsa.de • www.emsa.com



OZONE CERAMIC KNIFE  
10415100

MARKS  AN



RADAR POCKET TORCH  
10417501



## MORE FLEXIBILITY FOR THE BOX

**S**tarting now, the shapely Deonet Framebox is receiving reinforcements. Owing to its striking look, demand is rising for this package in other sizes. So the range has been extended. Along with the well-known mid-size square box there is now a smaller and a larger square version, as well as an extra-long rectangular box. While until now only the foil on the Framebox was flexible, now so is the size. Packages in which Deonet products are supplied are also constantly being improved as well as those which can be bought separately.

46660 • Deonet GmbH • Tel +49 2824 955229

verkauf@deonet.de • www.deonet.de

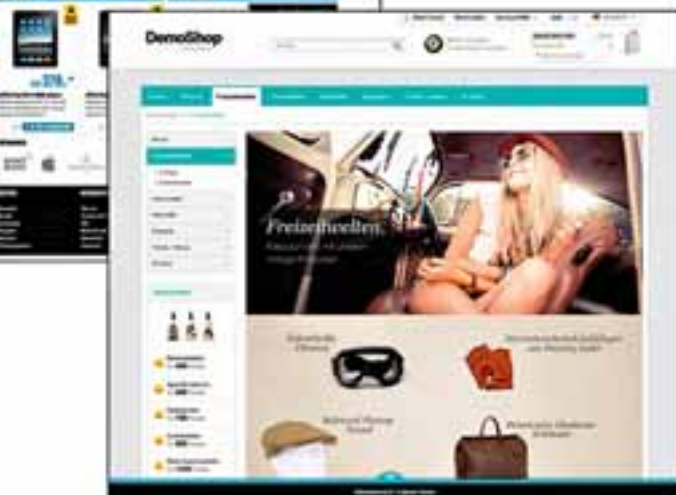
## CHARLES DICKENS EXCLUSIVE

**G**iving Europe is presenting a very exceptional twist pen especially for the Christmas trade in the form of the Charles Dickens ballpoint “crystallized with Swarovski elements”. The whole grip zone is studded with genuine sparkling Swarovski stones. The certificate of authenticity in each individual package guarantees high-quality workmanship. This writing utensil comes in a gift wrapper and a velvet wrapper. Individual advertising can be applied by means of laser engraving.

45737 • Giving Europe GmbH • Tel +49 421 5965970

kontakt@givingeurope.de • www.givingeurope.de

www.impression-catalogue.com



## B2B SHOP IN A FLASH

**T**he age of lengthy planning and deliberation is over, says Bonus2U, when it comes to realising one's own B2B shop. Installation, rig-out and administration are performed by Bonus2U. Intelligent search, bundle creation and, on request, bonus points are inclusive. Several colours are available in the white label solution alone and of course one's own logo is not forgotten. User-friendly interfaces, intuitive use and a clear structure distinguish the online shop and still leave room for custom design wishes. The shop is of course contactable via its own subdomain. Bonus2U is a brand of IT2U GmbH.

48347 • IT2U GmbH • Tel +49 511 64688516

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





## ALL-ROUND SERVICE FOR BEAUTIFUL GOLF

**K**lam Marketing, full-service supplier of textile marketing and promotional products, offers a wide range of selected clothing, accessories and hardware, which are ideally suited for embroidery or printing. Special customer requirements are specifically implemented using customised textile productions. Delivered products can also be finished using a variety of techniques. Thanks to our own in-house embroidery, our company can respond quickly and flexibly to requests placed at short notice. By using perfect embroidery preparation, numerous embroidery samples and by permanently fine tuning the embroidery pattern, Klam Marketing can produce high-quality embroidery even for complex designs. Klam Marketing has made a name for itself especially in golf through its know-how, top quality and perfect service. Various customisation options are offered, depending on the desired look, volume or time frame. In particular, golf bags, carry bags and headcovers are, to some extent, unstitched using elaborate craftsmanship, machine embroidered and neatly sewn back together. Especially for teams, Klam Marketing offers personalized golf bags and driver head covers in the same design. Small quantities and short delivery times are not a problem due to the in-house production. With a flair for innovative features and contemporary design, Klam Marketing offers golf logo products which are ideal for events and as tee gifts.

49110 • Klam Marketing • Tel +49 7129 92869-0  
info@klam.de • www.klam.de



# Sweet News

Schokolierte Salzbrezeln



Schokokonfekt



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Gewerbering 5/6  
82272 Moorenweis  
Fon +49 (0) 81 46 - 99 66 0  
info@magna-sweets.de  
www.magna-sweets.de



## WEATHER IN 3D

**T**echnoline puts a shine in the time-tested Technotrade product range with its high-quality WS6600 weather station. Along with the usual functions, such as time, alarm with snooze feature, temperature and humidity display for indoors and outdoors, this station also has a new highlight to offer: weather forecast with 3D weather symbols. The symbols are lasered in glass and are illuminated by a white LED depending on the upcoming weather situation. In conjunction with the high-contrast negative display and white housing with its elegant piano finish look, the station is an attractive promotional product which demonstrates especially high esteem for the customer.

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



## SMALL, SMALLER, SMALLEST

**T**he greatest pleasure lies in the anticipation – especially with what Kalfany Süße Werbung calls the “smallest event calendar in the world”. It fits into every pocket, weighs only approx. 32 grams and holds a refreshing fruit candy at the ready every day. The 113 x 77 x 10 mm small blister pack can be filled either with soothing Pulmoll throat lozenges or colourful, tenderly melting chocolate beans. Is a special event coming up in 24 days? Is there a reopening or a round birthday to celebrate? This blister pack starts the countdown and lets its recipient enjoy the excitement of anticipation. Kalfany Süße Werbung manufactures the colourful, sugar-free Pulmoll throat lozenges in IFS-certified production and the long wait is sweetened for the customers after only fifteen working days after permission to print – with orange, lemon, elderberry or cranberry. The individual advertising message is sure to hit home and be a constant reminder of the special event.

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



## HOT CHOCOLATE

**T**he name says it all: Hot Chocolate – in a glass, rounded off with delicate chocolate wafers. A complete set of two “Rastal” brand glasses and saucers, along with two spoons, two packets of drinking chocolate and chocolate wafers (150g) in a punched gift box is on offer from the think tank for good taste, Römer Wein & Sekt GmbH.

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





## FOR SPORTY PRECISION

**W**hen sporty Italian design is coupled with Swiss precision, the new Centurio is the result. This Swiss chronograph from Macma with its large housing (42 millimetres wide) has all the features sporty people need. Second hand, stopwatch, date, tachometer, sapphire face and 100-metre water resistance (10 ATM) are the impressive key data. A hypoallergenic stainless steel case with rubber strap with pressure relief complete the offering. This watch comes supplied in a high-quality rubber-coated box.

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

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Fon: ++49 52 22/94 20 0 . Fax: ++49 52 22/94 20 22



## A CLASSIC FLASHLIGHT

**M**ag-Lite is and will always be a classic flashlight because it has turned a purely useful object into a work of design art with a high level of functionality, whether with conventional light bulbs or the latest LED technology. This is due to its award-winning design as much as that it has proved to be handy and reliable a million times over. What has been time-tested for many years by professionals, from firefighters to police, also has to hold for many other uses of mobile light. Mag-Lite is a premium brand and a must for every discerning user of a flashlight who places value on quality. This is especially true for tradespeople or other professional users. That is why millions of customers decide in favour of Mag-Lite every year. General importer and sole distributing company for Mag-Lite in Germany is Siegfried Hintz.

42919 • Siegfried Hintz – Mag-Lite • Tel + 49 611 186890  
info@maglite.de • www.maglite.de

## COOL CUP TO TAKE ALONG

**H**ard times for ice-cream cones: CupPrint's IcecreamCup shows how easy it is to carry tasty foods and chic design. CupPrint promises to deliver even the smallest quantities of 1000 or more within a period of only 15 to 20 working days. The single-walled cardboard cup is conceived for a large number of uses. For instance, ice cream, fresh fruits or frozen yogurt, as well as savoury treats like cheese and dips are easy to take along in the Icecream-Cup and literally enjoyed on the run. A largely free choice of motifs according to one's own models or according to CupPrint's individual designs are possible.

47595 • freie-produktioner Münster/Osnabrück GmbH & Co.KG  
Tel+49 5485 83341311 • info@freie-produktioner.de • www.freie-produktioner.de



## FREE CHOICE FOR TEA LOVERS

**T**he Loyal Deluxe tea box from Giving Europe lets you store nine different kinds of tea in a single tea box. This is sure to suit the taste of even extraordinary connoisseurs. The box is made of environmentally friendly, sustainable bamboo, which gives it its elegant look. The certified item is only available from Giving Europe and is intended especially for companies with the highest ecological standards.

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





► **PSI 2015**  
**7<sup>th</sup> – 9<sup>th</sup> January**

**Book now!**



## A REAL POWERHOUSE

A set with stunning features is offered by Wera in the shape of the model Kraftform Kompakt 20 A. One press of the button in the handle and the built-in magazine with six bits opens as if by magic. One press of the ring on the handle's end, and the short bit holder is transformed into a long screwdriver. Another press of the ring and the blade can be removed and used as a machine adapter. This set is now available in gift packaging, which can be customised from just 100 pieces – directly on the product too, by the way.

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

## CLEAN CUT

It is difficult to remove the core from fruits and vegetables with a kitchen knife, and then it also leaves unattractive cut edges. By contrast the triangle® corer provides a more even result. This loop-like knife glides through the pulp and makes smooth, even cuts. This keeps pears, zucchini, eggplants, cucumbers and the like visually attractive for the upcoming filling. The corer is sharpened on both sides and can be used in its entire form. It is made of stainless steel and is also dishwasher-safe. An advertising message can be etched into it upon request.

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



-Advert-

DESIGN &  
 QUALITÄT





Optimally integrated in the flow of the trade show: Hall 23 is located right at the busy North entrance.

## PSI PROMOTION WORLD 2014

# PREMIERE WITH PERSPECTIVE

The inaugural PSI PROMOTION WORLD, a three-day trade show for haptic advertising and multi-sensor technology held on the fairgrounds of HANNOVER MESSE, enjoyed a successful premiere with a new concept and vibrant development which opened promising perspectives for its follow-up events.

**T**he premiere of the PSI PROMOTION WORLD was a rousing success. The reasons for this optimistic start lie especially in the revamping of this trade show. Following the previous Promotion World, PSI PROMOTION WORLD – staged alongside HANNOVER MESSE – bundles the skills and experience of two strong partners. When Deutsche Messe AG and Reed Exhibitions Deutschland GmbH signed a cooperation agreement last year, they wanted

to give the promotional product trade show with the PSI trademark a new, distinctly invigorating accent. Following the premiere, this plan can certainly be described as successful.

### ON THE RIGHT TRACK

The sheer numbers indicate that PSI PROMOTION WORLD is on the right track. In Hall 23 of the exhibition centre, strategically located near the main North entrance, around 100 exhibitors (compared to 79 last

year) – including many well-known brand names – presented refreshingly new three-dimensional possibilities for advertising. Concentrating the trade show on three days was a clever decision. On the one hand, it increased the focus on the promotional product as a marketing tool and underlined its importance in the marketing mix; and it reduced the effort for the participating exhibitors. The positive effect of this reduction is not least evident in the number of visitors: With a total of 10,200 visitors over three days, PSI PROMOTION WORLD remained only marginally behind the result of last year's five-day trade show, when 13,238 people were recorded.

### YOUNG COMPANIES

#### WITH FRESH IMPULSES

Fresh impulses from the world of promotional products came mainly from the up-and-coming companies whose stands were particularly busy. With strikingly unconventional products, they demonstrated how original and appealing promotional products can be, and they were very well received by representatives from the promotional product trade and industry attending PSI PROMOTION WORLD. But even the „traditional“ promotional product was

very well received in this ambience. The presence of international visitors from well-known brand companies from various industries in Hall 23 showed their strong interest in the enormous range and diverse applications of promotional products. Many of the exhibitors reported high-quality leads and concrete inquiries.

#### PROMISING TREND

PSI boss Michael Freter pointed out in his summary: "The concept of PSI PROMOTION WORLD to both actively integrate the promotional product industry in the Service and Ideas Park and to convince the industry of the merits of the promotional product as an advertising medium was, in essence, a success. It was a premiere with perspective. The trend is clearly promising. By the same token, we still have a long way to go." This was also emphasized by Arno Reich, who is in charge of PSI PROMOTION WORLD at Deutsche Messe AG: "The cooperation with PSI has enhanced the relevance of the trade show for the industry. And this is exactly what is required to heighten the interest of the industry in the promotional product. We expect that staging the event with HANNOVER MESSE this year and CeBIT next year will yield a lot of promising and interesting contacts." These observations were also reflected in the response of numerous exhibitors. At the next two pages is a small selection of statements which we managed to gather.

#### STRONG MARKETING SYNERGIES

„marketing forum hannover“, a forum for providing expert know-how for customer dialogue, has established itself in previous years at PSI PROMOTION WORLD and was again an integral part of the newly accentuated promotional product trade show. The topics spanned numerous aspects of cross-media marketing. Top-class speakers imparted their knowledge by presenting concrete examples of how promotional products can be used effectively in advertising communication. Topics included the use of promotional products as drivers of brand communication, the use of sensory marketing and the potential use of haptic media to promote sales, as well as the high-



The jury is the public: For the First Choice Award, visitors choose the ten most popular promotional products.



Experts provide an interested audience at the „marketing forum hannover“ with concentrated know-how of the latest marketing topics.



As part of the traditional value chain of the industry, companies from the promotional product trade with a strong consulting focus also participated at this year's 'Service and Ideas Park'.



ly topical issue of compliance. „Bigger and more representative than ever before - the new look of marketing forum hannover was very well received and was a magnet for visitors,“ reported Dr. Klaus Stallbaum, organizer and head of „marketing forum hannover“.

#### FIRST CHOICE AWARD

Unlike some rather self-referential industry awards, „First Choice Award“ – presented for the second time – is a genuine visitors' award. The ten most popular promotional products are determined solely by votes cast by visitors. When asked the crucial question, „Which product would you prefer to use for your company“, the most votes were cast for the following products submitted by exhibitors: LANYBOOK®/Applicant: Gunova Kalender; First Selection, Advent calendar premium/chocolissimo; Sweet glasses/Moll Konzept; Apple tree/SchenkeinBäumchen.de; EasyHat/JH Innovations; Grandma's baking mixture/Der Zuckerbäcker; XOUNTS/



Exhibitors reported high-quality leads and concrete inquiries.

XOUNTS Hamburg; Cliqloc , revolutionary can seal/Orcas; WOWPOW T2600 Flash emergency battery + flashlight/BEMAG Behrendt Marketing Group; Moleskine writing set/ Moleskine. <



#### FLORIAN FALK, JUST SPICES

I've been on my feet the whole day today. The level of support and interest has been growing from day to day. So far we have had very intense discussions in which we already managed to initiate some promising collaborations. Our products, including custom spice blends in spice grinders provided with individual labels, were very well received by the general public. Of course, in keeping with our temperament, we also approached our visitors with an open mind. Our spice samples were also enthusiastically received. And we were inundated with potential customers at the PSI PROMOTION WORLD. We certainly benefitted from the location of the hall at the north entrance.

#### EIKE PAZULLA, 5 CUPS AND SOME SUGAR GMBH

The trade show is great. We received excellent support from the organizers. We sponsored the tea bar in the VIP lounge with our products – customised tea blends from 50 high-quality ingredients in individual packaging. So far the response to our assortment has been very positive from everyone. Quite a few potential customers were amazed by our products in the original packaging. Our company was only established in October 2012, but thanks to our passion we have already managed to receive a red dot and iF award for our packaging design. This trade show has provided a significant impetus to our aim to develop a customer base in the promotional product industry. We certainly intend to take part again.





#### JOACHIM BERG, EXCLUSIVE GIFTS – OFFICIAL MOLESKINE B2B DISTRIBUTOR

It is now the middle of the third day of the trade show and we are delighted with the result. In particular, the quality of the discussions with the promotional product trade as well as with the representatives of industrial enterprises who visited our stand has, without exception, been impressive. We had, for example, representatives of Volkswagen, the Radeberger Group and Sport Five at our stand. Today, the third day of the trade show, has certainly been the most intense day for us. All in all, it has been a successful trade show, without exception. We will definitely be back.

#### DENNIS DENNIG, JUNG BONBONFABRIK

Although the frequency of visitors was not consistently satisfactory for us, we had some interesting and even major customers at our stand at the peak times. As for the immense potential of the HANNOVER MESSE held parallel to the PSI PROMOTION WORLD, there is undoubtedly an enormous potential for growth. In any case, the organization is exemplary. The only small flaw we saw concerns the waiting times resulting from having to re-register at the entrances to the hall, thus preventing urgent parties from visiting stands. We also would have liked a reference to the PPW on the home page of the HANNOVER MESSE. Even the otherwise good cooperation with the traders of the service and idea park could be enhanced. Otherwise, the PPW is a good trade show bearing in mind its size and ambience.



#### MIRELLA WIND, SCHENKEINBÄUMCHEN.DE

As we had already made good experience last year, we also decided to be at the trade show again this year with a stand and our tree seedlings packaged in handy, customizable cardboard. The newly designed website of the PSI PROMOTION WORLD provided us with useful and important information. In addition, the organizers were very cooperative and flexible, even with regard to the stand location. The Exhibitor Dinner, where ideas could be exchanged with colleagues, was a wonderful experience. As a young company, the trade show helps us to become more familiar with the marketing world in which promotional products are used. The marketing forum is also very interesting. As we have years of experience in PR, it also provides us useful ideas and suggestions, such as on the topics of product know-how, or how customers think. All in all, a synergetic complement to the trade show.

#### TEWODROS DEMISSIE, DOCTIME

On the whole, we were satisfied with the trade show. There was a constant stream of visitors especially on the first day and even moreso on the third day. Focussing the trade show on three days was a good idea. If the organizers succeed in attracting even more decision-makers from the HANNOVER MESSE to the PSI PROMOTION WORLD, I see great potential here. I am optimistic that with the possibilities of the PSI network, this can be achieved. We most definitely want to participate at this trade show again. Here is where we can evaluate our products and services on a neutral terrain based on the reaction and judgment of the curious visitors and thus obtain valuable feedback in order to continue to improve.



## NEW COMPANY NAME

## HECKER &amp; HEMMRICH BECOMES UNICUM MERCHANDISING GMBH



**Björn Schumbrutzki,**  
Managing Director of  
Unicum Merchandising  
GmbH.

The full-service agency Hecker & Hemmrich from the UNICUM Group is now operating under the name UNICUM Merchandising GmbH. Thus, the agency which specializes in school uniforms and university merchandising emphasizes its close connection to the Unicum Group. The UNICUM Group sees its strengths in addressing the target groups of students, schools and universities. It is precisely in this area that UNICUM Merchandising GmbH offers its services nationwide under a new name. "The name Unicum indicates immediately and unequivocally our expertise for educational institutions and their target groups", says Björn Schumbrutzki, Managing Director of UNICUM Merchandising GmbH. When renaming itself, the agency also revised its marketing strategy, corporate design as well as its website. All important information as well as references about school clothing and univer-

sity merchandising can now be found centrally at [www.unicum-merchandising.com](http://www.unicum-merchandising.com). A further innovation: When designing its textile range, the agency will place greater emphasis on the environmental sustainability and social compatibility of production in the countries of origin.



## WORKSHOPS

## FULL HOUSE AT GEIGER-NOTES

The small everyday companions made from paper have quite a lot to offer. Some 70 participants of the workshops at Geiger-Notes, the manufacturer of promotional products made from paper, were able to convince themselves of this in Mainz-Kastel. The two days focussed on sticky notes and calendars, from new products to production as well as quality assurance. For what appears to be obvious often has to be tried and tested again and again, and optimized with a great deal of tact. Why, on the one hand, can a sticky note be easily removed and, on the other hand, provided the quality is right, stick on rounded or vertical surfaces for weeks? And who actually makes the knot on the date slider mounted on a monthly calendar? Such questions were answered in an entertaining manner based on practical examples. A concluding tour of the plant with a look at the machinery gave an insight into the production of calendars and notebooks and included all kinds of interesting facts about paints and printing.



There were many interesting facts to learn  
at Geiger-Notes.

[www.geiger-notes.ag](http://www.geiger-notes.ag)

## NEW MEMBER OF THE TEAM

## TERMINIC GMBH EXPANDS ITS CORPORATE COMMUNICATIONS

Maren Seebeck recently boosted the team of the Bremen-based calendar manufacturer terminic as a corporate communications assistant. The 31-year-old is primarily responsible for press relations



**Maren Seebeck**

and the entire area of the company's online communications. In addition, she will be supporting the departments of marketing and sales in the field of editorial work and expanding the internal corporate communications. Prior to this, the communications specialist worked as a PR advisor at the agencies 3K Agentur für Kommunikation in Frankfurt and UMPR GmbH in Hamburg, where she supported medium-sized and international customers in the pharmaceutical, consumer goods and food sector.

## ABOUT TERMINIC

For more than 75 years now, terminic has been producing high-quality promotional calendars, which are sent by the millions to virtually every country in the world. The portfolio, which consists of more than 20 different models, includes wall calendars with a 3, 4, 5 or 6-month view and desk and poster calendars. [www.terminic.eu](http://www.terminic.eu)



## HERZOG PRODUCTS GMBH

## BACK-OFFICE SALES DEPARTMENT GROWS

**S**ince 1 April, Zogi, Herzog Products GmbH's own brand, has had a new employee in the back-office sales department. With Kay Eichenberger, the Keltern/



Kay Eichenberger

Germany-based company has secured the services of a true industry professional. Kay Eichenberger has been in the industry for more than 10 years and will serve the key accounts at Zogi out of the office. [www.zogi.biz](http://www.zogi.biz) <

## "CATALOGUE OF THE YEAR"

## INSPIRION WINS GOLD

**T**he 2014 PromotionTops catalogue from Inspirion has been distinguished with a gold medal as "Catalogue of the Year". The competition took place as part of the latest RemaDays in Warsaw, with international



trade show visitors playing the role of jury. The 498-page PromotionTops catalogue offers a large product selection of novelties, top-sellers, own brands that are

strong on design, and in the second part presents premium promotional products from Topico. The inside pages are a winning feature with an easy-to-use colour navigator, lively imagery and detailed product information. In addition the catalogue is available in 21 x 26 cm format in multiple languages. "The catalogue is an effective sales instrument that is tailored to our customers' needs and we continuously work on developing it," explains Jolanta Kempa, the deputy managing director of Inspirion Polska. [www.inspirion.eu](http://www.inspirion.eu) <

GERMAN PROMOTIONAL PRODUCT INDUSTRY  
ON THE RIGHT TRACK

**T**he Association of the German Promotional Product Industry (GWW) is well on the way to becoming a true united association. While in the past three associations and PSI were united under its roof, it may well be that at the end of the year the associations are united in a single association and the PSI will be an important partner in this association with a voice on the Board. Since the associations and the PSI agreed on a roadmap under the leadership of GWW, rapid progress

has been made. In three working groups, representatives from bwl, bwg, AKW and PSI have already met several times and discussed objectives. Topics range from basic matters to finances as well as new structures. And, according to all the working groups, the climate is very friendly and constructive. The GWW Board (see photo) meets at regular intervals, summarises the results of the working groups and then formulates a kind of policy programme of the new GWW, which will consist only of an association divided into specialist groups and partners. This is expected to result in more political clout, a better use of financial resources and faster decision-making. The wish and hope is to facilitate voting on policymaking and public relations. Before the summer break, the working groups will have completed their work and the collected proposals will then be put forward to the individual associations, as they currently exist. At the general meetings of the individual associations in autumn, a decision will be made as to whether they want to merge into a single association. Each association is free to decide. As things currently stand, the ultimate goal should be achieved. [www.gww.de](http://www.gww.de) <



The GWW Board (from left to right): Patrik Politze, Joachim Evers, Klaus Rosenberger and Michael Freter.

## GUSTAV DAIBER GMBH

## SALES RESTRUCTURED

**F**rank Schreiner, Business Development Manager in charge of Marketing und IT at the company Daiber, has also been appointed Head of Export with immediate effect. After successfully developing and restructuring the marketing segment of the company and its brands, as well as IT and e-commerce, it was now time for the next logical step: to make optimum use of the synergies of these segments along with his extensive know-how in sales promotion for the company. As a result, in addition to his existing duties, he was given the overall responsibility for the export segment. "We are very happy that from now on Frank Schreiner will successfully utilise his extensive expertise in our export segment to exploit the full potential for our company," says Kai Gminder, Managing Director of Daiber. [www.daiber.de](http://www.daiber.de) <



Frank Schreiner

## RESULT EXPANDS UK SHOWROOM

### TO DISPLAY FULL RANGE TO CUSTOMERS

**R**esult, european outerwear supplier to the corporate and workwear markets, is pleased to announce the expansion and refurbishment of its UK show room. This will allow customers visiting Result headquarters to view the full range of Result clothing and Spiro Activewear in a bigger and brighter setting. Having increased its' floor



space to 3,500 sqf the new facility showcases both extensive Result and Spiro collections, the new showroom will encourage existing and potential customers to visit Result at its main offices in Colchester, Essex, and get a more detailed overview of all styles presented in specific zone areas subject to brand. The new showroom will present customers with all Result individual Urban, Performance, Headwear, Work-Guard, Safe-Guard, Core, Junior&Youth and Win-

ter Essentials brands, as well as Spiro and Spiro Bikewar in all styles, colourways and sizes, helping them to make a more informed decision. The upgraded showroom also boasts a new audio/visual presentation screen in its meeting area, which will present customers with a greater dimension to specific products as well as company history. For further information visit: [www.resultclothing.com](http://www.resultclothing.com)

## EVEN MORE SERVICE

### INFORMA IS NOW ALSO IN BERLIN

**O**n the beginning of April 2014, the company Informa Music & Media GmbH, headquartered in Gütersloh, Germany, opened an office in Berlin. It is located directly on the famous avenue in Berlin called "Kurfürstendamm". Informa now offers even more service and as usual, it is selling professional products and services related to CD and DVD production. Furthermore, Brigitte Guckel, a native of Berlin, has joined the Informa team and will manage the Berlin office. She brings with her several years of experience in media production and in providing consultancy services to commercial clients. Peter Tuxhorn, Managing Partner at Informa, explains, "By taking this step, we can now be in direct contact with our clients who are located in the greater Berlin area. We are striving to provide better service to diverse music labels and companies with brand name products, which are located in the vicinity of Berlin and which have counted on the Informa's products and services for many years. At the same time, we can react quickly and easily to the trends which are being made in Berlin nearly every day.

With this new office, we are in close proximity to the latest developments in the music industry and are always ready to lend an ear to the needs of musicians, artists and music labels, as well as companies which want to make use of professional media production."

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



## FYVAR

### SUCCESSFUL 1ST QUARTER 2014

**F**YVAR (Asociación de Fabricantes y Vendedores de Artículos de Regalo Publicitario y Promocional Spain/Portugal) glances back on a succesful first quarter 2014. After having participated auspiciously at the PSI Trade Show and PROMOGIFT Madrid, FYVAR could celebrate the eighth anniversary of the Road Show "ON TOUR!". This edition has been full of news, and the calendar of visited cities has been: Barcelona, Bilbao, Sevilla and Madrid in



Spain as well als Oporto and Lisboa in Portugal. In addition, the seventh Academy Awards FYVAR have been presented. And: FYVAR has optimised its website. With "FYVARSearch" (Product Finder), "MYFyvar Reklam" (online catalogue) und "Fyvar-Mailing" (E-Mail-Marketing System), the website has new technological services to facilitate the daily work of associates. [www.fyvar.com](http://www.fyvar.com).

## PROFESSIONALISING

### TRADE ONLY LTD JOINS AEO

**T**rade Only Ltd have been accepted as members of the leading industry body in the events industry, The Association of Event Organisers (AEO). Nigel Bailey, Event Director for Trade Only Ltd, commented: "We are delighted to have been accepted as a member of AEO. This is another step along the road to professionalising our events and increasing our learning and understanding of the industry and possibilities and this can only help improve the show experience for our exhibitors and visitors alike." [www.tradeonly.co.uk](http://www.tradeonly.co.uk)

TRADEONLY

## BARTENBACH MARKETING SERVICES TEAM IS FURTHER STRENGTHENED

**B**artenbach Marketing Services, the agency service provider in the areas of shopper marketing and promotional products based in Mainz, has continued to expand its team: In February of this year, 44-year-old Salvatore Sangiorgio joined the full-service provider in the field of promotional products. The experienced Sales Manager takes care of new business and a variety of key account customers in Germany from his base in Mainz. Sangiorgio is an experienced consultant for haptic advertising and has been active in the industry for more than 20 years. 29 years young and full of creative ideas is Jennifer Lohoff, the new addition to Bartenbach Marketing Services. As a qualified photographer and media designer, she is looking forward to the many different tasks awaiting her in the



Salvatore Sangiorgio

area of promotional products and shopper marketing. Whether it is a giveaway, in-pack or on-pack, promotional display or textile collection, Lohoff knows how to draw attention to companies and



Jennifer Lohoff

brands using different channels.  
[www.service-bartenbach.de](http://www.service-bartenbach.de)

## MAKING PRODUCTS TANGIBLE

### BUXMANN WERBEARTIKEL LAUNCHES TEST CENTRE

**W**hat can the notebook bag really withstand and how much can you fit into it? Is the lamp of the LED key ring bright enough and does it fulfil its purpose? Does the can lid remain sealed if the can falls over? The team at the company Buxmann Werbeartikel from Groß-Bieberau / Germany will be looking for answers to these and many other questions. Jürgen Buxmann, marketing manager, not only wants to continue offering high-quality products, but also to give interested parties a much better understanding of them. "Our customers should be able to get an even better insight into our products and feel more confident when purchasing them. This is why we were immediately sold on the idea of a test centre", said Buxmann. Promotional products are tested under real as well as unusual conditions in a specially created test centre. All test sequences are filmed and can be easily viewed at home via the Internet. The campaign is being implemented by the advertising agency "tma pure", which is organising a tender for a test centre pro for this project. Accordingly, candidates wishing to test products are being sought in a selection process. Interested parties can apply online from now until 15 June 2014 at: [www.buxmann.de](http://www.buxmann.de)



## MANDATORY FROM JULY 2014

### MBW EQUIPS TEAM WITH REFLECTIVE VESTS

**W**e all know them, we all need them. From July 2014, it will be statutory to carry reflective vests in private vehicles in Germany, too, bringing Germany in line with many other EU states where it is already common practice. In road traffic, as well, cyclists, pedestrians, schoolchildren and kindergarten children can increasingly be seen on their daily routes wearing reflective vests. The company mbw is leading by good example in this context – the entire team has been equipped with proprietary 3M reflective vests for carrying in their cars. The reflective vests meet the requirements of EN ISO 20471 (previously EN 471). With the "me too" promotion, mbw is supporting its customers in equipping their own teams with reflective vests for private cars. "We'd like to set a good example and assume responsibility. Our goal is to motivate other employers as well," says managing director Jan Breuer, describing the motives for this promotion. [www.mbw.sh](http://www.mbw.sh)







The certified GreenBuilding in Marchtrenk, Upper Austria.

## GREENBUILDING AWARD FOR TROTEC HEADQUARTERS

# SETTING NEW STANDARDS

In early April, the corporate building of the company Trotec in Frankfurt was distinguished with the GreenBuilding Award of the European Commission. A few months ago, Trotec was awarded the GreenBuilding Certificate.

**T**rotec, the subsidiary of Trodat based in Upper Austria, receive this award for the office building opened in Marchtrenk in October 2013. "We are proud of the certificate and the special award of the European Commission. Trotec continuously sets new standards for its customers. Our new headquarters sets standards both in terms of sustainability as well as in terms of the feel-good factor for our employees," says CEO Dr. Andreas Penz.

### SOLAR SYSTEM AS A POWER SOURCE

The building was designed as a large-scale solar installation because a large part of the required energy is obtained from the sun. Solar energy is stored by means of an underground storage system, a buffer storage and a water tank (fire prevention); the entire energy requirement for the building

services is produced by the in-house photovoltaic system. Another source of energy is well water. This is used either for heating or cooling, depending on the season. The basic concept, the shape and furnishings of the building are designed according to the principles of Feng Shui. Achieving an excellent working environ-

ment for the approximately 100 employees in Marchtrenk was a focal point of the project team. In addition, the building is expandable, in preparation for the worldwide success and growth of Trotec in the coming years. The solid structure building is divided into four buildings with a total area of 5,200 square metres.

### ZERO CO<sub>2</sub> EMISSIONS

The building core activation provides heating and cooling by means of surface heating and cooling systems. This technology, in conjunction with optimum thermal insulation, ensures minimum heating and cooling requirements and low temperature fluctuations due to the high storage capacity of the building. Ventilation of the building is carried out with a controlled ventilation system that minimizes dust and noise pollution.

### GREENBUILDING PROGRAMME

The GreenBuilding Programme is a voluntary programme that was launched by the European Commission in early 2005. The aim of GreenBuilding is to improve the use of economic energy saving potential through information and motivation. Building owners should be advised and supported when carrying out energy-re-

lated modernization in their non-residential buildings and receive public recognition for their pioneering role. A total of 958 buildings have now been awarded the GreenBuilding seal of approval; 65 of these buildings have been built in Austria.

### ABOUT TROTEC

Trotec is a global company operating in the field of laser technology. As part of the Trodat Group, the European innovation company produces and markets laser system solu-

tions and laser equipment for marking, cutting and engraving a wide variety of materials and substances. Extraction systems and laser-engrivable materials complement the product portfolio. Trotec has more than 250 employees and serves customers in over 90 countries. More information is available at: [www.troteclaser.com](http://www.troteclaser.com) <



The official presentation of the GreenBuilding Award in Frankfurt in early April.

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WM 2014  
gerüstet?

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[info@moynd.de](mailto:info@moynd.de)





A lot of distributors came to the distributor day.

## NEWSWEEK 2014

# ONLY ROAD SHOW OF ITS KIND

As always, it was a sporting goal: seven stops in seven German cities. In addition, there was a stopover in Vienna in co-operation with marke[ding]. 90 exhibitors toured through the country in May. They brought along their best-sellers and of course their new releases. After all, the name NEWSWEEK says it all.

**T**his year, not only the exhibitors presented new products. NEWSWEEK itself had slightly changed its appearance. The intention of the host and organiser, Bundesverbandes Werbeartikel-Lieferanten e. V. (BWL), behind the new hall and

stand concept was to increase the attractiveness even further. Increasing the area of each stand from one and a half to six square metres of space therefore made it necessary to select larger venues this year. NEWSWEEK 2014 started on May 6 in the

large Panorama Hall in the forum of the Frankfurt exhibition centre. 2,300 square metres with a huge glass facade offered plenty of space not only for exhibitors. The dividable Panorama Hall with fascinating views also provided enough room for a cosy bistro area where lively discussions took part at lunch or over coffee and cake.

### BRINGING TOGETHER ALL STAKEHOLDERS

The general concept of NEWSWEEK, however, has not changed. It will continue to bring together all participants in the value chain of promotional products (suppliers, consultants, and end customers) under one roof and thus remain the only road show of its kind in Germany. The BWL has focussed on three aspects in its considerations of why it is worth participating and visiting: "to take timely advantage of the annual trends for one's own communication, to experience the emotion value of product innovations and best-sellers in person, and to develop concepts as drivers for one's own marketing together with the professionals on site".





#### FIRMLY ANCHORED IN THE INDUSTRY'S CALENDAR

BWL has gained further support with its concept of offering a trade show for distributors and their customers – and hence receives the endorsement. Endorsement of the decision to expand NEWSWEEK to include customers of the promotional product distributors. With the establishment of NEWSWEEK twelve years ago, BWL wanted to enable promotional product suppliers and distributors to enter into a dialogue with one another within this framework. The idea to bring together all participants in the value chain under one roof was first born in 2006 - and put into practice. In this form, NEWSWEEK has long since become firmly established in the industry's calendar as a modular, complementary in-house exhibition for the trade, representing the entire range of promotional products. BWL Chairman, Patrick Politze, sees the special charm of NEWSWEEK as being the interaction of suppliers and promotional product agencies, which offers a high level of consulting and considerable efficiency in developing solutions.

#### DISTRIBUTOR DAY AS A PRELUDE

The Distributor Day once again served as a prelude to NEWSWEEK. 200 trade visitors from agencies took the opportunity to find out in advance about the product spec-

trum of the suppliers and to conduct in-depth consultations. "The Distributor Day is a day of goodwill and serves as a distributor orientation," said BWL Board member, Bernd Koch, in an interview with PSI Journal, explaining the intention of this upstream day. It has long since become a kind of industry gathering "and thus a forum for new products where not only new products and services, but also industry and market information are exchanged. This is also part of the driver of everyday business," added Ralf Samuel, Managing Director of BWL.

Thus traders also have access to a product database with information on all exhibits. Despite the fact that the promotional product distributors already have advance access to a product database specifically set up for NEWSWEEK with information on all the exhibits, the Distributor Day is well received. That undoubtedly speaks for itself. According to Patrick Politze, NEWSWEEK boasted "record distributor registrations" this year. A review of NEWSWEEK and marketing will appear in the July issue of the PSI Journal. <





## OUTDOOR AND SAFETY OUT INTO THE OPEN

Whoever is tied down in his/her everyday working life requires an adequate change in his leisure time. This is where the topic of “outdoor” is of great importance. For exercise in the great outdoors makes it easier to recharge your batteries. And whoever advertises outdoors increases the radius of attention.

**T**he modern German word “Outdoor” is still a relatively new term in the area of open-land or open-air sports, or more generally for movement or activity in the great outdoors. An increasing trend towards conscious (sports) activities outdoors can be observed since the beginning of the 1980s. Whereas initially little consideration was given to protect the landscape and habitats, the enthusiasm for outdoor activities and nature conservation is mostly harmonious nowadays – especially as the State has long regulated the need for this protection in the Federal Nature Conservation Act. The market for (environmentally compatible) outdoor products has also been booming for a long time. Numerous publications as well as special trade shows are devoted to this sector. The promotional product industry has also developed a lot of new product ideas for this area. We have compiled a variety of innovations in this field on the following pages. Moreover, we have supplemented the topic of outdoor with some new developments that advertise with safety. <

## BANK SECRECY

The “Sesame” piggy bank is a brand new product straight from the Troika design workshop. This piggy bank uses centrifugal force so that your savings don't evaporate into thin air. The box is locked using a centrifugal coupling. It can be opened easily but only by a person who knows the trick. The silver coloured, aluminium “Sesame” piggy bank can be personalised on any surface by means of printing and engraving (maximum 45 x 45 mm). Engraving is free for orders of 100 units or more.

46311 • Troika Germany GmbH • Tel +49 2662 9511-0

a.bauer@troika.de • www.troika.org



## MORE ACTIVE THAN EVER

The “Active Fleece” collection from Stedman® – a brand from Smartwares Printables – offers active people high-quality products, which are comfortable to wear and have good heat insulation and excellent breathability. The Active Fleece vest for men (product no. ST5010) and women (product no. ST5110) are tailored to the needs of active people: Their modern performance fit guarantees full freedom of movement when doing a variety of different recreational activities. The vest, which is made out of 100 per cent polyester micro-fleece, has an anti-pilling finish which is very soft to touch. The vest also features a colour-matching zipper with an underlap and two large side pockets. The armholes are bordered with a polyester band. The seam of the men's vests is cut a little wider than the women's and can be individually adjusted by using the drawstring. Both products have a small “Active” label on the side seam. The Active Fleece vests for men come in the sizes S to 2XL in the

following colours: black opal, blue midnight, scarlet red and grey steel. The women's version comes in the sizes S to XL in black opal or scarlet red. As always, Stedman® guarantees high availability, fast delivery times, reliable service and a strict company ethics policy. The full “Active Fleece” collection can be seen at: [www.stedman.eu](http://www.stedman.eu)

45383 • Smartwares Printables GmbH • Tel +49 241 705020

[printables.support@smartwares.eu](mailto:printables.support@smartwares.eu) • [www.smartwares-printables.eu](http://www.smartwares-printables.eu)





## RELAX WITH LAXIE

**T**he days of constantly having to reposition your beach towel are over: You won't have to stand up, shake it out and get back into lying position again. The towel holder called laxie guarantees many hours of rest and relaxation in just seconds. Thanks to laxie, your beach towel will stay where it is supposed to so that you can have more time to relax while on your lounge chair at the beach, at the pool, on a cruise ship, in a sauna, or at a spa. Of course, the plastic gadget is also ideal for use in your own home; for instance, you can use it on a lounge chair in the garden or in your home sauna area. According to the manufacturer's information, laxie enjoys "unique selling points world-wide". The holder is very versatile; it can fit easily on most lounge chair contours and comes in many cheerful colours. This "new" product can also surprise people in the B2B business by being used as a giveaway or promotional gift. What is more, it can come as a set with a towel included, which can feature your own personal colour and a personalised promotional imprint.

1478 • laxie by WER GmbH • info@laxie.de • www.laxie.de

## READY FOR BED

**I**t is commonly said that the way you make your bed determines how you will sleep. The sleeping bag called "Bedtime" from Inspirion promises heavenly dreams. The soft lining with good insulation ensures that you will have a really good rest. The sleeping bag offers you plenty of space with its 190 cm by 75 cm size. What is more, the sleeping bag can also function as a blanket, thanks to the zipper that goes all-round the bag. Camping fans or hostel guests will surely treasure this night-time companion. The light blanket/sleeping bag comes in five colours and is delivered with a carrying bag in a matching colour.

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



## SAFELY TRANSPORTED

**D**rivers have a problem when their shopping trip to a furniture store ends with purchases that are too big for their boot or trunk. With the boot safety system called "Trunk Extender", Topico is presenting a solution for transporting large and bulky items in small cars. The trunk extender is the optimal way to connect the boot and the open boot door to each other. The steel rope is infinitely adjustable; it can be pulled out and attached using a snap hook so that the boot lid can be secured safely when driving. The built-in signal light warns drivers behind the car to keep their distance. What is more, the boot safety system also features a built-in mini cutting knife, which can be useful later on when unpacking furniture boxes.

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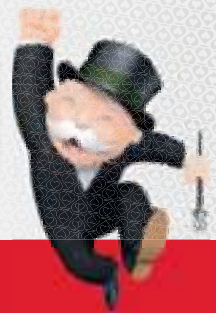
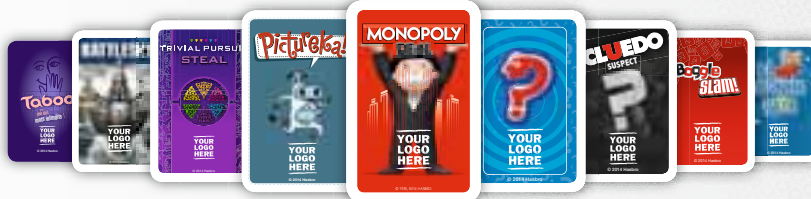
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\*7 "Thermobecher Test": "WDR Servicezeit" im "SWR Marktcheck" von 10.01.2013

www.emsa.com



## PORTABLE RECHARGER

**T**he USB Pocket Lamp is one of the new products at Lumitoys-GmbH. This pocket light has a USB connector for recharging the battery. In addition to being able to recharge the device using an electrical socket or laptop, it can also be recharged by solar panels or car adapters while you are out and about. The pocket light comes in different sizes and it can also come as a key ring: It's a companion that you just don't want to do without. It can be fitted with either a snap hook or key ring, and the larger models can also be delivered with a strap. The Pocket Lamp also has a large printing surface available for personalising it. This pocket light comes in a wide variety of different colours and it can be dyed with pantone colours. Upon request, the Pocket Lamp can also come with custom-made decorative packaging.

46095 • Lumitoys-GmbH • Tel +49 2331 377545-0  
info@lumitoys.de • www.lumitoys.de

## A PRACTICAL COMPANION

**W**ith the Pocket Bag, you will always have a bag at hand when you need one. This is our way of making a small but important contribution to having a clean environment. An advertising message will be effectively delivered and leave the person using it with a good conscience. Pocket-Bag is ideal for taking along while you are out and about and can be used to put rubbish in, or as a bag for carrying wet swimsuits, fruit, or anything else you might need to take along with you. It comes with a universal plastic tube, which enables you to adjust the size of the bag according to your immediate needs. It can also come with an individual 4-c label for a minimum order of 250 units. The Pocket Bag also has a "little sister" version called the mini Pocket Bag. This useful companion also features a large advertising surface and helps protect the environment. The three plastic bags come inside a printable box and will always be readily available when you need a bag to carry something with you. The box can have a 4c digital imprint placed on it for orders of 250 units or more.

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



## SMALL AND ALWAYS AT HAND

**T**he in-house innovation team at Global Innovations has developed a niche product which will be very useful for certain target groups. The patented dispenser for small bits and pieces is an innovative gadget for storing small parts, such as screw nuts, screws or pallets. It can be attached to the waistband and is fitted with a spring balancer mechanism. It is very versatile and makes the cumbersome process of taking small parts out of boxes a thing of the past. This dispenser will make doing your work a little easier, regardless of whether you use it while on a ladder, under a car, in nature, or while on a roof. It can be easily refilled and emptied by using the large screw cap. There is a smaller snap latch for shaking out the exact amount of the small items inside. Thanks to the two

rubber strips on the side, the product can also be held safely in your hand when it is wet. The snap latch has two LEDs attached to the sides, which will make shaking out the small bits and pieces easy, even when there is little light available. The product is also suitable for use as a bait dispenser for fishing enthusiasts.

46626 • Global Innovations Germany GmbH & Co. KG • Tel +49 6502 93086-0  
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► **PSI 2015**  
**7<sup>th</sup> – 9<sup>th</sup> January**

**Book now!**



## BRAVE THE RAIN SAFELY

**U**nder product number 5492, Giving Europe is presenting a practical product for rucksacks which combines a warning vest and rain protector for a rucksack in one. The waterproof warning vest is simply placed over a rucksack. There is a strap for optimally securing it into place so that it doesn't slide off. The vest has a neon yellow colour and two reflecting stripes which ensure that a person will be clearly visible while in traffic, even from far away. Advertising can be placed on this product by means of transfer and silk screen printing.

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## PRACTICAL – COOL – PATENTED

**C**liqloc® is the name of a revolutionary sealing device for cans that Orcas is now offering. It has what it takes to be a must-have for the outdoors. Whether on the beach, in the mountains or at the lake, with the Cliqloc® beverage can lid, any drinks can be resealable and thus protected from spillages, dirt and insects. The lid can be operated with one hand and is CO<sub>2</sub>- and pressure-tight. A promotional message can be applied with digital printing from just 100 units upwards and with offset printing from 1000 units. The patented Cliqloc® system “made in Germany” is a promotional medium that is sustainable in the best sense of the word and certainly has the potential to become a collector’s item.

47101 • Orcas Customized Products GmbH & Co. KG • Tel +49 6078 782530  
info@2orcas.com • www.2orcas.com

## CLIMATE MEASUREMENT VIA SMARTPHONE

**T**he specialists from TFA Dostmann present the Domino Bluetooth Thermo-Hygrometer for smartphones. With it, anyone can turn their smartphone into a climate measurement device. All they need to do is download the corresponding free app, which then connects to the Domino transmitter via Bluetooth. The transmitter can be set up on the patio or in the living room, children’s bedroom, greenhouse or wine cellar. In this way, the temperature and humidity can be monitored very easily. In addition, Domino stores the highest and lowest values. The data is transmitted to the smartphone via Bluetooth over a distance of up to 40 metres. Domino also calculates various international indices, such as the WBGT (Wet Bulb Globe Temperature) and the mould index, which can help in interpreting the values. Additional functions are the simple link-up with multiple devices and the constant updating (within the transmission range). Domino works with iPhone 4S (or next), iPad with Retina display (or next) and iPod touch 5th generation (or next).

41875 • TFA Dostmann GmbH & Co. KG • Tel +49 9342 308-0  
info@tfa-dostmann.de • www.tfa-dostmann.de



## SEE AND BE SEEN

**W**arning vests will be mandatory for all cars starting on 1 July 2014. They must be worn when a car breaks down or there is an accident. Anyone who has had a car break down on them knows that a warning vest is very valuable, especially at sunset and at night. The company elasto form supports these new safety regulations and is selling warning vests made out of 100 per cent polyester that have very reflective stripes on them. The standard XXL size can be worn over normal clothes. The warning vests come in two different colours (yellow and orange). Both sides of the vest can be finished with transfer printing. A matching case for the vests is also available upon request.

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\* Melodie: Rock My Soul (in the bosom of Abraham)





## MUST-HAVES ... GETMORE

**T**he sun is appearing more frequently and for longer periods; people's spirits are lifted and with this comes the desire to spend more of life outdoors. With the "Must-Haves" from James & Nicholson and Myrtle Beach – Daiber's two own brands – in your wardrobe, you are perfectly styled for any occasion: whether a T-shirt, polo shirt, hoody or cap – diversity and individuality are provided for at the lake, in the park or at a café. These Must-Haves offer all of this: More colours. More quality. More styles. The basics can be explored in the current "Must-Haves ... getmore" booklet. All items can be customized with printing or stitching. The Daiber service team is available to take orders, give advice and answer questions.

42819 • Gustav Daiber GmbH • Tel +49 7432 7016-800

info@daiber.de • www.daiber.de

## BLOWING IN THE WIND

**D**o you know Xindao offers a wide range of competitive umbrellas in every price range? From the famous Classic Deluxe 23" with wooden handle up to the State of the Art Hurricane Double layered storm umbrella in luxury gift packaging. But that's not all: Xindao also believes in a sustainable future. The XD Design team developed the Brolly, a unique ecological umbrella, made of 100% rPet (recycled plastic bottles) canavs and with an ergonomic reSound® handle. On top of that the Brolly is also very functional with the automatic open en close mechanism. Curious to see the complete Xindao umbrella collection? Please have a look at: [www.xindao.com](http://www.xindao.com)

42772 • Xindao B.V. • Tel +31 70 3199900

deutschland@xindao.nl • [www.xindao.com](http://www.xindao.com)





## SOW-YOUR-OWN FLOWERY GREETINGS

In the Utensilo Basket from Multiflower, everything is ready to hand for sowing your first seeds: a handy rake and shovel and little bags of various abundantly flowering seeds (dwarf sunflowers, forget-me-nots and a colourful mix of flowers). It also comes with wooden markers to label the plants that have been sown, and gardening gloves to protect your hands. Promotional printing is carried out on the standard motif. From just 250 units upwards, it is possible to design your own strip around the box.

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



## BRIGHT PROSPECTS

Experience the world illuminated from a completely different perspective for once: new, bright prospects open up with the Bravelight X 5 LED head torch from Markenreich. It is an ideal companion for the outdoors and for work, with your hands free. The torch on the highly flexible stretch headband weighs just 108 g and the battery box fitted on the back optimally counterbalances the weight, meaning the torch is barely felt even after being worn for hours. The torch head can be swivelled by 90° and latches into position. The micro-switch is easy to use even under adverse conditions. Markenreich supplies the torch, with its Powerchip technology, including 3 AAA 1.5V batteries. Let the adventure begin.

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**W**hether seeking a protective single layer outer garment for trail walking on a windy day or a layering garment for use during activities in lower temperatures, Result jackets offer high value and are perfect for throwing on, or packing away for unpredictable weather and are suitable for various outdoor pursuits. Part of the popular Urban Outdoor range the R191X Urban Outdoor Jacket is a highly fashionable luxurious down feel jacket with hand filled poly wadding insulation for superior warmth and a HydraDri water repellent and windproof outer; making it the perfect lightweight jacket for cold and wet winter days. Featuring a deep hood with zipped edge uplift to collar, a full front zip fastening and two lined zip closing side pockets, the unisex R191X is ideal for keeping protected at work or at play. The R191X is available in sizes S-2XL and is also available bodywarmer with the R190X Dax Down Feel Gilet.

47065 • Result Clothing • Telefon: +44 1206 798131

sara@resultclothing.com • www.resultclothing.com

## ATHLETICALLY MODERN

**A**s a contribution to the theme, Richartz recommends its elegant Struktura classic black maxi 5 pocket knife – the original of the Struktura series. Athletic, modern and unmistakable, the Struktura classic black is setting the standard for design and function. The black coated handles with the striking, non-slip dimpled structure stand for all that is on the move and up to date. Richartz makes knives for people who like something special.

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

sandraschoenenberg@richartz.com • www.richartz.com







## VERY VERSATILE

**P**rocut 115 SG is the name of the new cutter in Richartz's collection. This product, which is made in Solingen, is impressive with its clear-cut design, precision, safety mechanism and sharp profile. The cutter is "TÜV certified" and was developed for professional use in industry and trade. This cutter will surely win anyone over who uses it thanks to its light and high-quality plastic body and its very versatile and easy-to-replace blade, which features a retaining spring mechanism.

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## SAFETY FIRST

**S**afety first! That is the most important thing that parents think about when it comes to their kids. The kid's safety set from the company team-d GmbH located in Schorndorf improves a child's visibility with its eye-catching light reflectors. The 9-piece set includes two click bands for the wrist and ankle, each of which is approximately 30 cm long, five stickers which each have a diameter of 5 cm, and two pendants with karabiners. The set comes packaged in a plastic bag with a cardboard inlay.

44186 • team-d Import-Export Warenvertriebs GmbH • Tel +49 7181 989600  
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## A WELCOME OPPORTUNITY TO COOL DOWN

The stylish 50 ml spray bottle from Sanders Imagetools called Aqua Spray dispenses revitalising refreshment. The fine spraying mist will help you cool off quickly and motivate you for other activities. The bottle uses natural carbonation as the propellant, which is completely safe for outdoor and sporting events and for flights during holiday or business trips. It fits in any type of bag and will be ready the next time you need it to cool off. Advertising can be placed on the full-body label that is placed around the bottle by using 4c CMYK. It will be remembered as a cosmetic product "Made in Germany". It does not contain any preservatives and has been dermatologically tested and approved as "very good". It is also ideal for discerning target groups. As with all Sanders Imagetool products, this product has many different decoration options available, it can be delivered at short notice, and can come individually packaged.

46551 • Sanders Imagetools GmbH & Co. KG • Tel +49 9401 607980

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➤ **PSI 2015**  
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**Book now!**

## A SIGG BOTTLE WITH AN INDIVIDUAL TOUCH

SIGG Switzerland AG, the Swiss company with a long-standing tradition, is known for its iconic and high-quality drinking bottles. The company also offers the option of designing your very own SIGG product. There are no limits as to how they can be used: as gifts for customers, business partners or employees, or as special brand messengers for company anniversaries. There are many different versions of the bottle to select from. Thus the custom-made SIGG product will surely become a popular companion for people taking a stroll through the city, adventurers, hikers and families on excursions. SIGG can also assist you with your custom-made graphic design with its "Design by SIGG" service. For more information, the latest catalogue, printing templates or contact details, simply visit: [www.sigg.com/corporategifts](http://www.sigg.com/corporategifts)

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## GOAL IN VIEW

**F**or anyone who wants to record their activity around the clock and thus work effectively towards reaching their sporting goals, Polar Loop from BONUS-2U – an IT2U brand – is just the right thing. Polar Loop displays your daily activity, the calories burned, the number of steps, jumps and runs made and the time of day. Using the Activity Benefit you can see a summary of your daily, weekly and monthly activities. Furthermore, Polar Loop is waterproof and thus even suitable for swimming. The Activity Guide on the wristband or mobile phone additionally gives recommendations as to how much more training you should do and it gives you tips to help you keep on the move the whole day. As a supplement, Polar Loop is compatible with the Polar H6 and H7 Bluetooth smart heart-rate sensors for even more precision.

48347 • IT2U GmbH • Tel +49 511 64688516

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

## THIRST QUENCHER FOR THE ROAD

**T**he handy “Beaker set 4in1” from Adoma has four beakers in fresh, cheerful colours with a practical slip lid at the ready for use while you are out. After use, simply stack the empty beakers again and seal them with the slip lid. That way, nothing can leak into your rucksack. Small and convenient, the set is suitable for all outdoor activities, whether it be a family hike, a trip to the playground or simply a picnic. The beaker set does not take up much space and can be customized with a logo printed on the lid. Your own colour combination for the set is also possible. All the items from the company Adoma are “Created and Made in Germany”, without phthalates as a plasticizer and free of bisphenol A.

43999 • Adoma GmbH • Tel +49 7522 9716-0

info@adoma.de • www.adoma.de



## QUICK AID ON THE GO

**T**he company Kundenpflege has clever and quick assistance for out and about. With the PVC plaster pack, a practical aid for cuts and grazes is quickly at hand. The packs fit conveniently into any bag. The plasters are sealed individually in a protective film. The inlay can be individually printed with digital printing according to the customer's wishes, turning the pack into a low-priced and effective promotional product. Thanks to the small dimensions and low weight, this promotional giveaway is also excellent for mailings. Further innovative promotional giveaways and wellness sets can be found at [www.kunden-pflege.de](http://www.kunden-pflege.de).

46887 • Kundenpflege Wellness & Care GmbH & Co. KG • Tel +49 6541 812950

info@kunden-pflege.de • www.kunden-pflege.de





## READY FOR FIVEFOLD ACTION

In the category of safety, Krüger & Gregoriades is introducing the “Lichtkraft 5in1 KFZ Sicherheitslampe” (Lichtkraft 5in1 car safety lamp). The device combines five functions: an LED light, a warning signal (glowing red), a magnetic base, an emergency hammer and a seat belt cutter. The safety lamp is thus ideally suited for hobbies, leisure and motoring. The lamp is battery-run (2 x AA, not included within the scope of delivery) and packaged in a classy gift box. It measures approx. 19 x 3.5 cm and weighs approx. 142 g (without batteries). Further details are available directly from Krüger & Gregoriades.

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

## PUTTING A STOP! TO THE PESTS

Spranz GmbH has an “ideal promotional medium for all situations where pests can interfere” at the ready – the motto is “relax and enjoy” with the anti-mosquito wristband. The smart and comfortable anti-mosquito device is effective for up to 15 days. After that, the inserted tab is simply replaced and the bloodsuckers will continue to find themselves other victims. The band is supplied in a polybag. More items on this theme and many others can be found in the current Spranz collection.

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info@spranz.de • www.spranz.de



## LIGHT PRESSURE IS SUFFICIENT

**P**ulling out a blade is no longer required; now you can push instead. Bühring has a new safety knife on offer called "PushCut" which is "Made in Germany". The spring-loaded blade pops out by lightly pressing your thumb and it can disappear again after you are finished cutting by using the automatic press-button on the handle. It also works when wearing working gloves. The blade can be easily secured in a closed position in order to prevent unintentional activation. The knife has an advertising space of 8 x 2 cm on it, which will surely please customers.

40807 • Gabriele Bühring • Tel +49 4154 79540-0

Vertrieb@Buehring-Shop.com • www.buehring-shop.com



## THE WEATHER ALL-ROUNDER

**T**he GeoBaXX from Kasper & Richter turns out to be a weather all-rounder. It will always be ready when you need it, regardless of whether you use it in the city, in the countryside or for off-roading. Basically, the compact and robust high-end device functions as a digital altimeter and weather station, and it has a built-in barometer and thermometer. But the GeoBaXX can really score points with its many other operating functions for outdoor enthusiasts. Its features include a weather forecast function (Swiss made sensor), date and calendar display, alarm clock, stop watch and timer. The water-resistant GeoBaXX can also be easily attached to things with its snap hook (karabiner). It also features background lighting for the display; it displays the status of the battery; and it has a battery-saver mode and a key lock mode. Two CR 2032 button-cell batteries also come included.

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

info@kasper-richter.de • www.kasper-richter.de



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47578 • Gimex Melamin Plus GmbH • Tel +49 2204 402922

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**7<sup>th</sup> – 9<sup>th</sup> January**

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### **TOUGH AND DURABLE**

**R**esult Safe-Guard is a comprehensive range of tough and durable products that reflect all that is required of high visibility clothing. Result Safe-Guard garments guarantee high levels of protection as all incorporate genuine 3M Scotchlite Reflective Materials, and conform to EN471, the European specification for high visibility warning clothing. Sizing of all Safe-Guard products allow them to be worn as an over garment to ensure freedom of movement and maximum comfort – perfect for working in the outdoors. The range includes a collection of vests and jackets to help workers be seen and stay safe while they work. Be safe and be seen with the R210X Motorway Safety Jacket. With its 50mm sewn on safety tapes incorporating 3M™ Scotchlite™ reflective materials, this lightweight certified long sleeve safety over garment ensures good visibility in daylight as well as in the dark. Conforming to the 89/686/EEC directive, the R120X Jacket is made from 100% knitted polyester and features overlapped seams with safety stitching and has 2 spacious front pockets with bar tacked stress points for storage. It is available in sizes S-3XL in Fluorescent Orange and Fluorescent Yellow.

47065 • Result Clothing • Telefon: +44 1206 798131  
 sara@resultclothing.com • www.resultclothing.com

-Advert-

DESIGN &  
 QUALITÄT





## A CHANCE TO JUST HANG OUT

**D**o you want to have a chance just to hang out while outdoors again? No problem because Lehoff is selling just the right product: the hanging chair called “Relax”, which can be found in the company’s product line under the number M-101. It is made out of 100 per cent cotton mesh netting. The cushion’s matching pillow case is also made out of cotton and the padding is made out of fluffy polyester. Gravity becomes almost irrelevant while swinging lightly in the hanging chair because the comfortable netting can support a weight of up to 100 kilograms.

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

## A PORTABLE FOOTBALL PITCH

**T**he FIFA World Cup can begin. And the bag expert Halfar has just the right accessory available for fans of this field sport: the FlapBag field bag. This shoulder bag has a flap with artificial turf on it in the form of a football pitch. It is an eye-catching promotional product for any company, which wants to take part in the grand media event of football in a humorous way. Logos and advertising messages can be easily embroidered on the green artificial turf. Alternatively, if you don’t want to place advertising on the artificial football pitch, the bag’s black polyester body can be finished with an imprint, embroidery, or with an emblem instead. By the way, the artificial turf on the FlapBag is only one of the many options available for designing the flap of the shoulder bag in your own style with your very own specially selected materials. The modular design options for the FlapBag make it possible to create numerous variations.

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Schreiben Sie an: [job@blick-art.de](mailto:job@blick-art.de)



## DOUBLE SAFETY

**S**pranz GmbH is offering “the first torch with double safety”. It is fitted with a strong 1-watt Osram high-performance LED, an illuminated ring at the side (excellent all-round visibility) and an integrated personal alarm (over 90 dB for emergencies) – all very easy to use with the switch for single-handed operation. The torch has brand quality and is supplied in a designer box including batteries.

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info@spranz.de • www.spranz.de



## PUT OUT FIRES QUICKLY

**A** fire blanket is one of the most important safety tools – regardless of whether at home or at the office. For instance, a fire blanket can be used in the kitchen to put out fires which start on the stove. The company Hugo Brennenstuhl delivers the fire blanket in a hard box which can be upgraded with finishing according to the customer's wishes. The Brennenstuhl fire blanket is certified according to EN 1869:2001 and is made out of high-quality fibreglass fabric. It can withstand temperatures of up to 550° C, and can thus put out fires within seconds.

41141 • Hugo Brennenstuhl GmbH & Co. KG • Tel +49 7071 8801186

werbemittel@brennenstuhl.de • www.brennenstuhl.com



## FRESHLY GRILLED

**U**nder item number 67006, the promotional products all-rounder Macma has a classic set consisting of a barbecue and a cool bag with separate compartments. The barbecue is stored in the bottom and the cool bag along with the meat or other food for the barbecue in the top of the space-saving polyester bag. Macma will print the desired customization on the lid of the bag.

40909 • Macma Werbeartikel oHG • Tel +49 911 9818133

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## MOBILE ADVERTISING

**T**he licence plate brackets of the company Eichner Organisation hold firm the two number plates attached to the front and back of the vehicle, giving them a visually attractive frame. Installation is quick and possible on almost all vehicles as the brackets feature all the common combinations of drilled holes. Licence plate brackets have to withstand considerable strains. The quality of the Eichner products lives up to these demands. Manufactured with UV-resistant and weatherproof polypropylene, the licence plate bracket is additionally car-wash safe, frost-proof and also suitable for curved bumpers. Fastened to the vehicle, the licence plate brackets are highly visible and thus particularly well suited for a promotional message.

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The team at team-d works hand in hand to optimally support their customers.

## TEAM-D IMPORT-EXPORT-WARENVERTRIEBS GMBH

# AN OUT-AND-OUT IMPORTER

With decades of import experience, team-d has established itself as an efficient importer and loyal partner of the promotional product industry. The company scores with Swabian reliability, high service awareness and impressive quality and safety standards.

**T**he fact that a company must specialize is one of the principles on which the foundation of team-d stands. "Everyone should concentrate on what he is capable of. Our profession and sole business is import," explains Harald Vöth, managing director of the Schorndorf-based company, which has opted for a clear dis-

tribution of tasks between the supplier and the trade. He is convinced that the quality of the overall performance is at its highest when specialists work together. To this end, team-d does everything to optimise its contribution and to perform to its very best. The high level of expertise in the import sector is already rooted

in the history of the company, which we first want to explore.

### EXPERIENCE AND PROFESSIONALISM

As early as 1989, Alfons Deppe founded his first import company for promotional products and even then he had already gained many years of industry experience. At the same time, his daughter Sylvia Deppe joined the company as an employee. Together, in 1996, they founded team-d, which Sylvia Deppe has since remained faithful to. Today, as a specialist for import, product mix and product safety, she holds a key position in the company alongside Harald Vöth. The company name says it all: not only were father and daughter of the Deppe family once a good team, team spirit is still very important: Every employee is fully aware of all important activities to ensure the customer receives qualified service at all times.

### AN IDEAL PARTNER

How it came about that Harald Vöth took over the company is a unique, beautiful story that we feel is worthy of mention here.



When her father retired in 2003, it was clear to Sylvia Deppe that she wanted to continue running the company – however not alone without any support. So she looked for a buyer who was suited to the company and would be able to develop it in keeping with the spirit of the family. Harald Vāth was soon found to be the ideal business partner because, by chance, both had the same tax consultant who managed to introduce them to one another. Neither of the two has ever regretted this: The company has since sharpened its profile even further and established a leading position in the market as an importer with high standards of quality and service.

#### HEALTHY GROWTH

“I had the great fortune to find a professional company that had been operating successfully for a very long time, that shared my viewpoint and attitude and that I could contribute to,” recalls Harald Vāth. The qualified businessman came from the electronics industry and possessed extensive commercial knowledge and a wealth of experience. He did everything he could to ensure the continuity of the company, internally and externally, which employees and customers need to continue feeling in good hands and secure. The entire team headed by Sylvia Deppe remained on board – during a transitional period Alfons Deppe still attended trade shows – a signal to the customers that the company is managed responsibly and is in good hands. So they continued to put their trust in team-d and, until this day, continue to value the reliability, punctuality and innovativeness of the company. Meanwhile, team-d has expanded its sales team, increased its participation at trade shows and, not least thanks to the remarkable initiative by Sylvia Deppe as a TÜV-certified specialist for toy safety, invested heavily in safety and quality management. The management team has taken up the cause to achieve healthy moderate growth, to pursue realistic goals and to stick to a clearly defined path “without participating in any kind of nonsense”, and has achieved this with success.



**A strong team: Harald Vāth and Sylvia Deppe.**



**Okto-Flex, the super-flexible mounting system for cameras and smartphones.**

#### CAREFUL SELECTION OF PRODUCTS

When taking a look around the showroom at team-d or studying their catalogue, it is immediately apparent that the range has been compiled with great care. Diverse, fashionable, yet highly functional and high-quality – this is the impression given by the products which are assigned to the seven categories of lighting and lamps, leisure, travel, packaging, design and trend,

toys as well as smartphone accessories and folders. At team-d, the customer therefore finds the complete spectrum of classic promotional products, from trend products through to premium products. When choosing products, great emphasis is placed on high functionality and suitability for everyday use; even during product development, team-d pays attention to creating a design that enhances the display of advertising. Decades of sourcing experience and an excellent knowledge of markets in the Far East, together with a lot of expertise and professionalism, go into product selection and development. “We focus intensively on the development of our range because that is the core of our business,” explains Sylvia Deppe. “Each product is tested by us before we include it in the range. In this respect, we have a very personal connection to our articles. “Although purchasing and import command a particularly high degree of responsibility, product management is of such great importance that even Harald Vāth and the entire team are integrated. In this important process, all employees work hand in hand and while doing so acquire product knowledge that stands them in good stead later in sales and consulting.

### PERSONAL CUSTOMER SERVICE

Up to 100 new products are launched on the market by team-d each year. And where does the inspiration come from? "We look around at the trade shows where we get ideas in terms of trends, materials and workmanship. This is where we also gain a first impression of potential new manu-

facturers. We also receive the occasional tip from our suppliers with whom we have had long and good relations. But above all, we are creative and develop our own product ideas, also together with our customers," explains Harald Vöth. team-d is already able to deliver at the beginning of the year, at the PSI the range is complete and the catalogue is printed. But as early as October/November until Christmas, Vöth has personally visited his customers and introduced the new collection to them. Field service does not exist; customer care is a matter for the boss at team-d. A personal conversation is usually the ideal opportunity to assist the customer to fulfil his wishes. Team-d values the PSI Trade Show particularly as a platform where you can meet new faces. This worked perfectly at the PSI 2014, especially as team-d provided an additional incentive to visit its stand with its PSI First Product "Octo-Flex". The cool accessory for smartphones and cameras ensures an absolutely secure mount for these devices. The extremely flexible mounting system holds cameras and phones in the desired position, reliably and with effortless ease.

### THOROUGHNESS AND RELIABILITY

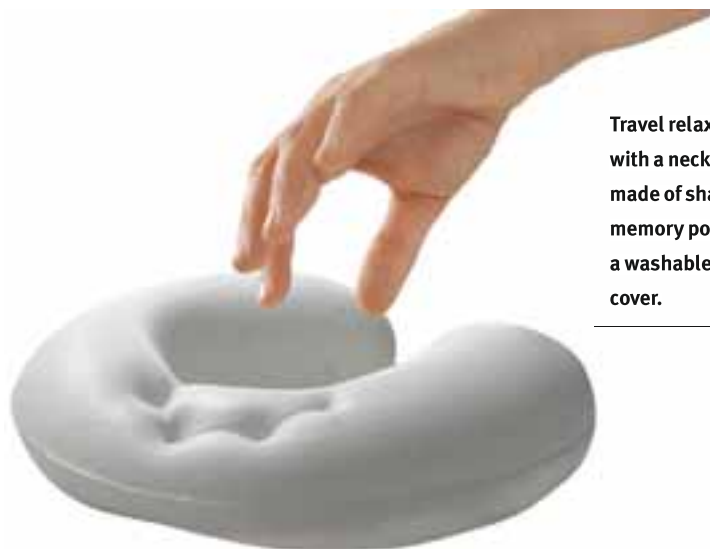
Even when the situation in the Far East and the logistical conditions change over and over again, the customer expects consistent quality, reliable delivery and a good price-performance ratio from team-d. If problems should arise as a result of wage increases in Asia or delays in transportation, they know how to deal with them.



Team-d is known as a supplier of diverse cases and covers.



Master of metamorphosis: The fruit basket that can serve as a mat.



Travel relaxed with a neck pillow made of shape-memory polymer in a washable plush cover.



“We only promise what we can really achieve,” explains Harald Vāth. “We prefer to calculate a few additional days rather than cause the customer difficulties. “That is professionalism – and is rewarded by the customer’s trust and loyalty. The entire catalogue range is available from stock and is immediately ready for shipping after receipt of order. Finishing is carried out in cooperation with German partners. Again, reliability and precision are a matter of course. Packaging, labelling, delivery according to a distribution plan and neutral despatch are part of our complete service. In the case of special designs or large order quantities, orders are placed direct with the manufacturer for the customer. The delivery time is then four months.

#### QUALITY AND SAFETY TESTED

We want to devote a separate section to the strong quality awareness of team-d. The driving force and the main protagonist in the field of quality management is Sylvia Deppe, who many years ago recognized product safety as an unavoidable issue in the future. The increasing flood of regulations and laws which imposes more and more responsibility on importers is taken very seriously by team-d. “If I did not do everything that is possible, I would not be able to sleep peacefully,” says Sylvia Deppe, who deals intensively with safety requirements. That’s why she was one of the first graduates of the then newly created training course “Certified Specialist for Toy Safety”. In this course offered by TÜV, she learned about the obligations



**Can the stuffed animal withstand the prescribed load? As a certified specialist for toy safety, Sylvia Deppe can determine that herself.**

which distributors must comply with, where risks of liability lurk, and what a company can do to ensure product safety. Especially toy importers must comply with particularly stringent provisions, of which the toy association repeatedly notifies its members. So there is no question that team-d will do their utmost to ensure they deliver flawless products. The cost of this is remarkable: Extensive tests are performed by DEKRA, from material tests to spot checks

during production to quality control of the final delivery. Sensory and chemical tests are also necessary. “We are not only legally liable but also morally, and therefore the investment in quality management is a matter of course for me,” says Deppe. Thanks to her training and the appropriate tools in her TÜV test kit, she can even perform some basic tests herself, thus meeting the company’s own principle: “You have to be prepared to develop yourself further.” <



**The company building in Schorndorf: The entire catalogue range is available from stock.**





## TIPP-KICK

# SUCCESS AT THE TOUCH OF A BUTTON

Professional football conjures up images of advertising on the perimeter boarding, advertising on club jerseys and, of course, on the football itself. What works well on a large scale can be achieved just as successfully on a small scale. TIPP-KICK is proof of this. Here too, advertising messages can be displayed on perimeter boardings or on the jersey of the player figures. But what is actually meant by a small scale? TIPP-KICK was already popular in Germany before people in this country even talked about “large scale” football. A true success story.

**T**he first national football coach of the Federal Republic, Sepp Herberger, was legendary in many ways. He is not only the father of the “Miracle of Bern”. This exceptional football coach was also known for his pithy words. Among his countless quotes and words of wisdom still known today is the statement: “The ball is round and the game lasts 90 minutes.” This may

apply to the 22 men – and meanwhile women – on the green grass. But when it comes to TIPP-KICK, Sepp Herberger was wrong. First of all, the ball is not round. And the game does not last 90 minutes. Far from it. The success of this game has already lasted 90 years – and there’s no end in sight. However, in 1924, nobody could foresee that TIPP-KICK would ever kick off.

## A PATENT WITH POTENTIAL

In that year, the Stuttgart-based manufacturer of pharmacy furniture, Carl Meyer, came up with the idea to develop a game with two figurines made from sheet metal, whose right leg shot a twelve-sided dice into the goal at the touch of a button. Although registered as a patent, the small sheet metal comrades quickly turned out to be a flop – due mainly to the unsuitable material. This prompted the disheartened inventor to sell his patent. The equally disheartened export merchant Edwin Mieg from the Black Forest, who was so frustrated with his employer, that he changed over to the toy industry, invested the little money he had in the patent which, in his view, had enormous potential. Edwin Mieg tinkered around and looked for a way to produce the miniature football heroes in series. In the same year, on 12 April 1924, he was granted a patent for the entire game: “Football Board Game – characterized by stand-alone figures that make kicking movements with their legs in a specified manner. A multi-sided ball of various colours is included. This shape of the ball is similar to the well-known cube.”

### WITH LEAD AND CORK TO SUCCESS

The secret of Edwin Mieg's success: He built special machines which could cast figures made of lead. He used agglomerated cork for the ball. The qualified merchant was soon aware that a good product needed an equally good marketing and sales strategy. Edwin Mieg accomplished his first sales-oriented coup in 1926. During the International Toy Fair in Leipzig, he presented his TIPP-KICK to a broad public for the first time. Lacking the funds for its own stand, the crafty tinkerer simply demonstrated his patent to the astonished visitors at the entrance to the exhibition hall. And his plan worked. A sports store in Chemnitz placed a large order for a whopping 144 games. Thus, the foundation was laid for the success of TIPP-KICK. Considered by experts and knowledgeable enthusiasts as the sum of calculated logic and controlled ball feeling, the game quickly found consumers willing to buy it. Between the World Cup in Italy in 1934 and France in 1938 alone, Edwin Mieg sold 180,000 games. In order to produce more, he set up his own factory. Unfortunately, Edwin Mieg died in 1948 and did not live to witness the final breakthrough of his patent.

### „MIRACLE OF BERN“

#### GAVE THE INITIAL SPARK

TIPP-KICK was given the decisive impetus in 1954 by the “Miracle of Bern” – and from then on enjoyed a wonderful development. In 1963, with the founding of the German Bundesliga, the company, which at the time was managed by the sons Peter and Hansjörg Mieg in the second generation, took advantage of the enthusiasm for the new first division and immediately started producing in club colours. Over time, even the packaging has been upgraded with illustrative portraits of Bundesliga players. In 1967, the company Mieg paid DM 1,000 for the rights to the name and image of a young player who was still unknown at this time, but who would achieve world fame in 1974: Gerd Müller. Just in time for the FIFA World Cup 1974 in Germany, the TIPP-KICK player figures also featured jerseys in the colours of the participating teams.

### AS IN THE PAST –

#### ONLY SLIGHTLY DIFFERENT

Not only have the miniature football players and the extensive range of accessories been continuously optimized. The balls were originally made of cork using special saws; nowadays black-white and red-yellow cuboctahedrons moulded from plastic



Edwin Mieg successfully got the ball rolling.



Edwin Mieg's son Peter created as a new player the “falling” goal keeper.



The cousins Mathias (L.) and Jochen Mieg already lead “Germany's smallest toy company” in third generation.





TIPP-KICK is an ideal promotional product.



Edwin Mieg already constructed special machines for lead cast.

are used as footballs. The material of the football players has also changed. The lead players were replaced by zinc players which have developed into truly high-tech protagonists - even though the basic principle has always remained unchanged. In 1978, textile mesh goals were introduced, and four years later in 1982 the Star Keeper was introduced. Unlike the goalkeeper that had previously only been able to dive to the right or left, the new goalkeeper could also dive forward. In order to respond flexibly and more efficiently to the growing number of inquiries with their products, the Mieg company, managed by the cousins Mathias and Jochen Mieg in the third generation since

the 90s, decided to outsource casting and plastic injection moulding. Until 1998, products were produced exclusively in-house. About 80 per cent of the game pieces are now painted in Tunisia. In addition, the smallest toy company in Germany has been producing in China for some time now.

#### INSEPARABLE IN GOOD TIMES AND IN BAD

TIPP-KICK has become a household name around the world. In Australia, the game is even considered to be a German cultural treasure. Nevertheless, the genuine passion for TIPP-KICK is regarded as a purely German phenomenon, although the level of awareness in Austria and Switzerland is very

high. But the passion for TIPP-KICK in the football-mad nations of Italy and Brazil pales in comparison to that in the country of its inventor. For many years now, Germany has had a 1st and 2nd Bundesliga, an Upper League (Oberliga) and a Football Association League (Verbandsliga). The 80 clubs with over 900 members nationwide play regulated competitions. National championships for individuals and teams are held each year. Speaking of phenomenon: The relationship between major football competitions and sales of TIPP-KICK is a curiosity – both in a positive and negative sense. For example, whilst the number of games sold increased as a result of the World Cup in







Handcraft is needed when it comes to colouring.

1954 and 1974, incidents of “shame”, on the other hand, had a negative impact on sales: the Bundesliga bribery scandal in 1971 and the embarrassing performance at the FIFA World Cup in Argentina in 1978 (“The Disgrace of Cordoba”; 2:3 against Austria) or 1994 in the USA (Stefan Effenberg’s infamous entrances and departure; “middle finger”) had a negative impact on sales.

#### IDEAL PLATFORM FOR ADVERTISING MESSAGES

At the end of the 90s, a trend emerging in the economy opened up a new and especially lucrative business field for the Mieg company: TIPP-KICK games were used increasingly by companies as promotional products.

The advantage as an advertising medium lies in the unusual eye-catching possibilities for usage. “TIPP-KICK player figures can be combined with many different products in new, exciting ways,” claim the company managers. It is no wonder then that the manufacturers of TIPP-KICK describe the game as the “ideal platform for advertising messages on the perimeter boarding or on the jerseys.” As the company adds, “this is where every player can relate to the product.”

With advertising on the perimeter boarding, the advertising message is therefore not arbitrary, but part of the product – put into a new context, it triggers new associations.” A true success story. <



Little man – great impact:  
even in advertisement.





There was a good mood at the 10th anniversary of CiTRON.

## CITRON EUROPEAN USB WAREHOUSE

# 10 SUCCESSFUL YEARS OF DEVELOPMENT

When they started, they were pioneers: CiTRON was founded in 2004 and made its debut with the import and sale of USB flash drives in the promotional products market. After 10 years in the industry, the company can look back on a successful development – and is rising to new challenges.

**T**he world's first commercially available USB memory device appeared on the market in December 2000 and had a capacity of 8 MB. At the beginning of the memory sticks were merely a technological novelty, and it took a few years to "capacity" has repeatedly increased and

consequently raised their usefulness. On the wider market USB memory appeared in 2003 in the promotional industry in 2005. It was then, was established in 2004, the company Citron began importing and selling USB memory market advertising gifts.

## START WITH 30 USB MEMORIES

"We were the pioneers. First imported by us stick with a capacity of 64 MB and 128 MB sold for the equivalent of around 10/12 euros. Many people operating at that time in the market of promotional gifts did not know what kind of device, and certainly no one expected what a bright future is in front of the product. USB flash drive has become a mass product, global so it is hard for some to believe that the first trade fairs, where we presented our 30 and available at the time the models many people have asked what it is or," says Arthur Owczarski, founder has been convinced that it is lighter and owner of citron European USB Warehouse. "Over the years, appeared at once more elegant, colorful and sometimes surprising shapes USB memory. It is such a product at, where you can confidently recall the maxim that the human imagination knows no boundaries. This does not change the fact that most of the models available on the market as early as 2005 in our offer today. Over the years evolved



a capacity of flash memory, appeared hundreds of new product types but standard models are selling for today, including the bestseller immortal memory of what turned out to be Twister. We currently offer more than 1,422 color combinations of the model within one/two days of placing the order,” adds Owczarski.

#### CREATING A MAGAZINE

During the first years of activity Citron was a typical trading company focusing on import and resale of the product on the Polish market. At some point, adding more types of stick to the offer, increasing the number of available colors no longer enough. Customers began to require more customized solutions. At this point appeared on the market in the shape of a memory stick designed by the customer. “Over the next few years, we have produced hundreds of thousands of pieces such USB memory in a countless number of characters,” says Owczarski.

The market started also expect faster deadlines. “Three weeks previously needed for the execution of the contract was no longer acceptable. Customers demanded the supply of day-to-day and it is best to have marked in accordance with their expectations. It became necessary to create a magazine. The challenge very difficult because I had to select several models from hundreds available on the market. In addition, every-



**CiTRON celebrated its 10th anniversary as part of the PSI Trade Show.**

one should be available in several colors and storage capacities. Given that the price of flash memory are constantly changing and can become more expensive or cheaper, within a few days of 30% keeping the magazine is also very risky. If you fall in prices in markets that are in stock “too expensive” flash memory become the stock obsolete and had to sell off below the cost of purchase. Over the years, through trial and error learned to mitigate risk but will never be able to eliminate it entirely,” says Owczarski: “Keep stock since 2010 and today we have about 70 thousand pen-drive available in stock every day.”

#### THE LAUNCH OF PRODUCTION

The natural consequence of the storage of goods has become the launch of production. Citron independently performs laser engravings and prints on the products offered with the own machine park. “Our machines allow full color printing on plastic surfaces, wood and metal,” says Owczarski, “not rarely fulfill orders in the 24 hours to 72 hours depending on whether the contract is realized in Polish, or we have to deliver to other countries – the following”.

#### MANY AWARDS AND DISTINCTIONS

For several years, the company is intensively developing in the markets of many



**The successful CiTRON sales team.**

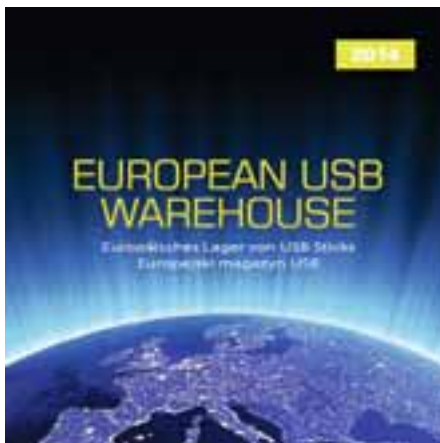


European countries. Owczarski: "We have regular customers in several countries. Developed over the years, the principles of cooperation and trust result in a very efficient implementation of contracts." Citron company recognized with awards and distinctions. Already in 2006, Citron received "Eye Advertising" for a gift that is putting on the Polish market stick. Over the next few years, the company has received more than 10 honors and awards in competitions of "The Year Gifts" at the Fair Rema Days Poland and Rema Days Europe and three times was among the six top importers and producers of promotional gifts in Poland. For years, Citron is exposed to the trade fairs such as Rema Days Warsaw or at the PSI Düsseldorf. "This is a unique op-



**Artur Owczarski accepts one of numerous awards for the company.**

**CiTRON founder and managing director Artur Owczarski is constantly thinking about the further development of his company.**



**The title of the new catalogue which was presented at the PSI 2014.**

portunity to present new products that we implement is always at the end of the calendar year. At the fairs we have the opportunity to exchange experiences with our customers. We can also determine the current market trends and customer requirements. We listen and learn, and we learn of new products our customers", commented Owczarski. "10th birthday is a time for many summaries. For us, for sure, too, but despite the years, each day brings a new call and we each day develop our company and set sail on the water, at once broader summarizes."

Contact: [www.citron.pl](http://www.citron.pl)



**The company develops and produces in-house.**



# ► PSI 2015

THE LEADING EUROPEAN TRADE SHOW OF  
THE PROMOTIONAL PRODUCT INDUSTRY

7<sup>TH</sup> – 9<sup>TH</sup> JANUARY  
DÜSSELDORF

# STYLE YOUR BUSINESS





**KATJA ÜBBING-MÖLDERS AND JOEP RAANHUIS**

## THE PROMOTIONAL BAG SPECIALISTS

The world of promotional products is extensive and – just like the universe we live in – it is constantly expanding. Within it, the subsection of promotional bags is also large. However, there is only a limited number of true specialists with a distinctive profile. Among these bag experts is the company Joytex. Behind this distinguished name, there are also people who shape the company and brand. We met the managing director of Joytex, Katja Übbing-Mölders, and her sales director, Joep Raanhuis, at the company headquarters in Rhede.

**H**ere, of course, we learned a great deal about good promotional bags and the modern production plant behind them. But first let us take a few steps back and gain a closer look at the development of the company: The story of Joytex began almost 30 years ago in 1985. The company was founded under the name Nienhaus Textil in Bocholt-Barlo by Hans-Jürgen Nienhaus, father of Katja Übbing-Mölders. Having gained a qualification in commerce, he previously held the position of sales manager for carnival fashion, where he first came in contact with the promotional products sector. The new company with which Nienhaus took the plunge into self-employment was originally set up as a textile wholesaler. Since there was a demand

for it, the products offered – mostly T-shirts – were printed with the desired slogans or logos, initially by hand using a transfer press. Following further specific customer enquiries, Nienhaus Textil, operating as a classic family business, gradually opened up to the promotional products sector. The first contacts with the professional promotional products industry were established and step by step the company developed further towards the promotional products sector. Joining the PSI network at the beginning of 1986 was a logical step in this process. Since then, Nienhaus and later Joytex have been regular guests at the PSI Trade Show and have sold their own products exclusively through promotional products distributors.

### BECOMING SPECIALISTS

Following the first successes, they hired their own hall in Bocholt in 1988. The company continued to grow and so the move to Rhede in western Münsterland ensued in 1991. Step by step, at an economically healthy pace, they grew at the new location, with the office building, production and storage being united and steadily expanded – resulting in short distances and fast reaction times for the customer to this day. In the meantime, Nienhaus Textil was offering towelling products, aprons and bags in addition to T-shirts. The brand name Joytex then appeared for the first time in 1999, initially confined for the most part to high-quality T-shirts. “In the T-shirt business a change was gradually to be felt,



however, in the years that followed. There were more and more good suppliers, some of which then increasingly dominated the market. The price war grew and so, encouraged by our own customers, we decided to focus on our strength, namely bags,” explains Katja Übbing-Mölders and adds: “In this field we had already been cooperating for many years with reliable producers from China and India. The decision to specialize in bags proved to be advantageous for our own production, too, where we were able to further adapt and improve our services in the field of finishing with screen printing.” In this way, the company had a distinctive feature with which it could clearly distinguish itself and stand out from other manufacturers and suppliers in the industry.

#### UNMISTAKABLE BRAND NAME

This concentration on the essentials then logically led to the company’s name being changed in 2006. Since that time, the company has been operating as Joytex GmbH & Co. KG. The brand name and its logo – which was already unmistakable by then and has recently been registered – were assigned exclusively to bags. Since then, the label Joytex has stood for the development, production and printing of high-quality textile bags and has steadily gained renown. Through many years of experience, Joytex has acquired a growing customer base all over Europe who have come to value the company’s strengths and with whom Joytex has been able to attain a high level of confidence within the market. This begins with the high quality of the products and continues with the in-depth service supporting the customer from the first enquiry right through to the delivery of the finished product.

#### GROWING WITH THE COMPANY

At the same time as the company’s change of name, Katja Übbing-Mölders stepped into the shoes of her father, who, though he still acts as an additional managing director, withdrew from the operational side of the business from that time on. As of then, Katja Übbing-Mölders started to direct the destiny of Joytex as managing di-

rector. This step was only logical, however, since she had virtually grown up with and later also in her father’s company. “It wasn’t necessarily the original plan, but I gradually grew into the business,” describes Katja Übbing-Mölders. From an early age, she had followed the development of the company with interest and had been involved in the work there since back in 1988. In 1994 she finally joined the company officially as an employee in the commercial field. Parallel to her activities in her father’s firm, she successfully completed training as a business administrator for industry. She enjoyed working with textile products in the promotional products sector and so she matured with the growing responsibilities. “At some point, my father then realized that things went well even if he didn’t happen to be there. But through his manner he also demonstrated and conveyed



that he trusted me and could rely on me,” Übbing-Mölders explains. Even today, after what is now 20 years of working at Joytex, she likes to involve her father and his experience in an advisory capacity.

#### ALWAYS FINDING

#### JUST THE RIGHT THING

The company values that have been modelled, based on the best possible results and mutual trust, are passed on by Katja Übbing-Mölders to her customers. “With every job, we aspire to show how much substance is behind the brand name of Joytex,” Übbing-Mölders emphasizes. “Our new warehouse enables us to keep up to two million bags in stock. That means that we can provide large quantities as well as smaller batches at very short notice. Currently, there is a choice of about 200 bag models that are available as standard versions in a multitude of colours. If nothing appropriate can be found among them, we do, of course, also develop custom-made products in close consultation with the customer. In this way, we have so far always been able to find the right thing for our business partners’ promotional campaigns,” Übbing-Mölders continues. “In this process, we try to accommodate our customers’ wishes as much as possible and we are always on hand to provide them with thorough advice. That also means, however, that we are open and honest with the customers, only offering them bag creations that are truly practicable.”

#### QUALITY COUNTS

Along with customer satisfaction, quality is the top priority at Joytex. “With our products and the Joytex label, we always promise to deliver consistently sound quality,” says Joep Raanhuis. “We may not be the cheapest, but we try to be the better ones and also the nicest,” he adds with a wink. As both our business partners stress, quality and the human factor in business dealings are appreciated by the customer and increasingly also desired. The two of them have detected a tendency for the customer to place growing importance on high-quality products. “Currently the focus is not always on every cent but mainly also

# KATJA ÜBBING-MÖLDERS IN PERSON

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

Spring is finally here!

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

When there is lots of laughter.



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

Good weather.

**And what drives you crazy?**

Arrogance.

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

Good food.

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

Outdoors in nature.

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

Through Europe with the camper.

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

Good food.

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

Most certainly by good advertising.

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

When the recipient is delighted to receive it.

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

Have a guess;-)

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

The constant tide of new regulations.

on the result. After all, it is obvious that a good promotional bag will advertise better, for longer and more sustainably than one that is rather damaging to the image of the giver due to its poor quality," says Katja Übbing-Mölders.

## DIVERSE WORLD OF BAGS

Joytex bags are printed directly on the premises. At present, nine cutting-edge rotary presses facilitate an output of about one million promotional bags per month, which are delivered to many European countries. Around 50 employees in production and the office currently ensure that everything runs smoothly and provide for ongoing customer contact. The diversity of immediately available bag models covers a broad range of applications for events, happenings and trade shows, schools, universities and numerous other promotional campaigns and occasions.

## THE FACE TO THE OUTSIDE WORLD

Of course, creativity knows no bounds here and anyone looking for creative ideas in the choice of bags is in excellent hands with Joep Raanhuis. Alongside his function as sales director, he regularly designs and implements innovative, smart bag models that catch your eye as promotional products and naturally keep (and bear up to) all the quality promises. Furthermore, the agile and cheerful Dutchman also gives Joytex a face to the outside world. Through his pleasant and witty manner, he knows how to present the company's products appropriately (and, incidentally, in five languages) in his daily contact with customers and at trade shows. Before joining Joytex in 2005, Joep Raanhuis had already been working in the textile industry for many years. His career began back in 1976. Having studied business management, he initially worked for various fashion companies and in 1981 he founded an import wholesale company with its own label (Young Fashion), which he successfully ran for 14 years. After some further intermediate steps, including at a textile weaving mill, he finally ended up at Joytex. Since then, as a "sheep with five paws" (in Raanhuis' own words), he has been responsible for sales, design, the range, quality control, the catalogue and the price structure, jointly responsible for Joytex's online presence and also has a sympathetic ear for his colleagues.

## SUCCESSFULLY ON TARGET

The cooperation between Joep Raanhuis and Katja Übbing-Mölders "works" – as the two of them assure us good-humouredly as we talk. And it is easy to believe. "The basis for this is mutual trust," says Joep Raanhuis. The fact that the Joytex duo works so well is also reflected in their private interests. Both the married mother of three Katja Übbing-Mölders and Joep Raanhuis prefer to spend their holidays in their own camper vans, exploring Europe's nicest campsites with their family and wife respectively. As far as Joytex's future goes, both of them are looking ahead with confidence. They would like to strengthen the company on its successful course and steadily develop it further. "The conditions and potential for that are there," the two experts in bags agree.



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E-Mail: [walter.passmann@reedexpo.de](mailto:walter.passmann@reedexpo.de)



# INNOVATIVE PROMOTIONAL PRODUCTS



## CHEER LIKE A CHAMP

It is impossible not to see and hear the fan items from same same But Different because they come across like a bomb-shell. The inflatable hands and bang-bang sticks create a huge community spirit among fans in the stadium, at open-air events and public viewings. First packed in handy, small packages, these inflatable signalling elements make a big impression. The inflatable hands and bang-bang sticks can be used over and over again, and are appealing, popular features. And they make it possible to design customized cheering figures with advertising messages.

48319 • same same But Different GmbH • Tel +49 3328 9339010  
mail@different-sames.de • www.samesamebut-different.de

## HOT IN THE FINISH

The wasabi nuts from Magna sweets are hot in the true sense of the word – and an alternative to the sweet advertising ideas of the specialists in Moorenweis. Roughly ten grams of these peanuts covered in hot, green horseradish paste are packed in a 60 x 80 millimetre tetrahedron with customized printing. Just as hearty an alternative is offered by the promo-pretzel – an original Huober pretzel packed with a promotional card printed to specifications. The printing ink on the promotional card is food safe. The pretzel is wrapped with the card in 130 x 220 millimetres of transparent film.

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





## ALL FAST DAYS COME IN THREES

**A**t Jung the candy specialist, not only do all good things come in threes, but also all fast days. At least when it comes to the „Express-Bonbon“ fruit mix, because three days after being cleared for production by the customer, the consignment is already being shipped. And even when it involves customized 4c digital printing. The minimum order quantity is 25 kilograms (approx. 4000 units).

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

## A HANDLE WITH A TWIST

**A** coffee mug is not always just a coffee mug. And yet they all have something in common: there are good arguments for each of them. For the „Malaga“ coffee mug from SND Porzellan-Manufaktur, it is the curved, asymmetrical handle which gives that certain something to this mug, which at first glance might seem rather plain. The special SND tip for finishing: the incomparable feel of Soft-Touch strengthens the urge to handle the mug.

45567 • SND PorzellanManufaktur GmbH • Tel +49 6183 8008-0  
info@snd-porzellan.de • www.snd-porzellan.de



## A BLOSSOMING FLYWEIGHT

**E**motion factory has a rather different and especially light sort of plant cube in its repertoire. The secret of this flyweight is the pot cut out of polystyrene. In it, the little plant grows from a seed as if in a conventional pot (various contents available). The five sides of the surrounding box, which can be designed as desired, offer plenty of room for an advertising message. The planting instructions are printed on the bottom. Just tear off the lid at the perforated lines, water the soil tablet and work in the seeds. Customization on orders of 250 or more.

45997 • emotion factory GmbH • Tel +49 7042 8155-0  
info@emotion-factory.com • www.emotion-factory.com





## PLENTY OF SWEET INNOVATION

**P**romotional chocolates in all sizes and variations, presents in their most beautiful form, rediscovered classics in a young, trendy, fresh display and an appealing range of mailing items. This is how to ensure advertising success the whole year through. CD-LUX offers intelligent special product combinations to delight everyone. Skilfully selected bundles which can be adapted to match any sort of advertising campaign, company anniversary or event. As an add-on, outstandingly customized cards can be combined with advertising messages and thereby offer additional value. Innovative, trendy promotional products that create an impulse to buy along with the promise that these are exclusively products from brand-name manufacturers, such as Lindt & Sprüngli, Sarotti or Kraft Foods. The universe of themes from CD-LUX, such as the Hot Summer Promotion, underscore this year's advertising highlight.

45452 • CD-LUX GmbH • Tel +49 9971 8571-0

info@cd-lux.de • www.cd-lux.de

## A QUICK CUP

**I**f time is once again of the essence when it comes to producing a branded promotional product, Mahlwerck now offers logo doming on porcelain for the first time. In this way, brilliantly coloured, long-lasting porcelain advertising vehicles can be produced in only a few days. To do so, Mahlwerck combines time-tested features in a new way: the well-known logo doming is glued dishwasher-safe to a high-quality porcelain cup. This interesting material mix helps every logo make a brilliant advertising effect – and at a very low price. Orders of 100 or more can be delivered in fifteen days at most.

44833 • Mahlwerck Porzellan GmbH • Tel +49 8031 2747-24

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



## MESSAGES THAT HIT HOME

**T**he innovative mailing package „Letter Plus“ made of glossy white cardboard with a tasteful addition is the newest bonbon from Jung. The highlight of the Swabian inventors is that the individually wrapped fruit gum is found right under the letter in the address array. When pulled out of the letter, the core message of the mailing thus appears in the form of a tasty addition and creates a real wow effect. Jung has a whole range of customized message boosters on offer, such as fruit gums with various motifs (car, raised thumb, heart, smiley, and many more). The envelope can feature 4c digital printing even on small orders and used in Germany for postage.

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





# Mit der Seminar-Allianz zum nachhaltigen Messeerfolg

Was macht moderne Messeplanung aus? Welche Trends setzen sich im Standbau durch? Wie können Aussteller ihren Erfolg noch besser kontrollieren? Diese und weitere Fragen beantworten Ihnen unsere Experten im Rahmen von Seminaren in ganz Deutschland.

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



## RACKPACK IN NOTHING FLAT

**S**erving a good bottle of wine is one thing. Giving it an extraordinary package is another. Römer knows how to combine both of these with originality. The solution is called RackPack. What at first glance appears to be a case of wine with a couple of peepholes for a bottle of high-quality wine turns out to be an intriguing wine rack at the flick of a wrist. With its three uses as wine rack, the RackPack is the ideal solution for lovers of wine and unadorned, elegant design. With a twist and a lock, the case of wine becomes a rack for three, six or twelve wine bottles. Laser engraving or high-quality screen printing make the RackPack into a wine accessory with a very personal touch.

43892 • Römer Wein und Sekt GmbH • Tel +49 6541 8129-0  
info@roemer-praesente.de • www.roemer-praesente.de

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**A**re you in search of unique, excellent and cost-effective way of promotion? Promoskin is the answer. Colorful promotional tattoos on the skin of your end users will not go unnoticed this summer. Custom designed promotional tattoos present extremely low cost and highly effective solution. They are great for kids, teenagers, sporting fans ... Tattoos are EU certified, completely safe and fully customizable to support various marketing campaigns. They are individually packed in polybags. They come in two standard sizes – 5x5 cm and 15x10 cm – and their high quality print on both sides ensures the satisfaction of the end users. Choose the promotional product winner with the unbeatable price for your clients and promote your brand on the skin of your clients.

48671 • Promoskin – Promotional tattoos • Tel +386 41 512345  
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## EVEN MORE ENJOYMENT ON THE GO

**T**ravel Mug Fun or Travel Mug Handle – that is the question. Emsa recommends both of these trendy coffee to go mugs, since they are two additional impressive models from the well-known Travel Mug series. Like all vacuum mugs in this series, the new all-rounders thought through down to the tiniest detail and feature the time-tested Quick Press all-round drinking spout. And this seal can be divided in two for easy cleaning and seals completely. Both the Travel Mug Fun, the slender trendsetter available in four colour combinations, as well as the Travel Mug Handle with a robust handle and a strong plastic jacket with trendy coffee embossing in four colours fit into all common beverage holders in cars, have a non-slip bottom, are dishwasher safe and come with a five-year warranty.

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



## APART FROM THE MAINSTREAM

**N**ew visually impressive surface designs are on offer from Nespen with its two models „Rings“ and „Carpet“, which stand out from the many mainstream writing utensils. The secret is elaborate needle etching, an old technique of craftsmanship which provides for unique patterns and structures. Furnished with engraving, this becomes a very exclusive writing utensil.

40608 • Max Nestele GmbH & Co. KG, Nespen • Tel +49 7231 9207-0  
info@nespen.com • www.nespen.com

## BLOSSOMING MEADOWS BY THE BUCKETFUL

**A** likeable, flowery advertising vehicle for every campaign is on offer from Multiflower: a blossoming meadow in a bucket. Thanks to its low weight (35 grams), this little, transparent plastic pail (with soil and seeds for a colourful mixture of blooms) is easy to hand over. Advertising is printed on the card inside. This card can be designed to specifications on orders of only 250 or more.

45974 • Multiflower GmbH • Tel +49 6223 86656-0  
wilken@multiflower.de • www.multiflower.de



## A CASE FOR DATA PROTECTION

**W**ilk has „Goodram prime“ on offer for all those who are tired of USB sticks in conventional plastic cases. Made of environmentally compatible leather combined with chrome, these cases make a traditional yet prestigious impression. A massive shell protects the saved data if the stick falls. The production of Goodram prime is subject to the strictest quality controls and undergoes many stages of testing. This makes it possible to offer a lifelong warranty for the USB products.

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





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# CALLING ON CUSTOMERS

I have just come back from visiting a customer, a supplier from the Netherlands. I am currently holding a number of talks with suppliers and distributors. In these talks, I pick up a lot of “insights” from the industry: Market situation, mood, changes that have taken place. The mood among suppliers is improving throughout Europe. In France, business went well last year. The southern Europeans are now bouncing back. The unanimous opinion: Italy is experiencing a clear upward trend and strongly battered Spain is back on its feet again.

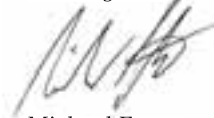
All my talks have one thing in common: A lot has been learnt in recent years. The biggest lesson learnt is that the old

periods of growth will not return anymore. Whoever has yet to adjust, or still thinks that the old structures will eventually come back, will fall by the wayside sooner or later. However, this is not discussed in a negative way. New success strategies are being developed: Away from price discussions to portfolios with sustainable, functional promotional products. Recognising the changing markets takes us forward. It is also the realisation that orientations are needed in times of the omnipresent Internet and an increasingly cut-throat competition.

More than ever before, the PSI Trade Show 2015 will be such an orientation. PSI visitors have called for it, and many

suppliers who were not present have suffered the consequences. It is necessary to be committed to a platform, a platform which has developed in recent years. That is why all the major brands will be participating again in 2015.

Best regards,



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



»Away from price discussions to portfolios with sustainable, functional promotional products.«

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**PSI 2015**

## ALL ABOUT THE TRADE SHOW: KNOW WHAT – KNOW HOW

### EXPERIENCE EVEN **MORE GUSTO**

**M**ucho gusto en conocerle, say the Spaniards when they are very pleased to get to know someone or something. Mucho GUSTO is also said by the PSI. Next year, PSI will host an extended Tasting Pavilion GUSTO. Thus even more products can be experienced with all our senses in 2015. Following the successful premiere of the elegantly styled stand at PSI 2014, the attractive presentation focussing on the multi-sensory experiences “taste – smell – enjoy” will be expanded in the coming year. The aim is to stage the culinary product worlds with even more intensity. <



### PSI TICKETS ONLINE FROM 10 JUNE ON

**T**he PSI Online Ticket Shop for the PSI 2015 will operate from 10 June 2014 on. Securing a ticket will pay off for all earlybirds – in the truest sense of the word. If you book by 30 September 2014, you will pay only 57 euros (instead of 77 euros at the box office) and, in addition, you will also receive an extra ticket, free of charge. <



### PSI FIRST CLUB GOES INTO THE SECOND ROUND



**P**SI is traditionally the epitome of a showcase for new products. In 2014, PSI showcased the premiere of the premieres and launched the PSI FIRST Club. Under this label, 50 exhibitors each presented a true premiere product. This was so well received that a PSI FIRST Club 2.0 will be offered in 2015. More specifically, this means: 50 new products will be launched. Promotional product manufacturers and suppliers are invited to submit their premiere products to PSI. <

### TEXTILE AREA – ATTRACTIVE IN EVERY RESPECT

**R**efreshing ideas and new creative approaches, an abundance of new formats and experiential spaces: PSI 2014 reinvented itself. And this trend will continue in 2015. Brand new to the concept of PSI: the Textile Area. It offers new, small, smart and trendy textile companies the opportunity to put themselves in the limelight. This new, exclusive area will be set up in the area behind the CATWALK and the PSI Journal will provide more details on this area in a forthcoming issue. <

### PLAN VISITOR MARKETING EARLY

**A**n indispensable yardstick of the promotional product industry. Leading international industry event. Whoever comes to the PSI is looking for new products, trends and know-how, wishes to maintain existing contacts and meet new suppliers. PSI Exhibitors have always provided support with its marketing expertise when it comes to applying for a stand before, during or after the trade show. This extensive support also includes the PSI providing various advertising spaces in the halls and entrance areas, organising promotion teams which actively distribute product samples or provide information to visitors, take care of online banners/logos or – on request – individual packages, innovation bags and offer the possibility of creating personal invitation vouchers. For further information: [kerstin.gebel@reedexpo.de](mailto:kerstin.gebel@reedexpo.de) or tel. +49 211 90191-184. <



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**Das PSI gratuliert herzlichst zur Hochzeit:  
Aus Frau Cukelj ist Frau Langenstein geworden!**



**Astrid Langenstein hat am 16. Mai 2014 ihrem Marc das Ja-Wort gegeben. Wir – das ganze PSI Team und die Redaktion des PSI Journals – freuen uns mit dem frischgebackenen Ehepaar und wünschen für die Zukunft nur das Allerbeste, vor allem Gesundheit und eine harmonische Zweisamkeit!**





## STIMULATING THE URGE TO PLAY

**T**he Dutch cultural anthropologist Johan Huizinga defined playing as a voluntary act or occupation. The scientific study of games, on the other hand, distinguishes between purposeless and purposeful play. The use of toys as promotional products serves a specific purpose. The same is true for tools and technology, as the examples in the next issue of the PSI Journal will show. And just how purposeful creativity can be is proven in the second title theme "Creative in autumn".

**Please now give some thought to the cover stories of the August/September issue "Christmas" and "Porcelain, glass and tableware" and send your product presentation (image and text) no later than 27 June 2014 to: Edit Line GmbH, Redaktion PSI Journal, Dekan-Laist-Straße 17, 55129 Mainz, E-Mail: hoechemer@edit-line.de.**



## A UNIQUE ROADSHOW

**T**he NEWSWEEK enjoyed a very successful tour in eight cities. 90 exhibitors presented new products and bestsellers to promotional product distributors and their customers. The PSI Journal looks back at this unique roadshow and also reports on the marketing in Vienna, which was held in cooperation with the NEWSWEEK.



## GOOD CUT, EVEN WITH PROMOTIONAL PRODUCTS

**A** promotional product is useful when it is often picked up and has a particularly appealing quality. Suitability for daily use is therefore quite crucial. All these components have made ZWILLING products popular promotional products for decades. The product range is large and extends far beyond the world-famous knife lines. The Solingen-based company has more to offer than merely sharp blades.



### IMPRINT

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