

▶ PSI

POWER FOR PROFESSIONALS
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JOURNAL

Renate Hoess
Topkapi Tessuti
“Made in Italy”
Out Of Conviction



Bas Lensen
Toppoint
Exciting Look Into
The World Of Toppoint



Product Guide
Health, Fitness, Beauty
Calendars, Paper,
Packaging

Xindao
“Vision 2020”
Sets Standards

New On The Market
Promotional Product
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EDITORIAL

CHANGING VALUES AND COMPLIANCE

New compliance consultants and managers are springing up everywhere like mushrooms. Companies have already set up battalion-sized departments. What for? Were we about to drown in a mire of corruption in Europe? Certainly not. This explains why many entrepreneurs not only react helplessly when the topic of compliance is brought up.

Many of us are influenced by our biography, what else? In the 50s compliance was handled generously – we did not even know what it was. It was about climbing to the top, for some survival was at stake. Business deals with an “unsavoury taste” were portrayed in a favourable light: something had simply been procured or organised. The states already had their hands full rebuilding the infrastructure and the rule of law. At the end of the 60s, the motto was “do not trust anyone over thirty.” Concealed behind this was a massive distrust of the State and its representatives. When prosperity returned to Europe, however, the states slowly but surely began to support and subsidize large sections of society.

Many people welcomed this development. But when a state is generous and regulates everything, then we must not grumble when it subjects some of us to careful scrutiny more than ever before. The proverbial “Hotel Mama” is then prevalent everywhere. And like parents, the loving State then stipulates the rules according to which we have to live and do business. Compliance rules in business are a matter of course. They should be our guidelines. All well and good. Nothing against observance of rules. But who sets the rules? Representatives of the people? A social discourse? No, compliance managers who make themselves and their jobs autonomous. Actually, they should only check that laws and commercial rules are respected by “their” companies. But they make their own rules. Rules that also greatly affect promotional products. Destroying an important promotional tool by associating giveaways with corruption is uncalled for – even if being overzealous is in vogue.

The globalisation of the economy and thus also the trade has contributed to the fact that we have to deal with increasingly more international rules. One’s own values are not standards everywhere. Many things in the compliance area therefore make sense. This must certainly be perceived differently in a civilian affluent society than in down-to-earth developing societies. The associations of the promotional products industry will have to focus on putting changing values and compliance on their agendas. This field should not be left solely to the compliance managers.

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ADVERTISE WITH WELL-BEING

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Hardly any other desire is so often expressed as the wish for good health. Accordingly, a high level of interest is attracted by promotional products that are devoted to this subject. A high level of interest is also attracted of calendars and paper products – even in this age of smartphones, smartpads and e-books. Thanks to modern techniques, they have become even more versatile and individual. And packaging is no longer a mere add-on as page 64 and the following pages show..



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PSI 2014 TRADE SHOW: A PRODUCT PREMIERE SHOW 10



It was the 52nd PSI Trade Show. Nevertheless, the leading European Trade Show succeeded in inventing itself anew. And: The exhibitors went along with it and arranged for attractive stagings of their products. This issue highlights all attractions and glances back once again at PSI FIRST, GUSTO, CATWALK, Technology Forum, AFTER WORK, PSI CAFÉ and much more.

BWG: GOAL-ORIENTED DISCUSSIONS 62



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

“VISION 2020” SETS STANDARDS 78



To become 100 per cent sustainable: This is the noble goal of the “Vision 2020” which Xindao presented during the PSI 2014 Trade Show recently. This is a huge challenge and – as the Dutch promotional product distributor admitted – one or two setbacks on the way to achieving it cannot be avoided. The focus of “Vision 2020” concentrates on four aspects simultaneously: the products, the supply chain, the company and communication.

RENATE HOESS: “MADE IN ITALY” OUT OF CONVICTION 82



German precision combined with Italian creativity and tradition. It is precisely these values that customers value at Topkapi Tessuti. The mother of success is Renate Hoess. For almost 20 years, her company, located at Lake Como, has been producing quality accessories made of silk, cotton, polyester and other interesting blend fabrics for the promotional products market. A market which she has developed rather by chance.

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**THE SPECIAL KICK**

A common saying claims that football is the most beautiful pastime in the world. On the occasion of major international football events, the battle for the ball undoubtedly has a much higher significance for many die-hard fans. Few people can imagine that hundreds of years ago football was a sport that was played exclusively within the walls of British elite schools. The "Cambridge Rules" of 1848 formed the basis for the rules of modern football. Football was introduced in Germany at the end of the 19th Century. After considerable initial difficulties, it has long since become the most popular sport – as not only the enthusiasm for the upcoming World Cup but also the increased focus of the promotional products industry on this topic shows.



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THE WELLNESS WAVE

When asked about the importance of wellness, most people respond with massage, sauna, jacuzzi, beauty & spa – in short: let yourself be pampered. Wellness, which according to the present definition means doing nothing in a luxurious manner, had a different origin entirely. Like many trends, Wellness also has its roots in the USA and goes back to Dr. Halbert Dunn, a doctor of preventive medicine. In the 1950s, it became the embodiment of a new health movement: prevent illness through a health-conscious lifestyle. Today the healthy lifestyle à la wellness has long included – and especially – cosmetics and green spa (for more sustainability). There are now also a number of appealing (promotional) products for a short time-out at home.

New 2014

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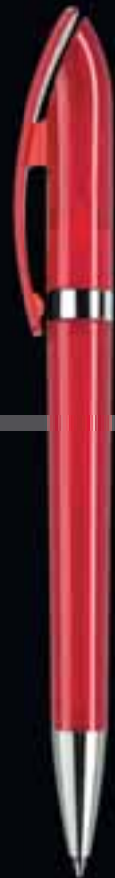
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BUTTON SOLUTION IN ONLINE SHOP

AVOID LIABILITY TRAPS

The online shop is a distribution channel that almost all companies now use. Sophisticated concepts and technical solutions enabling safe and convenient shopping exist for retailers as well as the B2B sector. But even experienced shop vendors are repeatedly caught up in liability cases. Here the devil is all too often hidden in the details. Therefore, having knowledge of the current legal situation for everyone involved in online trading is an absolute must. Here is a concrete case.

We are all aware of it and have often used it, but in an online store a button labelled "Send order" is unlawful. This was decided by the Higher Regional Court

of Hamm in a recent judgment on 19 November 2013 (AZ4 U 65/13). The background of the dispute was a disagreement between two companies in the field of com-

petition law. The company cautioned had labelled the button, with which the customer can send his order, with "Send order" on the last page of the order process in its online sales offer.

OBSERVING OBLIGATION TO PROVIDE INFORMATION

A competitor claimed this to be anti-competitive and sent a caution. In the proceedings before the Court of Appeal, the judges ruled that the company cautioned must bear the costs of the caution. They also saw the selected label as inadmissible and therefore anti-competitive. The background is that since 1 August 2012, as a result of a change in legislation, customers of an online retailer need to be made more aware that their order also costs money. Therefore, only labels such as "buy" or "order with liability to pay" are permissible.

CHECK DESIGN

This judgment is one of the first of a German higher regional court on the implementation of the so-called "button" solution, which has been in force since 1 August 2012. The Court reiterates that it is anticompetitive if an incorrect label is chosen for the button on the order completion page. Online traders should take this decision as an opportunity to check whether the design of the section associated with their order process complies with the current legal requirements, recommends lawyer Rolf Albrecht. <

THE AUTHOR

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PSI FIRST CLUB

THE PSI AS PRODUCT PREMIERE SHOW

The PSI Trade Show has always been a new products show. But genuine premieres of products seen for the first time anywhere have become rare because suppliers now provide pre-view presentations of their new product range in roadshows before the PSI Trade Show is held. So to put more excitement back into the trade show, PSI brought the PSI FIRST Club into being. Under this brand, fifty exhibitors present one genuine premiere product each. The result: a gain for the trade show.

The PSI had hardly presented the idea of the PSI FIRST Club last summer when exhibitors were already applauding it. At first, the exclusive club was intended to give a maximum of only twenty companies the opportunity to present a product premiere, but then the number of those interested soon grew to fifty. Not only the concept, but also the implementation at the show was a success and acclaimed by all parties. No wonder, since both the PSI and the exhibitors came up with some good ideas. A PSI FIRST route in the hall plan showed the shortest path to the booths, which could be identified from afar by the gold-coloured carpets sporting a FIRST logo at the next stop. The exhibitors themselves usually displayed their FIRST products in a conspicuous place, such as easily visible glass cases or individual displays, often accompanied by appropriate sales material. We have put together for you a rather random selection of FIRST products at the PSI Trade Show. More will follow.

JÜRGEN GEIGER, GEIGER-NOTES AG OUT OF THE ORDINARY

Many paper goods come in standardised form, which makes the products comparable but also makes them somewhat monotonous. Geiger-Notes is counteracting this monotony with its PSI FIRST product offensive. “Our new Note Book Report has an intermediate size between A5 and pocket. It is unusual, handy and compact, as well as available in landscape and portrait format. Thus we demonstrate the wide variety of sizes and shapes in which we can supply notebooks and calendars,” said Jürgen Geiger, whom we visited at the PSI Trade Show booth. Of course, the Note Book Report can be designed and customised in many different ways.



FRITZ HAASEN, KALFANY SÜSSE WERBUNG ALL TRIANGULAR

Must it always be round? Boring, thought the product managers at Kalfany Süsse Werbung and invented just for the PSI 2014 Trade Show the new Triangle-Try-Me-Tin, filled with gold-coloured peppermints – of course, triangular in shape. “It is important to get away from established traditions and set yourself apart with a more distinctive product range. This product is our way of showing our support for the PSI FIRST Club – an idea I find very good. The product premieres enhance the innovative character of the PSI and keep the trade show exciting,” says Managing Director Fritz Haasen.





ARMIN HALFAR AND VANESSA KINDER, HALFAR SYSTEM THE CASE FOR ALL CASES

Halfar has created an extremely practical roll-up case with its adjustable Craft shoulder bag. Depending on how much space is available, the upper edge can be rolled out or in, which makes the case very versatile. This allrounder can be made of tarp or various textile materials. “The PSI FIRST Club is a super idea and very well implemented,” said Armin Halfar, who liked best the carpets which guided visitors to the PSI FIRST products. “We see developing a special new product just for the PSI Trade Show as a little bonus for our customers. If the product is then put in the spotlight at the trade show as well, it generates additional interest in our product range.” Anyone who was at the Halfar booth could see that the concept worked out perfectly.

HARALD VÄTH, TEAM-D IT HARDLY GETS MORE FLEXIBLE

When Harald Väth, Managing Director of Team-de, showed us his PSI FIRST product, our first thought was, “What is that?”, for it is hard to imagine what this object made up of black-and-white balls could be at first glance. Talking to him, we learned more about the product premiere. OKTO FLEX is an extremely flexible holder for smartphones and cameras. The functional bracket can be adjusted flexibly to fit various models. This cool accessory is made of black ABS plastic combined with white thermoplastic rubber. A wide range of sample uses are included in the package, which can feature printed motifs. So this is a genuine innovation, a product nobody has ever seen before!



ULRIKE HINRICHS, INSPIRION TAKE YOUR FAVOURITE SONG WITH YOU

The small Bluetooth speaker from Inspirion is handy, shapely and comes in several colours. It lets you listen to your favourite sound on the go – even without headphones. A convenient search feature keeps your favourite songs in easy reach. For Ulrike Hinrichs, who has been accompanying her father Sönke Hinrichs to the PSI Trade Show for years, this PSI FIRST innovation is the perfect gadget for days at the beach and other leisure-time pursuits.

KARIN PFROMMER, NESTLER-MATHO STRONG SOUND FROM A CASE

Ye!! is the name of the new music gear from Nestler-Matho. These Bluetooth three-watt power speakers have LFC function and guarantee a lush stereo sound. So this is ideal for everyone who travels a great deal on business or private trips and would like to enjoy their music in high quality. “Our new product for the trade show is protected in a sturdy case on trips and comes in many colours,” declared Karin Pfrommer, who was noticeably impressed by Ye!! This PSI FIRST product was on display in its own glass case at the trade show booth.





MAGDALENA AND RAFAEL KLAZINSKI, CHOCOLISSIMO FIRST SELECTION

Chocolissimo's presentation of its PSI FIRST was exemplary: an exclusive selection of the finest chocolates in a special box behind glass, a shop display with the PSI FIRST logo and lots of things to sample. In the display of high-quality First Selection chocolates, this supplier showed customers what it has to offer. Magdalena and Rafael Kladzinski were enthused about the PSI FIRST Club idea right from the start. "A good way to focus on our quality standard and effective advertising, to boot," was the tenor of the two managing directors.

STEF VAN DER VELDE, GIVING EUROPE PROUD PRIZEWINNER

Giving Europe assured itself a PSI FIRST Award with the espressgo portable miniature espresso machine. "This practical appliance has a connector for the mains cable and for cigarette lighter so it can provide fresh espresso at any time on a trip," says Stef van der Velde, who accepted the prize for Giving Europe. There was a demonstration at the booth to show the new product in action. The aromatic smell of coffee along with the car cut lengthwise down the middle attracted the attention of every passer-by. Along with Giving Europe, reeko design and Richartz also each won a PSI FIRST Award. The three awards for successful product premieres are of equal value.



ANNA-LISA SELTER, GUSTAV SELTER SECURE SUPPORT FOR A SMARTPHONE ON A BIKE

Cycling is fun and keeps you in shape – but your smartphone should always be within reach when you're under way. And those who use their phone for navigation also need to keep the display in sight. That is why Selter has developed a sturdy smartphone holder for bicycles. The holder can be adapted to fit various models of phone and, of course, can also feature printed motifs. "During development, we placed particular value on creating a high-quality mount that is easy to handle and keeps the phone within reach," explains Anna-Lisa Selter. This useful bike accessory is the latest addition to the line of trendy bicycle products which Selter just started up last year and which also includes tools and other items.

KATJA ÜBBING-MÖLDERS, JOYTEX DENIM LOOK BAG

The PSI FIRST product from Joytex is a bag made of denim – or so we thought. But a closer look showed that the practical shoulder bag is a so-called woven coated bag, which is not made of fabric, but looks exactly like a cloth bag. Managing Director Katja Übbing-Mölders explained this to us, "This bag with a denim look lets you clearly see the brilliant photorealistic quality our technology can achieve. The effect comes from gluing a printed film to a base material. Choosing different base materials yields different structures." The fact that the film appears so genuine is an effect that is sure to be useful for lots of promotional ideas.





GUSTO TASTING PAVILION

NOTHING BEATS SAMPLING

The GUSTO Tasting Pavilion in Hall 9 invited visitors to experience products with all senses. Whether it was chocolate, tea, drinks, sweets or something spicy, PSI Trade Show visitors were able to sample all sorts of delicacies directly at the functionally furnished tasting bar. The elegantly styled stand successfully held its premiere and enriched the PSI Trade Show with an additional product presentation.

According to the motto “taste, smell, enjoy”, GUSTO, the new, attractive product presentation, has made culinary products at the PSI Trade Show comprehensible in a multisensory way. In a relaxed atmosphere, visitors were able to sample what they wanted to recommend to their customers. Because having already tried out a product yourself makes it easier to find the right taste. In our discussions with the representatives of the participating companies, various suggestions for improvements were voiced – even what is good can be improved the next time around. The bar was considered to be very high and deep, resulting in the booth personnel being some distance from the visitors. The fact that some visitors mistook the stand for a coffee bar could be prevented in the future through more intensive communication activities prior to the trade show and in the halls. Read about the experience of several GUSTO exhibitors.



DIE OLIVE UND MEHR **MEDITERRANEAN DELICACIES**

The name says it all: The delicacies of Barbara Hollandt, Managing Director of “Die Olive und mehr”, focus on a top-quality olive oil from Tuscany, stylishly packaged in bottles, small metal canisters or gift cartons. But even noble Aceto Balsamico belongs to the range of more than 500 products effusing with Mediterranean flair. “The concept of the GUSTO booth is basically very good. However, even more aggressive advertising for this area in the future would be desirable,” says Hollandt, who nevertheless drew a thoroughly positive conclusion on the evening of the second day of the trade show: “I am satisfied with the significant interest of the visitors in our range.” No wonder, for there was much to discover and try out.

HACHEZ **NIBBLING IS ENCOURAGED**

The finest chocolate and pralines – who can resist that? At the booth of the Bremer-based chocolatier Hachez, tasting was actually welcomed. Thus, the counter space constantly attracted people with a sweet tooth who were impressed by the unique quality of confectionery. It was the first appearance of the premium chocolate manufacturer at the PSI Trade Show. “We deliberately positioned our booth right next to the GUSTO. Thus you could switch from an informal atmosphere of sampling right next door to seek professional advice,” explained Export Manager Melih Cap.



KOLB IMPORT & EXPORT **TEA TO GO**

Anke Kolb from the GUSTO booth served bamboo tea as a fresh, mineral-rich thirst-quencher. The bamboo referred to the packaging design of the latest product of the Hamburg entrepreneur and patent holder: a glass thermo mug to go – suitable for hot and cold drinks. “To cool a beverage, for example, you can use our reusable logo ice cubes made out of plastic,” explains Kolb. The very successful product complements the product portfolio perfectly. “I wouldn’t dare to launch any product without PSI – the contacts and support are simply invaluable, especially abroad where we have enjoyed very good experience.”





DER ZUCKERBÄCKER

PLACE FOR PEOPLE WITH A SWEET TOOTH

Even the prototype of the latest delicacy of the confectioner at the GUSTO bar was good enough to sink your teeth into: a fruit gum pizza, as colourful as the original with salami, vegetables and cheese. Even an edible World Cup turf was among the colourful sweets presented by Anastasios Pallakoudis. Customers and sweet lovers alike received advice and gained new promotional ideas. "At the moment there aren't too many contacts, but very intensive discussions," was the initial impression of Pallakoudis who praised the successful concept of the GUSTO booth. "However, I would not want to do without our main stand in Hall 12. There we can show our complete range; here we can only offer a selection to try out." The ideal combination.

SANDERS IMAGETOOLS GMBH & CO. KG

DRINKS IN INNOVATIVE ALUMINIUM BOTTLES

The assortment with the GUSTO concept is highly attractive – through this combination, the core competencies of the food-stuff sector are brought together in a meaningful way," says Stefan Fleischmann, Managing Director of Sanders Imagetools, impressed by the location. "We primarily support existing customers and we allocate a lot of time for good conversations in a pleasant atmosphere," adds Fleischmann. The idea of offering a variety of drinks in a deposit-free aluminium bottle was very popular. As a PSI sponsor, the Bavarian beverage specialist distributed 6,000 such bottles with cola and apple juice to customers.



YOOMIG KG

CAKE IN A JAR IN ORGANIC QUALITY

Sampling our cakes in glass is very popular with our customers," says Sandra Haslbeck, Managing Director of Yoomig, in her summary of the interim results, adding: "Apparently not all visitors know what we are doing here and are mistaking our stand for a coffee bar," says Haslbeck, who unquestionably has high-quality organic products in the assortment. Apart from cake in a glass, there are also organic biscuits or, for instance, a baking mixture in a jar with everything except egg and butter. The range of messages in the glass was rounded off by the corresponding recipes. Beautiful ideas for those who want to advertise with quality and taste.

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INTERNATIONAL AREA

INTERNATIONAL MEETING POINT

In the centre of the PSI Trade Show, the global focal point of the global promotional products trade, 15 countries were represented by their associations, companies and national pavilions on about 1,000 square metres in the International Area in Hall 11. This year's PSI partner country, the Netherlands, was represented with its own booth which was well attended throughout the trade show.

Time for discussions and for enjoying typical local specialities was offered by the Dutch, Spanish and Italian trade show booths. Denmark, Finland, Norway and Sweden were represented at a joint booth in the Scandibase. In addition, the following organisations were represented in the International Area: the European umbrella association EPPA, ASSOPROM from Italy, BAPP from Belgium, BPMA from the UK, PIAP from Poland, FYVAR from Spain/Portugal, AVIRSU from Ukraine, IAPP and IPSA from Russia. Also participating were the international distributor association IPPAG as well as PromoAlliance, the cooperation between ASI (USA), Sourcing City (UK) and the PSI.

NETHERLANDS, THE PARTNER COUNTRY

This year, a special role was played by the trade show participation of the new PSI partner country, the Netherlands, which topped the international exhibitors ranking at the PSI Trade Show in 2014 with nearly 70 exhibitors. With 1.8 billion euros, the Dutch market is one of the most important promotional products markets in Europe. Through the country partnership, the significant role of the Netherlands in the European promotional products industry was very much in evidence at the trade show. Every day there was always a large crowd at the Dutch pavilion which was designed like a cult pub. With beer and finger food in a relaxed atmosphere, visitors found the opportunity for shop talk, but there was of course also a party atmosphere. A good atmosphere also prevailed at the Gotcha stand in the centre of the International Area. The specialist for promotional textiles added an unmistakably international flavour to its booth: Larger than life representations of European VIPs – with the Dutch Queen Máxima and Mathilde as the crowned head of Belgium, surrounded by the German Chancellor Angela Merkel and the British Queen – ensured the visitors were very amused.



BPMA

NOT ONLY FOR GREAT BRITAIN

Please contact UK suppliers and find out what they can do for you.” With these words, the British industry association bpma (british promotional merchandise association) welcomed guests at the PSI 2014 Trade Show on 9 January 2014. A central theme of the bpma and its Director-General, Gordon Glenister, was the integrity of British suppliers and the relationships between them and the European promotional products industry. Among the speakers at the reception was also the guest of honour, Hans Poulis, Managing Director of the European Promotional Products Association (EPPA). He spoke about the importance of the Code of Conduct and the certification programme concerning CSR (Corporate Social Responsibility).



Happy faces at the bpma reception. Gordon Glenister (2nd from right) was delighted with the visit of guest speaker Hans Poulis (3rd from right).

BPMA STUDENT DESIGN COMPETITION ENTHUSING STUDENTS FOR THE INDUSTRY



Gordon Glenister explained the original ideas of the students with great enthusiasm. He sees an asset to the promotional products industry in this work.

Away from the reception, it was a matter truly dear to the heart of Gordon Glenister to introduce the “bpma Student Design Competition”. As part of this competition, young art and design students present creative and innovative product ideas for the promotional products industry, which, according to the conditions, must be absolutely “exciting, versatile, new promotional products that can be used both in the B2B and B2C sector.” The competition is designed to help not only the industry, but also to raise awareness in the UK universities of the promotional products industry. The best idea receives the “bpma Design Innovation Award”.



Certified and happy. At the PSI 2014 Trade Show, EPPA chief Hans Poulis presented the first certificates in gold and silver.

EPPA CSR CERTIFICATION FIRST DOZEN HONOURED

EPPA spent three years preparing the European Code of Conduct for the promotional products industry. In 2013, EPPA CEO Hans Poulis presented the three-tiered programme on the occasion of the PSI Trade Show. Finally, at the PSI 2014 Trade Show, the first companies were awarded the EPPA Code of Conduct Certification: ten in gold, two in silver.

The twelve winning companies had participated in the past few months in the pilot phase of the certification programme for Corporate Social Responsibility (CSR). During this phase, they were audited by independent inspections on the transparency of their sustainable value chain – with a view to social, environmental and economic standards for humans and the environment.

HAPPY GOLD AWARD WINNERS

The result of these audits: the Gold Certification Level was awarded to ten compa-

nies. The representatives of the following companies received the award from EPPA CEO Hans Poulis: Brand Addition, Van Bavel Gifts & Premiums, Interimage bv, Intraco Trading bv, Giving Europe bv, Langhoff Promotion A/S, Metz A/S, PF Concept and Xindao.

HAPPY SILVER AWARD WINNERS

The Silver Certification Level went to Brandwijk Kerstpakketten/Promo.nl and Consuma-IssueTissue bv. Silver level means that the company must recognise its social responsibility and implement the elements of the Code in its daily operations. For the Gold level, it is also important that the company continuously monitors and audits the key players involved in its supply chain right up to the manufacturer at the highest level. <

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WORKS



Deutsche Messe



Reed Exhibitions

Trade Show for Haptic & Multisensory Communication



Charlie Taublieb, the "grand old man" of textile printing, and his Charlie's Corner is a permanent feature at the PSI Trade Show. His textile printing demonstrations have always been highly frequented, because he even printed motifs on shirts.

TECHNOLOGY FORUM

NEWS FROM THE WORLD OF PRINTING

Anyone who got into the 52nd PSI Trade Show through the northeast entrance immediately found themselves in the midst of the Technology Forum in Hall 12. To the right, a total of fourteen exhibitors were presenting their products and displaying trends and new techniques on the subject of printing. The location and the enhanced concept of the Technology Forum were considered very advantageous by all the exhibitors.

The location of the Technology Forum at the PSI 2014 Trade Show was just perfect: "Most visitors came first thing in the morning from the northeast entrance and were still quite relaxed and well-rested," was the estimation of Enrico Doliwa from FD Textil oHG. Most of the exhibitors we talked to expressed similar opinions. The Demonstration Area was generally appreciated, although some exhibitors would have liked more structure, such as a clearer boundary to the actual Technology Forum.

FOCUSING ON IMPROVED TECHNIQUES

And what was new? As expected, there were no revolutionary techniques on display, but rather improvements to well-known technologies. This does not apply to one booth, however, for the fabbster brand 3D printers exhibited by Sintermask GmbH are not yet widely used in the promotion-

al products sector. Fabian Grupp, product manager at Sintermask, thought that there were good opportunities for 3D printing in areas of application related to prototypes or model making. "The developer of a product can use this technology to quickly create a prototype and then hand it over to the future producer," is how he outlined but one of the sheer endless number of possibilities. Grupp described the contacts made at the 52nd PSI Trade Show as promising. Many interested parties were on hand who had come up with very good ideas on applications for 3D technology, he said.

ILLUSTRATIVE INFORMATION IN THE DEMONSTRATION AREA

There was usually plenty of lively activity at the other exhibitors' booths and in the Demonstration Area, as well. The visitors were mainly interested in improvements in printing systems, where LED technology has now found its way in. Prints are still



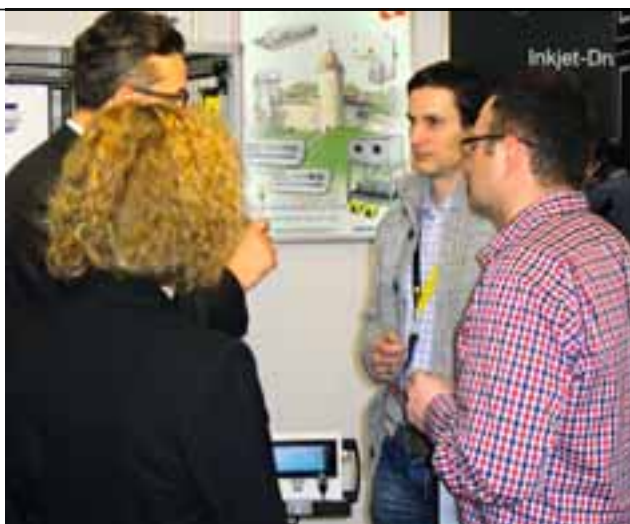
Mimaki had the biggest and most eye-catching booth. It presented techniques for manufacturing digital prints.

dried using UV light, but this now comes from LEDs. This has several advantages, for it is a light source with much lower energy consumption and what is more, no undesired heat is generated. This latter in turn makes for better printing results.

This was impressively demonstrated at the booths of Mimaki, Neoflex und Teca-Print, where concrete objects were finished right on the spot using digital or pad printing.

GREATER CHALLENGES FROM THE MARKET

Exhibitors agreed that the challenges presented by the market are not getting any easier. On this topic, Daryl Gooley, Managing Director of Neoflex, said, "Before, product finishers would place orders for a large annual quantity in a certain design, but now clients want smaller quantities at shorter intervals with frequent changes in design. The manufacturers of printing technology have to take up this challenge and offer flexible solutions. LED UV technology is one such solution, and it is going to cause an even greater boom in the technology of the future, digital printing." Heinz



Teca-Print was all about pad printing.

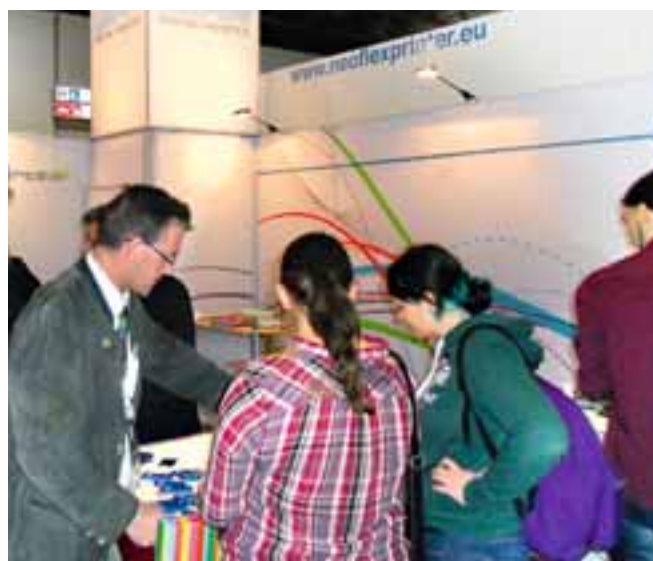


Badge4u was the first booth right next to the north entrance and had a large number of visitors.



fischertechnik exhibited an industrial model built by Staudinger GmbH with components from Fischer. (Demonstration of an automated production plant).

Lenhard, Sales Manager at Teca-Print AG adds, "Teca is one supplier of high-quality printing systems in the pad printing sector which has distinctly improved the quality of its printing and the efficiency of pad printing by using UV LEDs." <



Neoflex exhibited technologies in the digital printing sector. Here you could largely find trade professionals such as finishers.



Sol Expert was very satisfied with the location, visitors and initial business contacts.



INVENTORS IN THE HALL 13 AREA

CREATIVITY WITHOUT BORDERS

Inventors enhanced the PSI event for the third time in 2014. They once again had the opportunity to present their eye-catching and unusual products. Inventors from every subject area exhibited their ideas in the HALLE 13 Area.

There were literally no limits to the fantasy and creativity of their inventions, which left visitors gazing in astonishment. Visitors who were looking especially for innovations, new products, and in the true sense of the word, creative promotional products found what they were looking for in the HALL 13 Area. The inventors' colourful variety of products certainly didn't lack originality this year. All of the products – regardless of whether they were smart, eye-catching, practical, collapsible, or even potentially trendy – had one thing in common: They were totally unique, which thereby guarantees their advertising appeal. They have a lot of potential that can be exploited. <

THE PSI GENIUS AWARD GOES TO ANDERS HANSSON

A shoehorn as a smoke detector tester: this exceptional and unusual product called Testthornet® won the PSI Genius Award at the PSI 2014 Trade Show. Inventors of innovative promotional products are honoured with this award, which is endowed with a prize of 2,000 euros. The jury named the company Anders Hansson Infoprodukter Sweden AB as this year's winner. The Swedish company's shoehorn, which can save lives, is primarily directed at insurance companies, the safety and fire-protection industry, fire departments, rescue services, property developers and property managers. What makes this invention so special is that the operational reliability of all commercially available smoke detectors can be verified with the help of a small button on the upper end of the 78 centimetre long shoehorn.

A pleasant surprise for an unconventional inventor: the PSI Genius Award 2014 went to the Swedish firefighter Anders Hansson (pictured here receiving the cheque from PSI Managing Director Michael Freter)



A WEBCAM COVER WITH ADVERTISING APPEAL HEY!BLAU LABS

Camblock from Hey!blau Labs located in Cologne can stick to the webcam of a laptop without glue, which means it will be free from streaks and won't leave any residue. At the company's booth in Hall 12, Thomas Mühlhoff explains the idea: "The webcam safeguards a device from webcam hackers, while at the same time it places an advertising message directly in the user's field of vision." Mühlhoff adds, "Webcams are easy targets for hackers and it has been easy for even less experienced computer users to misuse them."

FUNCTIONAL MOBILE PHONE PROTECTION ESSENTIAL ELEMENTS

A practical smartphone accessory from Switzerland has come on the market: the smart mobile phone protection cover called Loksak. The real highlight of this product is that you can still use a smartphone's touchscreen when it is placed inside the transparent waterproof protective cover. "Loksak protects the phone from water and moisture, and when you take it with you to the beach, it also protects it from sand," explains Markus Nanzig, the Managing Director at Essential Elements.



TWISTKEY THE PACKAGING IS WHAT MAKES IT SPECIAL

To make USB sticks more appealing, the British company TwistKey has come up with special packaging shapes. The actual stick can be personalised and its packaging can complement advertising messages and information in a striking way. TwistKey now aspires to enter new markets, which are ready for series production. Business Development Manager Emily Carpenter has her eyes on the European market. "This is the first trade show we are participating in outside of Great Britain and we are hopeful of making new customer contacts at PSI Trade Show."





DOCTIME

GREAT IDEA FROM A TALENT

As part of a pilot project at a Swiss school, intern Luca Hoch developed a highly promising product in collaboration with Doctime. “Faltbar” is the aptly named beach and picnic blanket that not only serves as a quality underlay, but can also be folded in different ways to create a practical shoulder bag. “Faltbar” can even be worn as a backpack. Tewodros Demissie, an experienced entrepreneur, helped the young product manager, who had to start his own company for the project, with support and advice. “The project fits well with our strategic positioning which is now heading more and more towards customisation. In addition to the core segment of watches, bags, cups and trendy lifestyle products are also offered by us,” says Demissie. We particularly liked the new, ultra-slim plastic watch which is available in many colours.



PSI DESIGN FORUM

GOOD ADVICE FROM EXPERIENCED DESIGNERS

Only a good promotional product is also an effective promotional product. The trade show participation of the PSI Design Forum booth in Hall 12 adhered to this principle. The experts in product development and design, Lutz Gathmann, Franz G. Hohenhaner, Manfred Makedonski and Henrich Piltz offered free initial advice on product safety, product development and design. The four experienced designers and owners of successful design offices showed the development of a promotional product from the idea to the finished product and were competent partners for all trade show participants who wanted to stand out from the masses with their own design. The free service from PSI offers expertise and raises the awareness of all issues relating to product design and product safety.



NUNETTES GERMANY GMBH

GLASSES TO MARVEL AT

Nunettes Germany GmbH, a young company from Cologne, marketed customisable and themed glasses at its booth in Hall 12. Since October 2013, the Cologne-based company has been an official partner of last year's Champions League finalist Borussia Dortmund. Other Bundesliga clubs, the NBA and the Smiley Company also order the snazzy glasses whose lenses can be covered with an individually tailored, perforated foil that conveys personal messages. An unobstructed view for the wearer and, at the same time, clear visibility of the foil print from outside are guaranteed. Following sales success in the retail trade, the company participated at the PSI Trade Show for the first time and wants to cause a sensation with its product that it launched on the German market at the end of 2012 in the promotional products industry as a party, promotional and event gadget.



The “Lunch & Learn” lectures met with great interest and captivated their listeners.

LUNCH & LEARN INSTRUCTIVE AND TASTY

A wide-ranging programme in a spacious ambience. This best describes the “Lunch & Learn” programme of lectures at the PSI 2014 Trade Show. The three-day “knowledge forum” in Hall 12 appeared in a casual guise with bar stools at high tables. Owing to the great interest it attracted at last year’s PSI Trade Show, the lecture series was expanded this year. From promotional products marketing and protected diversity to improving working conditions in the supply chain and product safety up to the customs office as a partner in the battle against brand and product piracy were all included in the broad palette of subjects. And the well-attended lectures showed that there is a need for in-depth information. Product safety and promotional products marketing attracted the greatest interest. Along with food for thought, those attending the lecture series also received a lunchbox with snacks and a beverage to keep their stomachs from growling.



Product safety is a subject that affects everyone. After all, it involves a great many pitfalls. Speaker Lutz Gathmann provided enlightening information.



VISIT OF COMMERCIAL ATTACHÉS TOUR OF TRADE SHOW WITH INTERNATIONAL AURA

Enrich Cormann, Managing Director of the Belgian Association of Promotional Products (BAPP), gladly played the role of an all-round communicator on the opening day of the PSI Trade Show: As part of a tour of the trade show, the promotional products specialist responded to questions raised by ten commercial attachés from the countries of Austria, Hungary, Switzerland, Great Britain, Netherlands, Romania and Greece, as well as three sales representatives from his home country of Belgium, about business with promotional products. In addition to traditional lobbying at the European level, the international delegation also gained invaluable information from PSI Managing Director Michael Freter about the different services and sourcing activities offered by PSI during a champagne reception.



LM ACCESSOIRES BRILLIANT SHOW

Literally everyone stopped: Once the music and the show had started at the LM booth, you couldn't take your eyes off it. The staged professional combination of a digital presentation of new products and a live act immediately captivated customers and passers-by. Taking part on stage in the unconventional digital dance performance were five young artists from the RTL Talent Show "Das Supertalent", enthusing the onlookers with their precision movement at a breath-taking pace.



Klaus Beyer establishes contacts with the Scandinavian promotional products industry.

PSI SCANDIBASE PROMOTIONAL POWER IN NORTHERN EUROPE

Klaus Beyer, who can look back on many years of extensive experience in the promotional products industry, is the new representative of the PSI for Scandinavia. Through his numerous contacts and his own trade show activities in the northern European promotional products industry, he will work together with the PSI to support, cultivate and consolidate contacts with the Scandinavian market. In this role, he was involved at the so-called ScandiBase in Hall 11 during the PSI 2014 with his company Beyer GmbH as a contact and liaison between Scandinavian partners and federations on the one hand, and all exhibitors and visitors who were interested in this attractive (advertising) region, on the other. Contact: Tel. +49 5824 985826, mobile +49 172 7477262.

klaus@beyergmbh.com



The atmosphere at the "Holland Bar" was a little cramped but relaxed.

BAPP RECEPTION RELAXED NETWORKING

At the end of the first day of the trade show, the Belgian Association of Promotional Products (BAPP) invited their Benelux neighbours to the "Holland Bar". Exhibitors and customers met here in a relaxed atmosphere for networking in joint projects. The main topic of discussion was certainly the next PromGifts in Brussels organised by BAPP and due to begin on 18 March with a Pro Day for distributors. The next two days will then focus on industrial customers and agencies.

www.bapp.be

BOOGAARD TEXTILES PLEASE RELAX

Visitors to the trade show gladly stopped at the Boogaard Textiles stand where it was possible to try out numerous comfortable seating with advertising appeal. The Dutch company specializes in producing promotional products and customised eye-catchers such as bean bags, stools and chairs, cushions, umbrellas, tents, lounge furniture and in-house designs with digitally printed fabrics. www.boogaardtextiles.nl



The seat cushions from Boogaard Textiles will ensure a comfortable FIFA World Cup.



Obviously practical: the "Sunny table" is put under scrutiny.

CREATIV PROMOTION ENTERPRISES CLEVER "SUNNY TABLE"

Every beach vacationer knows the problem: What should we do with the beach paraphernalia, where should we put the sunscreen, sunglasses or drinks on the beach, at the lake or in the garden to prevent sand or dirt sticking to the items? Creativ Promotion Enterprises has the solution in the form of the "Sunny table". The mobile umbrella table, a new and innovative advertising medium for any occasion and for any industry with distinct advertising opportunities, was presented by the company's creative team at the PSI Trade Show. www.creativpromotion.de



Jobet shows a heart for the PSI Trade Show.

JOBET GMBH **EYE-CATCHING TRADE SHOW DEBUT**

Among the newcomers at the PSI Trade Show in 2014 was Jobet GmbH, a Halbmond Teppichwerke company. Although the name was certainly new to many industry insiders, without exception their products immediately caught the eye of all visitors to the PSI Trade Show while walking through the trade show halls: All the runners and mats, which were adorned with eye-catching designs of this year's campaign, came from the promotional mat producer Jobet. Even the company's stand turned out to be a real eye-catcher. True to the motto "We live creativity and our customers should live it with us", the booth visitors experienced a kind of artist's studio in which the rear wall was covered with creative graffiti. The specially engaged paintbrush artist Florian Pohl "conjured up" customer logos in graffiti style live and direct on mats – an event that attracted many curious passers-by to the Jobet mats and thus excellently illustrated the company's slogan ("We print what you're standing on"). "We wanted to demonstrate the creative advertising possibilities using lots of colour on a mat which can achieve an extremely high impact with great reminder value," says Managing Director Dr. Ralf Litzenberg. Jobet's concept was well received by the visitors who may well be anxious to learn how Jobet plans to put its products in the limelight at the next PSI Trade Show.

www.jobet.eu



Graffiti artist Florian Pohl from "On Ball Artworks" in action.



KICKPACK GMBH

FROM CARTON TO TABLE FOOTBALL

Hall 12 was a genuine hall of innovations. In addition to the inventive HALL13 Area, there was also the “Forum of young innovative companies” funded by the German Federal Ministry of Economics and Technology (BMWi), where there were plenty of promising promotionally effective products to be discovered. Here, among other things, the Braunschweig-based company Kickpack GmbH presented its “Kartoni 2.0”, an easy-to-assemble football table made from environmentally friendly cardboard. The stable toy with numerous extra features is sure to be even more popular as a customisable promotional gift in the year of the FIFA World Cup. In any event, there was a lot of football being played at the Kickpack booth. www.pappkicker.de



Made of cardboard – but not half bad: The “Kartoni 2.0” from Kickpack.

MBW

GROUP PORTRAIT WITH MANAGING DIRECTORS

At the joint booth of ideas4, Städtler Magna Sweets, KHK and mbw, there were once again a large number of new products to be discovered on the soft carpeting. What is more, the companies extended an invitation at the end of the first day of the trade show to the booth’s bar, where the Cologne character Köbes Bert from Hückelhoven was busily drawing fresh Koelsch beer for the customers – which was also gratefully welcomed in Düsseldorf. The mbw team from the north of Germany was emphasizing service as usual, but doing business with a new-fledged managing director. Since January 2014, the erstwhile authorized signatory Jan Breuer has had the position of an additional managing director. The thirty-year-old has thus grown the top management of the company into a trio along with the founders Monika and Walter Both. www.mbw.sh



At the helm (from left): Monika and Walter Both as well as the “newcomer”, Jan Breuer.

POWERED BY HENOSA-PLANTANAS ENJOYING TEA AT ITS FINEST

Enjoying tea at its finest in a relaxed atmosphere on the fringe of the hustle and bustle of the trade show – this was possible for aficionados of the hot infusion beverage in the PSI Tea Lounge in Hall 12. The experienced experts of the Henosa-Plantanas Group served teas from around the world. Exquisite plantation teas of a specially high quality contributed to the perfect blend of aromas. In addition to tea in an individually designed series of tea caddies, Henosa-Plantanas also offers spices and herbs as well as sweet promotional ideas with beautiful packaging, which were also on display at the booth.



MODICO FOR THE FIRST TIME AT THE PSI TRADE SHOW NEW STAMP SYSTEM

The company Modico GmbH & Co KG from Fürstenfeldbruck participated as an exhibitor at the PSI Trade Show for the first time. Modico is a manufacturer of a simple, fast, emission-free and environmentally friendly system for manufacturing office stamps, pen stamps, golf ball stamps, certification stamps, marking tools and stamps for surfaces such as glass and metal, among others. According to Modico, the process is silent and entirely emission-free. Neither extraction nor expensive machines are required; only the Modico stamp copier. "It's never been more environmentally friendly and more profitable to produce stamps as a promotional tool yourself," says Modico Managing Director Joachim Kuon. The show specials included exposure equipment, material and stamp kits. www.modico-stempel.de



Modico managing director Joachim Kuon (right) explains the new system.



Attractive stand for legendary products: Moleskine appeals.

MOLESKINE SUCCESSFUL APPEARANCE

Following their debut at the PSI Trade Show last year, Moleskine, the legendary Italian manufacturer of notebooks, seems to be increasingly pleased with the marketing of its products in the B2B sector and was represented again with an attractive booth. The Moleskine brand, synonymous with culture, travel, memories, imagination, and personal identity, is experiencing an ever greater echo in the promotional products industry, which is why the Italians decided to reinforce their activities in this market again this year.



Discussions on the fringe of the trade show (from left): Marco Kröhn and Martin Hopp (Exclusive Gifts, official Moleskine supplier for D-A-CH and Scandinavia), Andrea Rossi (Moleskine Sales Director Custom Editions) and PSI Managing Director Michael Freter.

PERNOD RICARD AT PSI 2014 SUCCESS MEANS RESPONSIBILITY

The Pernod Ricard Group attended the PSI Trade Show as an exhibitor again this year with its German subsidiary and its assortment of popular premium spirits. The beverage group, which is the second largest seller of spirits and wine in the world, is fully aware of its corporate responsibility when it comes to the marketing of alcoholic beverages. David Haworth, Chairman and Managing Director of the company: "We encourage people to consume alcohol in a responsibly-minded manner. Hence, we appeal to consumers: Don't Drink and Drive." At the Havana Bar at the PSI Trade Show, which was located at the North entrance, all guests received a taxi voucher for 10 euros from Pernod Ricard's mobility partner mytaxi.



SOCCER FIRST PURE FOOTBALL ARTISTRY

The fact that the World Cup in Brazil will dominate this sporting year was apparent at many booths at the PSI Trade Show. Among the countless fan products, the round ones were naturally among the most popular. Several suppliers of promotional balls showed a variety of rolling promotional possibilities. The ball specialist Soccer First from Nuremberg drew attention to its products with a special event. The two football artists, Miriam Willems and Sebastian Heller, demonstrated their amazing acrobatic skills with one or more balls several times each day opposite the booth. Lahm, Götze, Schweinsteiger and Co. would also have been astonished.



Sebastian Heller and Miriam Willems during their acrobatic show.



PSI CAFÉ POWERED BY MAHLWERCK COFFEE AROMA FILLS THE AIR

Centrally located amidst a multicultural flair of international pavilions and booths of the European promotional products associations was a small oasis of wellbeing filled with the aroma of coffee: the PSI CAFÉ, aptly sponsored by the cup specialist Mahlwerck Porzellan, invited visitors to enjoy a cup of coffee (free, of course) and relax, linger and network. The aromatic pick-me-up was naturally served in practical and stylish Café-to-go cups from Mahlwerck. An offer that was gladly accepted.



Relaxing, lingering and networking: The PSI CAFÉ was a popular meeting place.



Questions about PSI's services were readily answered at the PSI booth.

PSI BOOTH SERVICE-FOCUSED CONTACT POINT

No matter what it was, whether membership, the trade show, the PSI Journal or rebooking, the trade show team at the PSI booth in Hall 10 readily and frequently gave information about the various services offered by the PSI network and, if requested, also answered questions asked by visitors and exhibitors. Thus, the booth developed into a service-oriented contact point at this year's trade show.



Online research or simply unwind: PSI Media Lounge provided space for both.

PSI MEDIA LOUNGE TRANQUIL HAVEN IN THE HUSTLE AND BUSTLE OF THE TRADE SHOW

The PSI Media Lounge developed into a tranquil haven amid the product parade. It proved an attraction for everyone who wanted to do some relaxed online research away from the activities of the trade show, check their emails or simply surf on the Web. Several internet terminals were available for this purpose. In addition, numerous specialist magazines from PSI's media partners were available to browse through. The comfortable sitting areas were frequently and gladly used, either for a chat with a business partner or to simply unwind.

PSI SHIPPING STATION ZTV STAFF ON THEIR TOES

A largely burden-free attendance for visitors to the trade show was provided by the PSI shipping station in Hall 9 where the new PSI cooperation partner and logistics expert ZTV from Krefeld took care of packaging and shipping product samples and catalogues. Experienced ZTV employees made a very good job of it at two terminals. Whether standard or express delivery was desired, the items were transported simply and conveniently from the trade show to the offices of the promotional product professionals. (Upon presentation of the PSI voucher, shipping customers also received a ten per cent discount on the first shipping package.)



The staff of the ZTV logistics teams had their hands full.





HEALTH, FITNESS, BEAUTY

ADVERTISE WITH WELL-BEING

Hardly any other desire is so often expressed as the wish for good health. This alone underlines the dominant role this plays in our lives. Accordingly, a high level of interest is attracted by promotional products that are devoted to this subject.

To quote the writer Ludwig Börne, a contemporary of Heinrich Heine: “There are thousands of diseases, but only one health.” By contrast, the philosopher Arthur Schopenhauer said: “Health is not everything, but without health everything is nothing.” In keeping with this is the adage: “Health is appreciated only when you have lost it.” In the words of the World Health Organization, the health of the people is, however, defined in greater detail, namely as “a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.” The fact that this perhaps is the most important personal and social value is something hardly anyone will dispute. And to get healthy is certainly far less complicated (and expensive) than to restore good health. Last but not least, a motto which comes from China: “Those who think they have no time for their physical fitness will sooner or later need time to be ill.” So, on this note: Here’s to healthy and beautiful advertising! <



WARMING PROMOTIONAL IDEAS

Hot-water bottles in natural rubber and fluffily warm hot-water bottles with fleece cover are offered by eitel plastic specifically for the promotional products market. Both the basic colour of the hot-water bottles and the colour of the fleece cover can be freely selected by the customer. All hot-water bottles are tested and certified, and fulfil standard BS 1970. The fleece cover can additionally be finished by means of embroidery or printing. Sizes from 0.6 to 2.0 litres are available. The minimum order quantity is 5000 units.

43508 • eitel plastic GmbH • Tel +49 9187 936670

psi@eitel-plastic.de.de • www.eitel-plastic.de

GENTLE BODY CARE

On the topic of beauty, promotional products all-rounder Macma recommends a 5-part mango/peach bath set in a small acrylic tub containing shower gel (280ml), bath foam (280ml), body scrub (220ml), bath sponge (EVA) and an acrylic massage aid. The promotional message can be printed digitally (multicolour) onto a label glued in a suitable position on the individual packaging.

40909 • Macma Werbeartikel oHG • Tel +49 911 9818133

verkauf@macma.de • www.macma.de



ACTIVE SPORT PROMOTION

Active, at smartwares brand Stedman®, is synonymous with modern and functional sport styles which, in sporty colours and perfect performance fits, are suited to a wide diversity of leisure activities. The new Active Sports-T for gents and ladies (ST8000 and ST8100) consists of 100 per cent Active-Dry° polyester with moisture-regulating properties. The brand-new interlock jersey is a particularly soft and resilient material that is ideally suited to finishing. Interlock fabric has a closed, smooth, slightly gleaming surface and is highly stretchable. Those who don't like polyester are catered for with the new Active Cotton Touch (ST8600 and ST8700). With the same properties and a regular fit, this style feels as soft and smooth as genuine cotton. Active Sports-T and Active Cotton Touch have a small reflective Active-Dry° logo on the back. Naturally there are also a couple of new fantastic colours: Cyber Orange, Cyber Yellow and many more. Info at: www.stedman.eu

45383 • Smartwares Printables GmbH • Tel +49 241 705020

printables.support@smartwares.eu • www.smartwares-printables.eu



TIDINESS EVERYWHERE

The Astorage option that can be applied not only in one area, but will take care of tidiness everywhere, is presented by Flörke in the form of The Box. The plastic box with four compartments provides space at home, in the office or in the workshop for all the many little things that otherwise accumulate there in a tangled heap. The Box is a component of the newly created Wellness for Promo brand by Hermann Flörke GmbH.

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

FUNNY LOGOBELL

Everybody knows that cycling is very healthy. And that the best thing about a bike is the bell. Bikebells are a fun communication tool and they make a lot of noise. But the Logobell is much nicer! Because the logobell is available in many different shapes and materials like steel, aluminium and plastic. The logobell is available from stock in the colours black, silver, white, orange, yellow, red and blue from 100 pieces and can be delivered unprinted or with a full colour (doming) sticker of 35 mm. For the Logobell Original Stock, it's also possible to create your own full colour doming sticker for each single piece. And the Logobell original Custom can be produced in your own pantone colour from 1,000 pieces and will standard be delivered with an doming sticker.

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



EVEN MORE RELAXATION

Daiber has expanded the already extensive spa range of its own Myrtle Beach brand in 2014. A new hand towel series in cuddly terry towelling and bright colours make the spa collection a memorable experience. The series includes a washcloth, a towel, a guest towel and a hand towel in an understated design. An excellent choice for visits to the sauna is the large functional sauna sheet and hooded bathrobe, which feature two sides: the quick-drying polyester velour on one side and skin-friendly cotton terry on the reverse side. Fans of high-quality microfibre use the microfibre bathrobe made of quick-drying microfibre in bright white in sizes from S to XXL. In addition to this is a sauna towel, the microfibre sauna sheet, in the same quality. All items can be personalised using printing and embroidery.

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Stick

info@herka-frottier.at



Ihr exquisiter Werbepartner

www.herka-frottier.at



HANDY BEAUTY BAGS

Always interesting and the perfect promotional tool in every variety: the beauty bags offered by trinomial in various price segments. The small, handy beauty bags are practical accessories when travelling and can be produced out of different materials. They can come supplied with a pocket mirror or nail set or, alternatively, can be manufactured with elaborate decorative details. A customer logo is applied via printing, embossing or label starting from a minimum order of 1,000 units.

46862 • trinomial GmbH • Tel. +49 2324 68690-10

welcome@trinomial.de • www.trinomial.de



MINI GYM

With a regular, daily training programme of only approx. seven minutes, office workers can strengthen their upper body, spine and stomach muscles. This reduces the risk of back pain or neck tension or eliminates it entirely. Fitness dumbbells with hygienic neoprene coating by b+a Vertriebs GmbH are the ideal tools for this. Five different weights from one to five kilograms are available in new, fresh colours. Each pair of weights comes with instructions showing different exercises.

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

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

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www.psi-messe.com

Reed Exhibitions



MIRROR, MIRROR NOT ON THE WALL

Even while out and about, “Madame” does not want to be without her make-up mirror, as they know at Giving Europe. The pocket mirror model “Madame” meets this need: the little mirror will fit into any handbag, is made of sturdy plastic and hinged, features a double mirror and comes in four different trendy colours. Advertising material can be applied either with pad or digital printing.

45737 • Giving Europe GmbH • Tel +49 421 5965970

kontakt@givingeurope.de • www.givingeurope.de • www.impression-catalogue.com

CUT TO THE HEALTHY CORE

Anyone who places importance on a healthy diet has a valuable tool in their hands with the apple cutter Split from Inspirion. The apple cutter is a cut above the rest when it comes to pome fruits. It likes apples the best. It also impresses with its stainless steel blades. The sharp blade surfaces split the apple into eight pieces and remove the core. In this way, the apple can be cut with little effort and served in slices. The practical plastic handle is in the shape of an apple and provides an effective advertising space. The apple cutter is available in red and green.

42907 • Inspirion GmbH • Tel +49 421 52270

info@inspirion.eu • www.promotiontops.eu

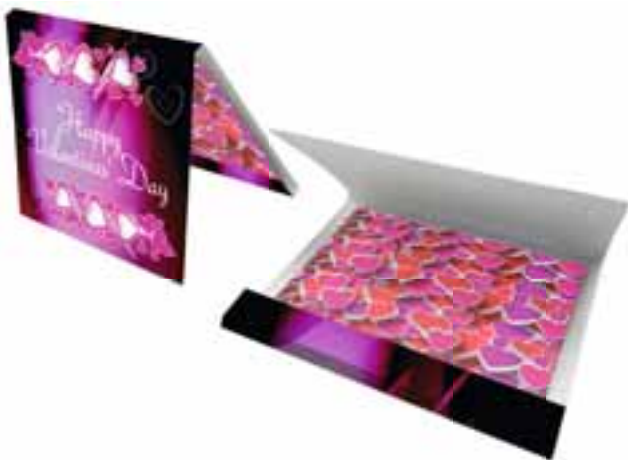


WELLNESS BRAND LAUNCHED

Under the name “Wellness for Promo”, Hermann Flörke GmbH is launching a new brand that has been specifically designed for promotional products customers. “The new brand has emerged as the result of market development in the promotional products area within the context of ever more complexly fragmented customer needs and as a consequence of the natural development of a branch specialising in these needs,” explains managing director Armin Flörke. The nail file booklet in a set of ten is part of the package. It is ideal as a giveaway and for promotional measures of all kinds. The little assistant for on the move, on vacation, in the office and during sport offers a large promotional surface on the envelope and directly on the files.

44294 • Hermann Flörke GmbH • Tel +49 6104 73373

info@floerke.de • www.floerke.de





TASTY AND FRUITY

The delicious 10g mini or the exquisitely fruity 30g energy bar from Suessigkeitenonline are the perfect giveaway for every occasion. Containing provitamin A and the vitamins C and E, these bars have the delicious fruity taste of oranges, lemons, and carrots. The practical rice paper cover prevents crumbling or sticking, and gentle processing means that the dried fruit chunkiness in the bar remains largely intact. Customers have the choice between PE wrappings in white or transparent film or a 4c digital printed paper label. The foil around the bar is silver and is also available with a 4c printable wraparound label, or on request also in custom-designed wrapping. In the case of the minis and the bars with wraparound label, a total of four (minis), or seven (bars) flavours are available. The bars are available even in small quantities and the company promises short, flexible delivery times. So get your teeth into them!

46453 • Viba sweets GmbH / Suessigkeitenonline GbR • Tel. +49 8261 762121
info@suessigkeitenonline.de • www.suessigkeitenonline.de

PERFECT TRAINING PARTNER

The “Bari” soft pull by easy gifts not only trains the arms but the entire upper body. The foot rests and straps are made of soft PU foam, which reduces the risk of injury. The soft handle coverings guarantee a secure grip. Advertising is applied via sticker on the individual packaging. The soft pull is individually packed in a coloured box.

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



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QUICKLY TO HAND

The stainless steel flask with a quick seal from Esbit can be opened with just one hand movement. During sport and on daytrips the refreshing drink is thus available fast and without an unnecessary stop. Its robust material makes the flask a reliable companion, even when the going is somewhat tougher. The stainless steel flask's capacity is around 800 millilitres; the contents are safeguarded by a special seal.

48003 • Esbit Compagnie GmbH • Tel +49 40 85310650

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

THE WORLD'S SMALLEST SPORTS STUDIO

The fitness band has been among the bestsellers of team-d GmbH since 2006. Whether it's for travelling or at home, in a group or on their own: with the fitness band in 100 per cent latex, users have their fitness studio with them at all times. Regardless of fitness level or age, effective strength and stamina training can thus be completed. Band thickness, quality and practicality, as well as the illustrated exercise examples, have been tested and compiled by licensed fitness trainers. The band can be supplied ex-warehouse in blue (thick), and in red and green (medium). The promotional message is applied directly to the band.

44186 • team-d Import Export Warenvertriebs-GmbH • Tel +49 7181 989600

info@team-d.de • www.team-d.de



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BEST OF FITNESS

Shedding the kilos generally involves conquering one's weaker self. Now it's easily said and easily done! Because Reflects by LM Accessoires provides a personal coach for small wallets. Reflects Fano is the name of the clever companion on the daily circuit. The 3D pedometer works in the pocket as well as directly on the body and measures horizontal and vertical movement. Equipped with a blue backlight and clock, it records the kilometres run, steps and calorie consumption over the last seven days.

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



BALANCED LIFESTYLE

The silicone bracelet thanxx® "Balance" with two holograms and a high negative ionic charge, integrated permanently in the silicone, protects against negative environmental influences to promote greater inner balance and strength, improved stability and concentration. The trendy product, offered by Spranz, is packaged in a designer box with window and comes supplied with a promo card with instructions for testing effectiveness.

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

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www.bottlepromotions.nl | joy@tacx.nl




Floringo GmbH, Tel.: +49 8847 6907-0
info@floringo.de, www.floringo.de



BOOST FROM A BAG

A little energy boost for in-between is provided by the new organic Bio-EnergyShot in powdered form with a hint of caramel from myfitmix. Whether for sports, on the go or at a meeting: the Bio-EnergyShot is suitable for immediate consumption and will give you lasting additional energy from organic guarana and organic coconut blossom sugar from certified organic growers. Guarana boosts your stamina and has a stimulating effect on the cardiovascular system. Coconut blossom sugar contains fewer calories than conventional sugar and is rich in trace minerals.

47673 • myfitmix GmbH - Gesunde Werbung • Tel +49 6195 673210
info@myfitmix.de • www.myfitmix.de

TRACK YOUR ACTIVITY

Get up, move more, and improve your health! This activity and sleep tracker from Intraco will help you track your activity to reach your health goals. See how much activity you do, could motivate you to start taking the stairs or walking. At the very least, it will make you more mindful of your activity level, which is a huge first step to getting fit. This clip-on style device is small enough to tuck into your pocket.

43540 • Intraco Trading bv • Tel +31 75 6475420
info@d-vice.info • www.intraco.nl



FULLY FASHIONED

Merkel GmbH, promotional fashion specialist, remains true to its line. The company now offers knitted pullovers for men and women from Olymp Corporate Fashion Nos in its range. Olymp is one of the most well-known German manufacturers of men's shirts. In addition to shirts, the range also includes polo shirts and ties. From 2014 the assortment has been expanded to include knitwear for men and women. The features: incredibly soft. Machine-washable. Fully fashioned. Made of extra-fine merino wool. Fashionable, contemporary cut. High shape stability and low pilling. Further information is available direct from Merkel.

46786 • Merkel GmbH • Tel. +49 7121 6992670
info@stickereimerkel.de • www.stickereimerkel.de





GOOD-MOOD AMBIENCE

Who is not up for simply relaxing and feeling good after a stressful day? The Spirit mood light from Protrade creates the conditions for this. The compact ABS plastic lamp is magical, with calming and activating rainbow colours in flowing colour changes. A tap on the lamp's head transforms the mood light into a desk lamp beaming a steady white light. The compact lamp can be set up and taken everywhere and thus also takes care of wellbeing in the garden or when travelling. Three AA batteries and sophisticated cardboard gift packaging are included in the delivery.

42751 • Protrade Europe GmbH • Tel +49 7044 94510

protrade@protrade.de • www.protrade.de

KEEPING YOUR HEALTH IN VIEW

The fully automatic blood-pressure and heart-rate monitor BM58 from Beurer distributed by IT2U reliably helps you keep an eye on your health. The device is suitable for an upper arm circumference of 22-30 centimetres and features storage for 2 x 60 measurements, automatic preselection of pressure, and air release. Thanks to irregular heartbeat detection, a warning is given in the case of cardiac arrhythmia. The averages of all the stored measurements and the morning and evening blood pressure of the last seven days are stored. The blood-pressure monitor is licensed as a medical device.

48347 • IT2U GmbH • Tel +49 511 64688516

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



FITNESS FROM A SPRAY BOTTLE

The Fitness Spray from Création Cilia Cosmetics is a muscle tonic with herbal rubbing alcohol and high-quality ingredients. It will revive weary legs and make your muscles fit again. This invigorator displays its strength particularly after a hard day or intense sports activities. It can create a cooling effect while out and about or in the break as it fits conveniently into any sports bag, handbag, briefcase, jacket pocket or the car's glovebox. As a giveaway for fitness centres, sports brands, hotels or airlines, the vaporizer's case can be printed with up to four colours. The spray bottle is refillable, break-resistant and environmentally friendly since it is without propellant gas.

43431 • Création Cilia Cosmetics GmbH • Tel +49 621 4844799

info@creation-cilia.de • www.creation-cilia.de



BEAUTY AND PLEASURE

Chocolate makes us happy – and beautiful: the sweet specialists from Chocolissimo are convinced of this and, with Vanity Chocolates, present “everything a woman needs to be beautiful”. The set consists of five elements: perfume, lipstick, nail polish, hair brush and make-up set. The products are made of milk chocolate and decorated with white and dark chocolate. “This chocolaty set is sure to make any woman happy”, says the Frankfurt-based supplier.

48316 • Chokolissimo by MM Brown Deutschland GmbH

Tel +49 69 25427127 • verkauf@chocolissimo.de • www.chocolissimo.de



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ENERGY BOOSTERS

The countdown to the FIFA World Cup 2014 is on. With this in mind, wellnuss Premium Snacks offers several pick-me-ups for health-conscious consumers. An elegant birch wood box in the “Fan Collection” special edition contains a choice of four or eight snacks. Alternatively, two snacks are available in a high-quality cotton pouch – printed with either a “football stadium” or “football fan” theme. Both the box and pouch can be custom branded with a company logo. When it comes to contents, customers can choose from 14 spicy nut, juicy dried fried or delectable chocolate compositions – all without colourings, preservatives or artificial flavourings. And with nicknames like “Glücksbringer” (lucky charm) or “Energiespender” (energy booster), the snacks also send a positive message to the recipient.

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

kontakt@wellnuss.de • www.wellnuss.de



DECORATIVE BATHROOM ITEMS

Tin specialist ADV PAX Lutec has one or two things on offer for the health, fitness and beauty area as well. The cotton bud holder with an 85 mm diameter will attractively and sophisticatedly fit into every bathroom. The contents are stored functionally, neatly and hygienically. The customer's imagination is given free rein during the tin's design. Unimagined options by means of colour printing using the offset method (all-over printing), intricate or extensive embossing, or attractive matt and glossy effects are possible from a quantity of just 2000 pieces. The company also develops other needs-based tin packaging for the healthcare sector for its customers.

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



CUTTING WITH PLEASURE

Are knives always boring? The four-piece knife set from the company Blauermann proves the opposite. It comes in an unusual design. Patterned, non-stick-coated stainless steel blades combined with ergonomic SoftTouch handles make every cut a pure delight. Consisting of an all-purpose knife, a Santoku knife, a carving knife and a peeler, this set also distinguishes itself with its high-quality packaging with a magnetic closure. A real highlight in any modern kitchen.

48110 • JD Sales GmbH & Co. KG • Tel +49 4315 808190
info@jdsales.de • www.jdsales.de



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INFO@TALKING-WATER.COM
WWW.TALKING-WATER.COM



TEA TO EAT AND DRINK

As an innovative novelty product, Magna sweets is now presenting the Teatraeder. 15 grams of fruit tea made up of a mixture of dried fruits to drink and eat allow tea fans to rediscover the pleasure. Hot water is poured onto the little pieces of dried fruit. After they have brewed for a while, the softened pieces of dried fruit develop their full flavour and can be eaten with the tea. The natural sweetness of the dried fruit makes it unnecessary to further sweeten the tea. The tea treat is available in the flavours Exotic, Mango-Guava, Apple-Pear-Ginger and Kiwi-Apple-Pineapple.

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

FOR ACTIVE SPORTS ENTHUSIASTS

The Dutch suppliers from The Gift Groothandel offer a sporty set for "on the go" featuring Norländer brand products. The ultimate set consists of a modern retro sports bag with several inner compartments, a sports towel, as well as a refreshing body wash/shampoo for men and women. Further information is available at: www.thegift.nl

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



VERSATILE TRAINING ASSISTANT

Versatile muscle training, with virtually limitless possibilities for use in order to increase mobility, strength and flexibility, is offered by the new gymnastics and rubber bands from elasto form. The two bands, consisting of latex, are suitable for many different exercises to improve different muscles and muscle groups (e.g. stomach, chest, biceps, triceps). The bands can be used almost anywhere and are available in three different thicknesses (yellow = light, red = medium, blue = thick). The fitness bands can be finished to customer requirements.

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



CLEANING TEETH LIKE THE PROFESSIONALS

With the electric toothbrush Braun K-414 Oral-B ProfCare 600, Lehoff is offering a professional cleaning instrument for daily dental care. The sensitive pressure control protects the teeth and gums: if too much pressure is exerted, the pulsating movements stop. The Professional Timer (4 x 30 sec.) signalizes after 30 seconds that you should move to the next jaw quadrant and after two minutes that the recommended cleaning time is complete. In addition, Lehoff offers the complete service package, from advice through purchase to delivery to the customer.

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

info@lehoff.de • www.lehoff.de

LIP CARE WITHOUT END

A patented plug-in system enables the Lipcare Cover lip balm stick from KHK to be refilled with any commonly available lip balm and thus accompany its owner for an unlimited time. The elegant metal case comes in five matt-finished pastel tones, while a magnetic clasp keeps the top and bottom sections together. It comes with one stick ready to use, a refill and instructions in the package for changing the refill. Customized engraving makes Lipcare Cover an exclusive permanent companion. Lip care products from KHK undergo rigorous tests and are manufactured exclusively in Cologne, EU according to the cosmetics GMP and the cosmetics directive 76/768/EWG.

46131 • KHK GmbH • Tel +49 221 9854730

info@lipcare.de • www.lipcare.de



HEALTHY, FRESH, NATURAL

Natural mineral water refreshes the body and mind. Without additives (apart from carbon dioxide), the water from Promotion Drinks by Römer is a natural product from a fresh spring. When it comes to the purity, hygiene and quality of products, mineral water leads the list of foodstuffs in Germany. Mineral water is the only foodstuff in Germany that needs to be officially certified. The valuable minerals and trace elements give the water from Promotion Drinks its typical taste. Customers can choose from refreshing still or sparkling varieties in 0.33l or 0.5l bottles according to personal preferences. Starting at only 504 units, the environmentally friendly PET bottles come with a customised label.

43892 • Promotion Drinks, Römer Wein & Sekt GmbH • Tel. +49 6541 8129-0

www.promotiondrinks.de • info@promotiondrinks.de



INNOVATIVE PRINT FINISHING

With InTec injection moulding technology, Wellness-Promotion presents a completely new, modern way of realising print designs on their VitaLip® lip-care sticks. Elaborate visual motifs or logos with colour bleed, in particular, can be realised effortlessly and cost-effectively by means of InTec. Printing is performed digitally according to the European Colour Scale, which is why finishing using the InTec method is possible from just 500 pieces. The join with the protective cap is performed not, as with a label, conventionally by means of glue, but the advertising is melded with the protective cap using the injection moulding method. There are no visible messy glued edges and the protective cap can be designed all around and up to the lower edge. The advertising becomes one with the protective cap and hence indelible. The lip-care stick is produced entirely in Germany in line with German cosmetics directives and with GMP as applied to cosmetics.

42104 • Wellness-Promotion GmbH & Co. KG • Tel. +49 0731 96277-17

info@wellness-promotion.com • www.wellness-promotion.com



SWEET AMBIENT AIR

The new air quality monitor from technotrade provides assistance at home and in the office in detecting ambient pollution due to bad smells, cigarette smoke, vapours from detergents, cooking smells and house dust. In order to do so a built-in air quality sensor permanently monitors the climate in the room and analyses the hazardous substance concentration. In the process it reacts to more than 5000 substances that are burdensome for people, such as for example CO₂, formaldehyde, solvents, VOCs and body odours. When the ambient air is particularly hazardous to health, the adjustable air quality alarm provides a timely reminder to let in the necessary fresh air by means of a flashing LED and/or an alarm tone.

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

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

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LIP BALM IN A TIN

As an expansion of its healthcare, fitness and beauty product area set up for the market in Great Britain and Europe, Bio Laboratories now offers a lip balm made in the UK. The balm comes supplied in a recyclable tin with a flat screw-on lid, which can be customised using domed labels. This environmentally conscious lip care product, containing ten millilitres, is available in the four aromas Vanilla, Tropical Fruit, Blackcurrant and Apple.

46839 • Bio Laboratories Ltd. • Tel +44 161 9039520
sales@bio-labs.co.uk • www.bio-labs.co.uk

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ballprint gmbh - Lange Mühren 1 - D-20095 Hamburg - Tel. (+49)40/30059129 Fax (+49)40/30059145 - Mail: info@ballprint.de

www.ballprint.it

www.ballprint.de



SOFT TOYS TO KEEP YOU WARM

The mini grain pillows are perfectly accommodated in the tummy of the cuddly Minifeet® warming plush animals from mbw. From the cover to the filling, they are manufactured exclusively using materials that are certified in accordance with Oeko-Tex Standard 100. The filling comes in a choice of spelt, cherry stones or grain. The grain pillows are warmed in the microwave without the soft-toy cover and then placed inside the soft toy. They emit cuddly warmth and will banish stomach ache and cold feet.

42020 • MBW Vertriebsges. mbH • Tel +49 4606 94020

info@mbw.sh • www.mbw.sh

ENJOYING TEA BY THE EASTER BONFIRE

Even at Easter, a warming drink is often very welcome. For this purpose Multiflower has created an elegant pillow box which makes its appearance containing a sachet of Easter bonfire tea and a candied sugar cane for sweetening. There is room for a customised promotional message on the standard packaging design, while full customisation is possible from 500 pieces. In the pillow box the recipient will find 30 grams Easter bonfire tea and a brown candied sugar cane in 155 x 120 x 35 millimetre format.

45974 • Multiflower GmbH • Tel +49 6223 866560

info@multiflower.de • www.multiflower.de



OPTIMUM TOWELLING COMPANION

For making a successful entrance at wellness oases, towelling items that are particularly soft and optimally fitting can be found at the specialist Floringo Frottierartikel. This has to do with the high-quality yarns and the tailored sizes that are just right for Central Europeans. In the case of the bathrobes, the selection starts with the sporty waffle piqué, which being a mixed fibre is particularly soft – and remains so even after numerous washes. High absorbency inside and a luxurious waffle optic distinguish Model 961. To match the piqué bathrobes there is the attractive waffle towel, which with its soft feel and high absorbency will be enthusiastically received. At a generous 80 x 220 cm it is ideal for covering sun loungers, and for fango, wellness etc. Fitness textiles, offered in the form of sports scarfs or towels, are versatile and useful. Sportswear specialists have top experience with these, as the textiles are promotionally effective, absorbent and absolutely perspiration resistant. All presented products are ideal for customisation. Bathrobes are generally embroidered, while according to customer request, waffle towels can be dyed, embroidered, or have a logo realised in relief. The sport and fitness textiles have a smooth polyester trim, which is ideal for printing on and shows off the intricate embroidered designs on the smooth trim to maximum effect.

44389 • Floringo GmbH • Tel. +49 8847 6907-0

info@floringo.de • www.floringo.de





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ON COURSE FOR SUCCESS IN 2013

“DIE6” INCREASES SALES SIGNIFICANTLY

The promotional products group “DIE6” reported a positive result for the previous calendar year. Sales growth of around 13 per cent for the member companies in 2013 was recorded at the headquarters in Hagen. “This validates our philosophy: The high quality level of our products, creative consulting expertise of the employees of all member companies as well as the close proximity to the customer. All in all, the portfolio package of all companies in the ‘DIE6’ group adds up and the market has rewarded it accordingly,” says Holger Kapanski, Managing Director of “DIE6”, who announced the preliminary results to the attending member companies during the PSI 2014 in Düsseldorf. At the very beginning of 2014, “DIE6” was starting with the “DIE6” Academy at the end of January. The event is now in its third year and is just one of the many marketing activities with which the group maintains its proximity to suppliers and ensures the continuous development of all promotional product consultants. Founded in 1990



Celebrating is called for: At the extraordinary annual general meeting in early December 2013, the member companies welcomed the 16th “DIE6” member. Photo: “DIE6”

as a purchasing cooperative consisting of six companies, “DIE6” has now become a group consisting of 16 members represented nationwide. It is even represented in the Austrian capital of Vienna.

PERIODIC VOCATIONAL TRAINING

“At Hagen we essentially have two basic tasks as a central contact for all member companies. First of all, we initiate good contacts with major manufacturers in Germany and Europe; bundling joint marketing activities,” says Kapanski explaining the field of activity of the representative office that now has six employees. “We also attach great importance to the regular vocational training of all employees. We assign renowned sales trainers to brief the employees of the individual companies on current topics. At the ‘DIE6’ Academy, manufacturers therefore have the possibility to provide information about the current developments in the promotional products market. As a rule, this is followed by several hours of coaching which our members thoroughly enjoy.” According to Kapanski, the “DIE6” concept not only serves to assess suppliers and to certify them in the future in order to strengthen their commitment to the “DIE6”. It also includes the task of continuously qualifying the individual member companies and their employees. More information is available at: www.DIE6.de

FARE PRODUCT VIDEOS

DISCOVER NEW PRODUCTS IN 15 MINUTES

The umbrella specialists at Fare – Guenther Fassbender GmbH have released elaborate videos for all ten new products in 2014. They can be seen on the Fare Youtube Channel (User FARE1955). The team at the Fare umbrella plant has received numerous inquiries about product videos. With the publication of its latest catalogue, the company has complied with these requests. “We found the personal presentation of our new models more congenial,” says Carina Hartmann, Marketing Manager at Fare. “On the one hand, it is important that our customers



can put a face to the name Volker Griesel, and on the other hand, we generally attach great importance to authenticity and credibility.” The videos are currently online in German with English subtitles. They will soon be supplemented by a version with French subtitles. The first two product films were created using animation technology, enabling the optical effect of colour magic and wetlook models and the safety features of the trimagic safety series to be particularly well illustrated.

www.fare.de



KARLOWSKY FASHION

PROFESSIONAL REINFORCEMENT FOR THE KARLOWSKY FASHION TEAM



Michael Lienkamp

Just in time for the start of the new year, the key account of the Magdeburg-based company Karlowsky Fashion has been strengthened by Michael Lienkamp. With over 13 years' experience as a

sales manager at the promotional product importer PF Concept Deutschland, Michael Lienkamp is a professional in the sales business. "Through his proverbial enthusiasm and his unwavering commitment, he is the optimal appointment to create sales momentum and to help us to strategically position our core brands 'Karlowsky Fashion' and 'Rock Chef' ", says Managing Director Thomas Karlowsky, adding: "You can look forward to many exciting innovations from Karlowsky Fashion in 2014."

www.karlowsky.de

SŁODKIE UPOMINKI

BRC CERTIFICATION

Słodkie Upominki (Sweet Gifts) has received BRC certification. BRC is an international standard developed by the British Retail Consortium which ensures the highest levels of safety, legal compliance, and reproducible quality of products. Słodkie Upominki operates a number of procedures aimed at monitoring and analysing risks which could affect food safety. This certification gives the customers confidence that products made by Słodkie Upominki (Sweet Gifts) are safe and are of the highest quality.

www.slodkieupominki.pl

PROMOTION MÄSSAN IN KISTA/STOCKHOLM

MARKETPLACE FOR PROMOTIONAL PRODUCTS

The first of two annual events organised by the Swedish promotional products trade show Promotion Mässan ("The Nordic meeting place for branded and promotional products") on 16 January on the site of Kista/Stockholm ended with a good result. The organisers of the trade show, which was organised by the Artexis Group in partnership with SBPR (Svensk Branschförening Profil- och Reklamartikel) and PWA (Promotion Wholesales Association), registered a total of 2,193 visitors from the Swedish, Norwegian and Finnish promotional products trade over three days. 171 exhibitors (a large proportion of which consisted of Swedish or European suppliers with a Swedish branch) presented a diverse range of new promotional products. As Klaus Bayer, the recently appointed representative of PSI for the Scandinavian market, reports, "the general mood was considered to be quite positive. The event was professionally organised and the support provided under the umbrella of the Artexis Group and SBPR left the participants feeling good. A networking party on the first evening of the trade show also ensured that visitors had a great time. The trade show was rounded off by small, separate events." The next Promotion Mässan will take place from 12 to 14 August 2014 at the same location. Information and registration: beyersverige-hb@beyergmbh.com – www.promotion-massan.com/en

KAISERSTUHL-CHOCOLATERIE GMBH & CO KG

CHANGE IN MANAGEMENT



Petra Dzialoschewski

Since 1 January 2014, Petra Dzialoschewski, previously head of marketing and sales, has been running Kaiserstuhl-Chocolaterie GmbH & Co KG as the sole managing director. Since joining the company on 1 February 2013, Dzialoschewski has focused on developing and expanding contacts for the promotional products trade which is to be exclusively supplied. The chocolaterie was created by Vogel's Süsse Werbe-Ideen in 2011 and is now going its own way. New to the assortment are many more sweets which are refined into promotional products. As an insider in the industry, Dzialoschewski has been familiar with the market and customers for over 25 years: "Due to the different distribution structures of the two companies, the separation from the parent company is a logical consequence. It is important for me to intensify the foundation of trust in the promotional products market in order to further expand the existing success of the chocolaterie!" www.kaiserstuhl-chocolaterie.de



CARGO SEAL

RELIABLE SUPPORT FOR SEA FREIGHT IMPORT

Cargo SEAL GmbH – the logistics service partner of PSI – provides reliable support for sea freight import from the Far East. Klaus Dittkrist, a long-standing employee of Cargo SEAL, explains the present situation concerning import rates: “The calculation of import rates is becoming more and more obscure. The sea freight rates are constantly changing. Curious surcharges are calculated; who can make sense of it all? Counterproductive schedule changes lead to homemade capacity bottlenecks. The sea voyage alone has been extended; what was possible in 19 days in 2008 now takes 26 days. Will 35 days soon be the norm for a sea voyage in the future?” In this context, the experts of the logistics company have asked the following questions: What support will be offered by the providers of import logistics? How can sea freight operate quickly and be economically viable?



Cargo SEAL offers these solutions:

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- Choice between express, standard and economy
- The basis for the implementation of customer requirements is our clear commitment to service
- Alternatives are presented on the basis of flexibility and decades of experience

- Exclusive handling ex-factory to carriage paid shortens the transport time by up to 7 days
- Result: sea freight import is possible within a maximum of 36 days through Cargo SEAL

Klaus Dittkrist continues: “The promise of Cargo SEAL is as follows: Back to normality in sea freight shipment. The customers state their requirements and we aim to provide full satisfaction. We provide full support through express handling; the customer has a time advantage and we are always available with comprehensive professional advice. One of our strengths here is the reliable calculation at a reasonable price-performance ratio.” www.cargo-seal.de • www.ship-and-truck.de

EXPERT ADVICE AVAILABLE:

Tel. +49 4105 58030-0

Contact person:

Frederik Pape, ext.: -18

Jennifer Dittkrist, ext.: -13

Klaus Dittkrist, ext.: -14

Denis Maier, ext.: -17

LEDIBERG

NEW RETAIL SALES MANAGEMENT AT LEDIBERG

As of mid-January, Dominique Fanta took over the retail sales management at Lediberg. As part of the increased focus



Dominique Fanta

on the PBS and book trade, he will be responsible in the future for the distribution of the entire trading portfolio, including the Lanybook® and Cangini Filippi® brands. Dominique Fanta has had 14 years of industry experi-

ence, most recently as Sales Manager D/A and Business Unit Manager at Tarifold. The calendar manufacturer Lediberg offers a complete range of products for private and commercial users of book, table, wall and picture calendars as well as notebooks and gift books. The latest product line is the award-winning and patented Lanybook collection – high-quality, fashion-oriented notebooks “Made in Italy” for fashion conscious people.

www.lediberg.de

BRIXIES FROM SPM SCHÄFER

SELF-MADE JUNGLE

In the magalogue on the PSI Trade Show, we presented the Brixies blocks which, for example, can form animal figurines and playfully train the motor skills of the target group. The company Jens Korch & Grit Strietzel GbR was mistakenly referred to as a supplier. The actual supplier of Brixies blocks for the promotional products sector is, in fact, the company SPM Schäfer Promotion Marketing GmbH from Daufenbach in Germany. A product presentation of the Brixies can be found in the category “Promotional product innovations” in this issue.

EPPA CODE OF CONDUCT

GOLD AWARD FOR PF CONCEPT

The New Year has brought PF Concept a good reason to celebrate! During the PSI 2014 in Düsseldorf, Hans Poulis, CEO and Chairman of EPPA, an umbrella association promoting exemplary code of conduct, handed over the gold level award to PF Concept's CEO, Ralf Oster. The gold level status, the highest level of certification, confirms that PF Concept integrates



Hans Poulis, CEO and president of EPPA (right) awards the EPPA Gold Level Certification to Ralf Oster, CEO of PF Concept (left).

the principles of EPPA's code of conduct in its day-to-day business operations and ensures that all suppliers within its supply chain conform to this credo, too. Recently established, this Code of Conduct is recognised as the European benchmark for responsible corporate behaviour in the promotional merchandise industry and addresses all businesses operating within this sector. It advocates exemplary business conduct with respect to compliance to laws and regulations, as well as acceptance of social responsibilities – not only by the company itself but also by the organisations within its supply chain. "We are very proud of this award because it underlines our corporate philosophy. As pioneers within the promotional merchandise industry we are aware of our responsibilities and we will continue to embrace the EPPA Code of Conduct fully in the future," confirmed a delighted Ralf Oster.

www.pfconcept.com

DS MODEL RANGE

DS8. THE NEW PRODIR

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



INSPIRION HUNGARY

NEW HIGH-BAY WAREHOUSE

Inspirion Hungary opened a new high-bay warehouse in January. The renovation work started last year. With the new warehouse, the Inspirion branch was able to expand the logistical capacity in Budapest. An area of 757 square metres provides space for approx. 1,100 pallets. Two highly motivated employees work with modern technology and thus ensure a smooth process. The new warehouse creates the conditions for short deliveries to customers in south-east Europe and is located at the strategically situated Budaörs business park. "We can only ensure high planning reliability and capacity to deliver and continue to increase our sales by making future-oriented investments," explains Managing Director Sönke Hinrichs. www.inspirion.eu



The new warehouse offers space for approx. 1,100 pallets.



WERBEMITTELMESSE MÜNCHEN 2014

ONCE AGAIN A COMPLETE SUCCESS

The 16th edition of the wmm, the “Werbemittelmesse München” promotional products trade show, proved its success once again with sensational visitor numbers. As in 2013, almost 1,500 trade visitors came to the MOC in Munich on 22nd and 23rd January to gather information about the latest promotional trends and ideas.

Five promotional product agencies – Active Promotion (Erlangen), admixx (Ottobrunn), CD Werbemittel (Germering), Eidex (Baierbrunn) and the Hagemanngruppe (Eichenau) – invited guests to this specialised trade show organised

by the company Promo Event GmbH from Eichenau. They used the show jointly as a professional platform. And once again the wmm impressed due to its unique atmosphere: friendly staff at the stands, attentive advice, creative promotional prod-



Interesting, clever and extremely effective promotional products from the most diverse range of areas could be found in abundance.



ucts and professional promotional product agencies that work together hand in hand; all coupled with approachable “helpers” – hostesses who were pleased to support visitors and exhibitors whenever needed.

VISITORS TOOK THEIR TIME TO EXPLORE

More than 90 supplier partners from all product areas of the organising agencies showed their latest promotional items on an area of 4,000 sqm. The professional booths impressed through creativity, quality and attention to detail, which made a great impact on guests. Visitors stayed more than three hours on average and expressed significant interest according to the feed-



Visitors to the trade show stayed more than three hours on average. The show impressed again this year through creativity, quality and attention to detail.



The wmm's accompanying speaker programme was also very well received.



The exhibitors had everything they needed at the joint opening evening of the wmm.

back of exhibitors. Regardless of whether it's the classic ballpoint pen, pepper in the German black-red-gold colours, glass USB sticks, vegan fruit gums or storm-proof umbrellas, the wmm 2014 demonstrated once more the diverse ways in which promotional items can be used in the marketing mix of companies. "Creativity means finding something which matches the philosophy of the sender and clearly communicates its message. What's more, it must be something which suits the recipient and, at the same time, is so pleasant and practical that it doesn't immediately end up in the waste bin", says organiser Michael Hagemann.

INTERESTING PRESENTATIONS

As in previous years, the organisers arranged a side programme to the trade show with invited speakers who gave thought-provoking presentations. The lecture programme in the auditorium was always well attended.

DIGITAL ENQUIRIES

In order to ensure the best possible evaluation of the wmm, the digital trade show enquiry system dMAS was used again in 2014. Guests registered in advance, were "checked in" within seconds and could visit the trade show without any waiting time. Customer enquiries were recorded directly at the booths via dMAS, so that the or-

ganisers of the wmm could discuss the outcomes with their customers after their tour of the venue. The back office team of the exhibitors was able to process the enquiries immediately during the trade show.

PERFECTION DOWN TO THE LAST DETAIL

Exhibitors as well as visitors were once again delighted by the promotional product show which was perfectly organised down to the last detail. They praised the informal and natural atmosphere and the high quality of the trade show. Furthermore, all exhibiting companies confirmed their interest in taking part again in 2015. All of these factors combined to make this edition of the wmm a great success. Further information at:

www.werbemittelmesse-muenchen.de <



ANNUAL GENERAL MEETING OF THE BWG

GOAL-ORIENTED DISCUSSIONS

In keeping with tradition, the German association of promotional product consultants and distributors (bwg) organized its annual general meeting in Ratingen on the day before the PSI Trade Show. The agenda included the annual report and the re-election of the Board. The latest developments on the subject of a unified association were discussed in detail.

The annual general meeting of the bwg was once again the very first industry event of the year. Colleagues and friends met each other, exchanged best wishes for the new year and were keen to look at the dynamics of their industry association. With lots of information and factual discussion, the afternoon in Ratingen was

spent in a relaxed mood. After the meeting, the participants were invited to a delicious buffet in the relexa Airport Hotel where they exchanged ideas in a relaxed atmosphere.

MAIN ISSUE – UNIFIED ASSOCIATION

After welcoming the attendees, bwg Chairman Joachim Schulz immediately addressed

the subject of a unified association, an issue that has intensively preoccupied the industry ever since the initiative taken by the BWL. First of all, Schulz summarised the numerous discussions which were held in this matter by the bwg, BWL, GWW, AKW and PSI last year. The chronology of the discussion revealed the positions of the parties: While the BWL had already voted unanimously for a unified association in 2013 and even presented a new association structure, the bwg sees the representation of distributors at risk with this structure. According to Schulz, it is not acceptable that the bwg should adopt a concept in which its own interests are not sufficiently represented. Therefore, in principle, the bwg wants to maintain a distributors' association. However, it is willing to work out a mutually acceptable solution. An umbrella organisation already exists with the GWW, so talks on a future restructuring should take place on that basis. However, the parties must start from scratch in order to give all stakeholders the opportunity to actively develop a concept. PSI Di-

rector Michael Freter, who was a guest speaker as in previous years, also shared this view. According to Freter, the parties should not make life hard for each other, but rather should work systematically to help the industry to move ahead in the future. A unified association can by all means contribute toward achieving this goal by, for instance, focussing information and activities and enhancing the image of the promotional product.

DECISION WILL BE MADE IN 2014

The members present welcomed the decision taken at the recent meeting of the GWW (German promotional products association) "to initiate measures and to examine whether and how all associations and companies that are currently organised under the umbrella organisation (BWL, AKW, BWG, PSI) can be merged into a new unified association GWW". It was an important step to hold the discussion about the structure of a unified association at the GWW level, said bwg Chairman Joachim Schulz, who invited the bwg members to submit suggestions and requests to the Board within the next two weeks for the concept to be created by bwg. The GWW members allocated twelve months for the process of adopting the potential structural change. All individual associations have until the end of 2014 to decide whether they want to adopt the new structures of a unified industry association decided hitherto, or whether they want to remain as a single association.

REPORTS OF THE BOARD

The reports of the Board with information on diverse topics were subsequently on the agenda. The decision by 20 companies to leave the bwg in 2013 is only connected with the discussion of a unified association to a certain extent. The majority cited the amount of the membership fee as the reason for leaving. Therefore, the membership fees have meanwhile been reduced. Currently bwg has 71 members. With 109 exhibitors, 180 visiting distributor companies (of which 47 were bwg distributors) and a very well-attended evening event,



The new Board (left to right): Ronald Eckert, Carsten Lenz, Eva Hassenbach, Mirco Häßlich and Chairman Joachim Schulz.



Michael Freter



Hans-Joachim Evers

Trend 2013 was a success. The concept of this year's Trend will, however, be changed slightly in 2014. The new webinar series with professional tips on various business topics was very well received. It will be continued in the future, but should be booked only by members. Also, the entrepreneur seminar in Mallorca continues to enjoy great popularity and will take place again at the beginning of March. The bwg Forum will be hosted at KHK in Cologne this year; the date has yet to be announced.

The bwg Honorary Chairman, Hans-Joachim Evers, reported on the political work and market research activities under the umbrella of the GWW. Evers briefly summarised the results of the latest promotional products monitor and the latest update of the advertising impact study. It was encouraging that the industry achieved

sales revenues of 3.4 billion euros at almost the same level as last year. Evers appealed to all bwg members to participate in surveys initiated by the associations and to pay the lobby fee of 50 euros. The willingness to get involved is still not sufficient. After all, studies showing the impact of promotional products, as well as the presence in the political arena, could change the external perception of the industry for the better.

TWO NEW BOARDS ELECTED

As part of the Board elections, the members present confirmed the Chairman in office, Joachim Schulz. Carsten Lenz and Mirco Häßlich were also confirmed as Vice-Chairmen. Newly elected to the Advisory Board were Ronald Eckert from Döbler Werbeartikel (Hamburg) and Eva Hassenbach from Hassenbach Werbemittel (Mainz). Simon R. Eckert and Tom Hipper resigned as Board members.

www.bwg-verband.de





CALENDARS, PAPER, PACKAGING BEAUTIFUL THINGS BEAUTIFULLY WRAPPED

Even in this age of smartphones, smartpads and e-books, calendars and paper products continue to enjoy a strong demand. Thanks to modern printing and processing techniques, they have become even more versatile and individual. And packaging is no longer a mere add-on.

All the products covered on the following pages have a strong practical value and have therefore secured a permanent place in the promotional products industry. However, the classic calendar and paper products are subject to change over time and have adapted in their appearance to here and now. Through their versatile designs, calendars allow specific target groups to be very accurately addressed. But even paper products are still in fashion. The topic of packaging is also gaining in importance. For useful as well as beautiful (promotional) things are put into the right perspective and therefore become more attractive as a result of an appropriate presentation. Thus, packaging has become an integral part of the product and is thus also a visible expression of the value of the packaged contents. In its additional function as a communication medium, packaging can complement the message of the promotional product, reinforce it and make it unmistakable. Enjoy browsing through the following pages! <



OVAL EASTER GREETINGS

New in the Jung product range for 2014 is the individually wrapped fondant egg. This popular, well-known classic Easter treat, which many people have associated with the Easter holiday since childhood, now comes in the form of a promotional product. This delicacy is a giveaway to please every target group, especially at the POS or as a parcel insert. The wrapping comes in transparent or white and can feature individualized four-colour digital printing.

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



DON'T FORGET, MAKE A NOTE INSTEAD

With the motto "don't forget, make a note instead" Giving Europe is presenting a notebook which bears the easy-to-remember name of "Pocket". Pocket comes in ten different trendy and classic colours (black, white, blue, yellow, orange, red, pink, light blue, violet, light green). Its A6 format lets it fit into every pocket, but it also comes in A5. It is made of PU, has about 200 lined pages and a band for easy reference. A rubber band holds the notebook together from the outside. Advertising can be applied using pad or digital printing.

45737 • Giving Europe GmbH • Tel +49 421 5965970
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FRUIT GUM NEWS

Big, individually wrapped fruit gum shapes are in vogue. That is why new shapes for effectively drawing attention to a wide range of messages in a tasteful way are again part of the range of tasteful advertising ideas from Jung Bonbonfabrik in 2014. The individually wrapped fruit gums (each weighing approx. 12g) come in transparent or white foil featuring 4c digital printing. New in 2014 is also the word "NEW!" made of fruit gum. This lets you communicate any message for whatever is "new". Like all first-class fruit gums, the new smilies and heart shapes are ideal as give-aways, in parcels or mailings, as well as at the POS. The assortment also features the standard forms such as thanks, car, thumb, bus, Santa, Easter bunny and the saving bank "S" logo. Custom forms made to customer specifications can also be arranged.

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info@sinangin.com.tr • www.sinangin.com.tr



PREMIUM NOTEBOOK RELOADED

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

48055 • Acar Europe GmbH • Tel +49 6172 1710710

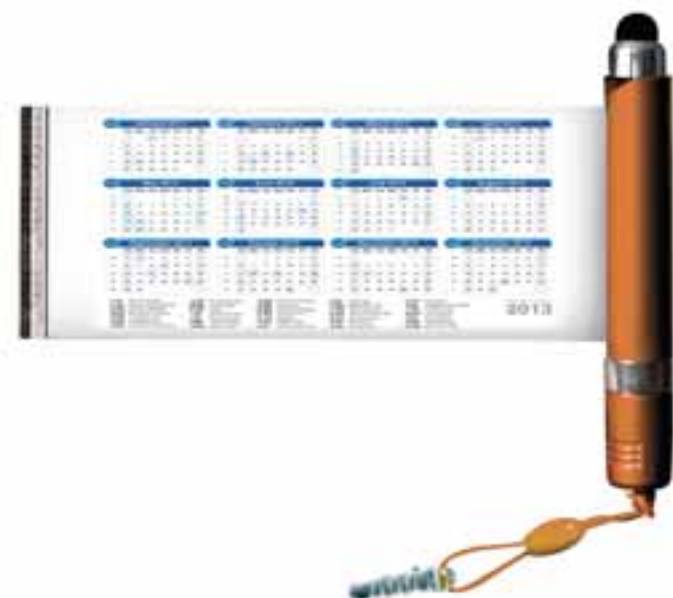
info@acar-europe.de • www.acar-europe.de

HIGH-VALUE TIME MANAGEMENT

For discerning customers, Bonus2U, a brand of IT2U, is presenting the medium organiser from the Montblanc Masterpiece Series. This is an ideal aid for appointment planning and is also an elegant accessory. Both the closer as well as the 15 x 19 cm organiser are of black European full-grain cowhide with the incomparably deep Montblanc polish. Satinized stainless steel, Montblanc emblem, palladium plated ring and jacquard lining with Montblanc logo demonstrate the high value of this planner. To help you organize, it has six rings for organiser inserts, four credit card compartments and three extra compartments. A Montblanc calendar and a start set are already included.

48347 • IT2U GmbH • Tel +49 511 64688516

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

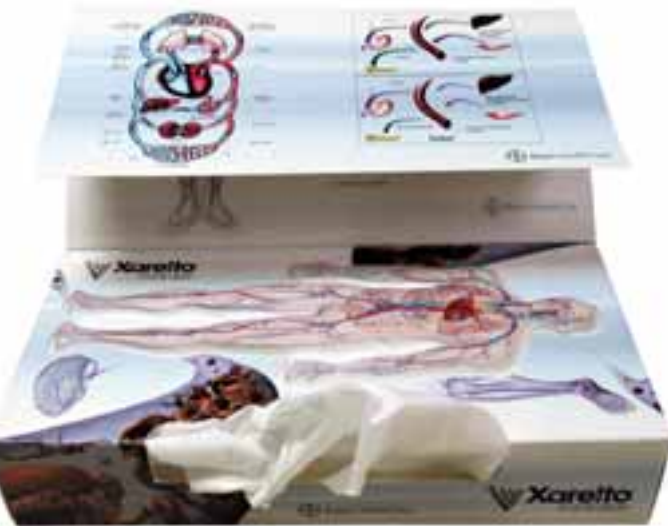


THE FLYERTOUCHPEN

The FlyerTouchPen from Hypon is a handy stylus and regular pen in one. In addition, the FlyerTouchPen also has an extendable Flyer, size 11 x 4 cm, for an extra communication message or calendar. On one side there is a touchpen to use on your smartphone or tablet. On the other side is a regular pen. Available from 500 in the colours silver, black, blue, red, green and orange. From 2.000 pieces is any pantone colour.

47349 • Hypon BV • Tel. +31 20 3030680

info@hypon.nl • www.hypon.nl



3D MOULD TISSUE BOXES

The demand of pharmaceutical industry is changing. Pharmaceuticals need more space on the promotional item to write the details of the drug to inform the doctors and healthcare personnel. With the new 3D Mould tissue boxes from Miyo Promo, you will have more information space on the box. Carefully studied 3D plastic visuals will serve as anatomic diagram. Thus the facial tissues will be a bonus. Miyo Promo will be your source to variety tissue boxes.

48364 • Miyo Promo Ltd Sti • Tel. +90 212 649 8080

hayatiabulaf@gmail.com • info@miyopromo.com • www.miyopromo.com

DESIGN AND NOTHING BUT

For scheduling, the Conceptum® calendar has design and nothing but on offer. The extraordinary softwave surface of the sturdy hardcover binding makes this calendar uniquely visible and palpable. The design stands for clarity and can be visually reduced to the bare essentials. Elegant, modern and a winner of many international design awards. These daily and weekly calendars and weekly diaries are convincing thanks to the best quality workmanship and highest level of functionality with pen loop, rubber band for closing, two bookmarks, quick pocket, archive pocket with card compartment and perforated notepaper at the back. An individual clip, embossing or printing make the Conceptum® is even more personal. An exceptional idea is a clip with the name of the recipient. This creates a lasting impression among customers and friends.

47962 • Sigel GmbH • Tel +49 9078 81304

dirk.mueller@sigel.de • www.sigel.de



TRENDY PACKAGING

The really cool Cool-office writing set from Krüger & Gregoriades consists of a pencil with eraser, three ballpoint pens in black, blue and red, and a yellow highlighter. Packed in a trendy plastic box designed like a smart-phone. Its size is approx. 11.6 x 6.1 x 1.2 cm. Moreover, Cool-office is “unbeatably low priced,” says the company.

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FALLING IN LOVE

Life is like a cardboard box: the first impression counts and besides, you can make a lot out of a cardboard box. Customers fall in love with products at first sight or not at all. And what first meets the eye of the beholder is the right or wrong package. This is the main thing. It flirts with the customer. The Lolliclock Rock and Lolliclock Evolution packages from LM Accessoires are seducers par excellence and can be tailored to the seductive arguments on orders of 250 or more. And they have eleven items available on up to 845 attractive square centimetres. This makes the great watch – almost – secondary.

42487 • LM Accessoires GmbH • Tel +49 2234 9900-0

info@lm-accessoires.com • www.lm-accessoires.com



ATTRACTIVELY PACKED REFRESHMENT

When fresh energy is needed, i.p.a. Sweets is ready to help. This specialist for tasteful advertising ideas is presenting the Energy bag, a refresher to give tired people a leg up with wild cherry dextrose lozenges and help them quickly get going again if they get tired in school, at the office, on trips or at trade shows and events. Along with the exceedingly tasty contents, i.p.a. Sweets has also hit the mark with the package. These Syke-based sweets specialists supply their fruity energizers in an attractive cardboard package which resembles the large, sweet-filled paper cones German children get on their first day of school. The package can be printed in four colours and contains wild cherry dextrose in transparent plastic wrap as a standard feature, but other fillings are available on request.

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

info@ipasweets.de • www.ipasweets.de

-Advert-



PROTECTED PRESENTATIONS

When it comes to packaging, ArtLine has a special item in its product range: the company's presentation case can be used mainly for product presentations and as protective packaging for sensitive goods. The case comes in a many different standard sizes and models made of plastic. Moreover, special designs made of aluminium in sizes to match the requirements of the contents can also be made. ArtLine will be happy to provide information on advertising possibilities. "We are looking forward to sketched inquiries," they tell us.

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

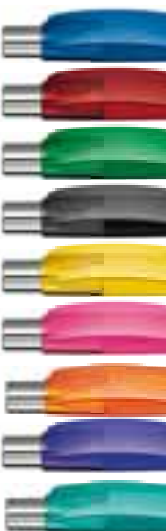
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D-77716 Fischerbach

More Information:

<http://www.uma-pen.com/pixel-gum> !



COMPACT CALENDAR

On the subject of time, the experienced promotional products importers at Macma have a fashionable, compact aluminium perpetual calendar which is ideal for any desk. It is ultra-flat and thus well suited for sending letters. A custom laser engraving can be placed on the front.

40909 • Macma Werbeartikel oHG • Tel +49 911 9818133

verkauf@macma.de • www.macma.de



WELLNESS TO GO

This fashionable wellness box from Troika has enough room in its seven compartments for a whole week's ration of vitamins, tablets and more. Once it has been filled, nothing can get mixed up any more. And it also looks good because the motif applied to it is colourful and versatile. The "Bon Voyage!" decoration makes you want to take the box on a trip. The box can be customised on orders of 100 or more. Other decorations are also available.

46311 • Troika Germany GmbH • Tel +49 2662 95110

a.bauer@troika.de • www.troika.org

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Art. 256410

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Art. 107600

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Lanybook powered by Lediberg opens up the possibility of presenting advertising and individuality in an incredibly broad spectrum – short delivery periods and top quality included. This spectrum is now being expanded by the addition of the Lanybook double Button. The double Button is ideal for company mergers, collaborations, for presenting the company logo together with a product or, for instance, combining the company logo with a branch office. Consisting of two parts, the double Button can easily be pushed apart and back together again. On orders of 100 or more, the Button can be obtained in the Lanybook Flex System and on orders of 300 or more, in the Lanybook Pro System. The Button is finished by means of pad printing or laser engraving.

42438 • Lediberg GmbH • Tel +49 5261 606-0
info@lediberg.de • www.b2b.lanybook.com

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The little helpers from Laurel are beautiful and functional. Laurel is the right place for anyone interested in calendar accessories, whether thumbtacks, wall pads, date markers or pins. Excellent quality, a huge selection of colours, shapes and short delivery periods are the company's hallmarks. Laurel thumbtacks and pins keep both calendars, maps, posters and even plans securely on the wall. And with Laurel arrow clips, tabs and plastic clips, important dates can be quickly and easily marked. They make for useful date markers and keep the schedule in order.

47953 • Laurel Klammern GmbH • Tel. +49 711 3698580
info@laurel-klammern.de • www.laurel-klammern.de



NOTES FROM THE HEART

Easy gifts recommends: "Show your customers a big heart and surprise them with the 'Cambridge' heart-shaped notebook." It has more than sixty pages of white paper and a binding made of recycled paper. The whole thing is held together by a little screw. Easy gifts will apply advertising by means of pad printing right in the middle of the heart. "Cambridge" comes individually wrapped in a plastic bag.

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**ALL
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Toppoint returns with a new fair concept after a three-year break.

TOPPOINT

AN EXCITING LOOK INTO TOPPOINT

After a three-year break, Toppoint will again be participating at the PSI with a completely new look. Its booth, which is decorated in the CI colour blue, already caught our eye from far away. Not only a new design, but also a great deal of information awaited the visitors inside the booth. All in all, the firm presented a highly compelling concept at the trade show.

Most firms limit themselves to presenting their products at trade shows. The products can be viewed and sometimes tried out, while the booth staff explains and demonstrates them. With its new fair booth, Toppoint expanded this classic concept with a new informational dimension: both the interior as well as the exterior of the booth were used as a surface for printed information, which made it look like a gigantic billboard. Through a virtual tour the visitors to the booth learned how the firm's core values – quality, design and printing techniques – are applied in day-to-day business. Using tab-

lets and headphones they were able to immerse themselves into the “augmented reality” and learned many useful and intriguing things from the world of Toppoint.

CONVINCINGLY CONVEYED CORE VALUES

The core values of the Dutch firm printed on the top of the booth were visible from far away: quality, design and finishing. These three values are reflected in all of Toppoint's products. Toppoint chief executive Bas Lensen explained this to us with the example of the innovative plastic sports bottle, which the

firm presented at the PSI: “This is a high-quality product, which was designed and manufactured in Europe. The bottle fulfils all relevant quality criteria and can be delivered in finished form in quantities of 100 and more. The bottles can also be enhanced with different types of printing procedures. The new four-colour UV all-round printing procedure gives the bottles a shiny surface, which makes them both more chic and effective for advertising purposes.”

QUALITY MADE IN EUROPE

Toppoint is committed more than ever to quality made in Europe. This applies to all product groups, including writing utensils, ceramic and plastic articles. The motto “Made in Europe” booths for both individual design as well as high flexibility. This added value indeed justifies higher prices according to Lensen, who once again wishes to prove in the new year that there is a growing market for European products. Toppoint's appearance at the trade show is likely to have given a significant impetus to his plan, as the focus of the product presentation was clearly placed on individual design. A new product developed for the PSI FIRST Club – a cup on an elegantly curved saucer – left the design department right before the fair and was exhibited for display purposes. It is a true innovation.



Straight out of the design department: Bas Lensen shows us the PSI FIRST product which will be manufactured soon.





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By means of XD Design, Xindao wants to set standards concerning sustainability.

XINDAO

“VISION 2020” SETS STANDARDS

To become 100 per cent sustainable: This is the noble goal of the “Vision 2020” which Xindao presented during the PSI 2014 Trade Show recently. This is a huge challenge and – as the Dutch promotional product distributor admitted – one or two setbacks on the way to achieving it cannot be avoided.

The objective is well defined and the path that leads to it involves its own brand XD Design. XD, by the way, stands for “Xceptionally different”. The key to success: Transparency. Xindao wants to be (and will be) measured by what it has promised and achieved. The focus of “Vision 2020” concentrates on four aspects simul-

taneously: the products, the supply chain, the company and communication.

SAVING RESOURCES

With a view to the products, the message is: They will all be PVC-free by 2020. No product will contain dangerous substances. All packaging will be made of paper which has the FSC stamp on it (and is therewith

made of wood that has come from forests that are cultivated in an exemplary way) or other materials that are environmentally friendly. The supply chain will constantly be subjected to audits. The QES programme (Quality Environment Social Audit) should be fully implemented by 2020. A quarter of the entire collection – according to promises made by Xindao – will be manufactured in Europe.

SOCIAL RESPONSIBILITY

The company has set itself a particularly tight schedule. By 2020, all catalogues should only be available online. All trade fair booths will be designed in such a way that they are durable and recyclable and cause few problems with regard to transportation and disposal later on. In the year 2020, all of Xindao’s offices will be paperless and equipped with office fittings that are harmless to the environment. The Dutch promotional product distributor is very committed to its social and environmental responsibilities. It will fulfil its social obligations by promoting charitable projects as well as supporting voluntary activities by



At the PSI Trade Show 2014, Xindao presented once again one of the largest booths.

its workforce. The use of renewable energy is also on the environmental agenda.

“GREEN” COMMUNICATION

Transparency is given top priority at Xindao. This principle applies to communication, too. Xindao therefore wants to organise an event in 2020 to assess its progress and discuss improvements that could be made. Besides an annual report, there will also be an “Ecozine”, a magazine that should raise awareness and inspire environmentally friendly behaviour. Packaging, labelling and instruction books should help Xindao’s customers to pass the company’s “green message” on to the end consumers.

FIRST AWARDS

Xindao still has almost six years left to implement all of the necessary changes. The fact that this company from The Netherlands has already sped ahead in leaps and bounds is demonstrated by the first distinctions it has already received with a view to 2020. Receiving the Gold Certification Level Award from the EPPA in the context of the certification programme for Corporate Social Responsibility (CSR) speaks for itself. In addition, as of January Xindao, or rather XD Design, may also proudly bear the iF Product Design Award seal for the first time. And not just once, but three times.



The solar charger “Port” as well as the safety torch “Odin” and the safety hammer “Thor” were honoured by an international jury. A decisive point for the triple award was the novel character of the articles in each of the individual categories. The iF Product Design Award is considered to be one of the most important awards in product design worldwide. iF industrie Forum Design e.V. has gained an excellent reputation in the appraisal of unusual designs.

www.xindao.com

www.xdvision2020.com



On the brink of the PSI Trade Show 2014, CEO Albert van der Veen (l.) and Managing Director Diederik van Styrum presented on an exclusive scale „Vision 2020“ by XD Design, a brand of Xindao.



An impressive eye-catcher once again: the elasto form alp in Hall 11.



Suckling pigs, potato salad, "a pretzel" and fresh draft beer: Cheers!



International visit to Bavarian terrain (from left to right): Tim Andrews (CEO ASI), Marcus Sperber, Hans-Joachim Erbel (Managing Director Reed Exhibitions Deutschland), Matthew Coen (Vice Chairman ASI).

The "Grögötz Weißbir" band played "rip-roaring music" to ensure "Alpine hut frolics"



ELASTO FORM AT THE PSI 2014

ALPINE HUT FROLICS IN HALL 11

For a second time, the promotional product specialists from Sulzbach-Rosenberg, elasto form KG, appeared at the PSI 2014 with an impressive booth that resembled an Alpine hut. Apart from more than 100 new products on show, there was also lots of fun to be had.

Also at this year's appearance at the PSI, Marcus and Frank Sperber, together with their strong advertising team, displayed their Bavarian roots. As loyal exhibitors, they participated in Düsseldorf for the second time in a row with the imposing elasto form alp. And there was al-

ways a lot going on. Not only the attractive location was enticing, but also the novel advertising ideas of elasto form's new main catalogue "Promotion Line 2014", including more than 100 significant new products such as the exclusive PSI FIRST product.

BAVARIAN OUTLOOK

Keeping up the traditional hospitality offered in the Alpine region was a point of Bavarian honour – especially in the evening of the first day of the trade show: elasto form invited guests to hearty "Alpine hut frolics" at their booth. Of course, only Bavarian specialties were served – and gladly consumed: two suckling pigs filled the guests' stomachs that evening. Here, as in the following evening, the magnificent musicians of the "Grögötz Weißbir" band played at the traditional party at the Old Town restaurant "Dä Spiegel" (which was almost bursting at the seams) and ensured a great atmosphere with their vocal and instrumental expertise. This time the "Spiegel" party guests were decked out with a traditional hat and Bavarian glasses – of course with an excellent outlook of a rosy promotional products year. <

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RENATE HOESS

“MADE IN ITALY” OUT OF CONVICTION

German precision combined with Italian creativity and tradition. It is precisely these values that customers value at Topkapi Tessuti. The mother of success is Renate Hoess. For almost 20 years, her company, located at Lake Como, has been producing quality accessories made of silk, cotton, polyester and other interesting blend fabrics for the promotional products market. A market which she has developed rather by chance.

It all began in 1996 as a one-woman show in her own home. As a young mother, Renate Hoess, who has been living in Italy since 1988, decided to abandon her life as an employee. With her know-how and experience she had accumulated over many years with renowned fashion designer brands (including Giorgio Armani), she started her own small company: Topkapi Tessuti. And this name says it all: Top stands for “leading”, “capi” in Italian refers to clothing and “tessuti” means textiles, cloth goods when translated into English. At no time did she have any reservations during the founding of her own company. And rightly so, as increasing enquiries and a growing customer base show. The days of home produc-

tion are a thing of the past. Today Renate Hoess works with her team of five – German and Italian staff – in an external building. It is this mixture that is well received by her customers. Especially the predominantly German-speaking clientele feel well cared for. A clear indication of this is the close and quite friendly relationship with many customers.

QUALITY COMES FIRST

What all customers can count on at all times is quality. And this has always been more important than quantity. Renate Hoess puts her heart and soul into every job – whether it is a large-scale job or a brief inquiry. She unswervingly pursues the strategy: “Made in Italy” – and this has paid off, as evidenced by rising sales figures. So it is only logical that 2013 was the most profitable year of Topkapi Tessuti. Renate Hoess values an exclusive local production as she personally knows everyone here involved in the production; she speaks a common language with everyone in every respect. A real advantage when it comes to always meeting deadlines on time. And when an urgent order has to be squeezed in and processed quickly, that’s no problem. Customizable layouts are ensured by the internal designer, Stefanie Hess. She mainly develops designs in accordance with the corporate design of the customer or where designs from the “basic” collection are made available. This collection offers the advantage that it contains neutral designs. And they can be ordered by the customer without initial costs and produced in a relatively short time. This is possible because they work with colours which, if desired, can be changed. The most sought after accessories of Topkapi Tessuti are silk ties for men and silk scarves and shawls for women.

SILK BY PASSION

Renate Hoess sees her fine silk products in a ratio of about 70:30 (70 per cent ties, 30 per cent shawls/scarves). The fact that she chose to produce silk ties (and shawls) had two obvious reasons: Firstly, she had been entrusted with the speciality segment of ties at Giorgio Armani. Another obvious



reason to devote herself to the so-called material of Kings was – in addition to all the positive attributes of this noble material – of course due to the geographical location. After all, the area around Como has been famous for its silk production, high quality and design innovations for centuries. A perfect combination, therefore, to create something of her own. In the early days of Topkapi Tessuti, Renate Hoess worked exclusively with distributors in Germany. At the beginning, there were ten customers whose ideas she implemented. However, when these customers searched for other – cheaper – production possibilities and only entrusted Topkapi Tessuti with small and urgent projects, it was time for Renate Hoess to rethink and to develop new target groups. So she came to the PSI Trade Show for the first time in 2005. First, she presented Topkapi Tessuti as part of the Italian Pavilion. But she soon wanted more individuality – and more exclusivity. She presented her company again at the PSI 2014. Topkapi Tessuti exhibited the “Luxury Edition – Made in Como” at the stand designed entirely in bright blue.

EXCLUSIVELY HANDMADE

Luxury ties from Topkapi Tessuti are sewn entirely by hand, piece by piece. They are refined with a silk lining of the outer fabric. The interior consists of a pure, high-quality wool lining. They are sealed à la “mosca”, the seam reinforcement above the lining. The ties receive a special finish with the label “Made in Italy” on the back as well as the product tag “Made in Italy”. The luxury accessory for ladies (silk scarf/shawl) of the Luxury Edition is quality silk twill, which is made of Italian raw silk in a heavy grammage. Thus Topkapi Tessuti uses materials that are used only by the most prestigious designer brands. A speciality of the scarves and shawls: The hem is rolled and sewn by hand. As with the ties, the product tag “Made in Italy” gives the luxury accessory for ladies that little bit extra.

OPENING UP NEW MARKETS

The market for Topkapi Tessuti products is large – and changing. The finance and

RENATE HOESS IN PERSON

What was your first thought this morning?

Living each day as if it were the last!

When is your day a good one?

When I've made it!

What gets you in a good mood?

Enjoying the evening with a glass of Prosecco and friends at my favourite bar on Lake Como.

And what drives you crazy?

Wastefulness, useless things.

What are you most likely to forgive yourself about?

My impulsiveness.

When do you lose track of time?

In my house in Puglia, by the sea.

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

Time out? Perhaps walking the old pilgrim Way of St. James again; that's possible in four weeks.

What do you like spending your money on?

On good causes.

Do you let yourself get seduced by advertisements?

If it's good, a little, yes.

When is a promotional product a good promotional product?

When it is used.

What is the best promotional product you have ever received?

The list would be too long ...

What do you find irritating in relation to promotional products?

When they are not used.

pharmacy sectors have an increasing demand for noble silk ties and scarves. The accessories made from the fine fibre are in high demand, especially in terms of clothing at trade shows, but also at promotional events in general. Renate Hoess' involvement with the promotional product market came about by coincidence. For when she began in the mid -90s, this market was not nearly as pronounced as it is today. Over time, not only have the subject areas of the target groups changed, the geographic orientation has changed, too. So Renate Hoess has long since opened up new markets for Topkapi Tessuti. The successor states of the former Soviet Union are becoming more and more accessible for the exclusive products from Lake Como. Business contacts now stretch from Russia and the Caucasus to Central Asia. So there is still a lot to do. Looking to the future, Renate Hoess need not be afraid – even if her sons do not want to follow in the footsteps of their mother and take over Topkapi Tessuti. That is not a problem for Renate Hoess. After all, she is convinced that everyone must find his path and take it. Just as she did.





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SND PorzellanManufaktur has brought out a double-walled version of its popular coffee-to-go mug. The big advantage: no printed sleeve necessary. There's now scope to get creative and decorate the entire surface. At SND's factories this lovely item can be refined according to your own ideas with a superb print or elegant engraving to create a real eye-catcher. As an added bonus, your drink will stay warm for longer and you won't burn your fingers.

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

EYE-CATCHING EASTER EGGS

Easter falls on 20 April this year – the ideal time now for an effective promotional Easter greeting from the company CD-Lux. Easter highlights this year include the two individually printable Easter egg nests filled with melt-in-your-mouth chocolates from Lindt & Sprüngli. The delicious chocolate eggs and the distinctive golden hare with a miniature bell from Lindt are nestled among decorative Easter grass. If you want to lavish a little extra attention, the innovative countdown calendar is just the ticket. From the cube-shaped Easter calendar, the 'Cube', to probably the smallest Easter calendar in the world, the 'XXS', CD-Lux has calendars in every size and shape.

45452 • CD-Lux GmbH • Tel +49 9971 85710
Martina.Sperlich@cd-lux.de • www.cd-lux.de



CLEAN AND FRESH

Refreshing tissues and disinfecting wipes are always welcome, especially in autumn and winter, when flu and cold are on the march. With the promotional wet tissues from Aero printed with your logo or slogan, you will show customers that you care for their health. Refreshing tissues are filled with lemon or various scents on bespoke basis. Wipes can be used everywhere, especially where we are in contact with public surfaces, and we do not have at hand soap and water. Aero offers also filling of various testers (liquids, creams) on bespoke basis.

44897 • Aero d.d. • Tel. +386 3 4235-100
info@aero.si • www.aero.si





BOOKS IN THE BATHTUB

Would you prefer a risqué classic or a spot of brain training? Whatever you choose, lay back and enjoy it in the bathtub. With “Goethe erotisch” (Goethe Erotic) and “Wortgefecht und Zahlenzauber” (Word Battles and Number Magic) the company Edition Wannenbuch offers two new water-resistant bathtub books. They’re handy, practical, made from washable plastic and are about as large as a CD case. You can easily flick your way through them in 15 minutes – exactly the amount of time needed for a bath. Whether you opt for the sensual, unknown side of the master poet from Frankfurt or some mental exercise while bathing, these bathtub books are an attractive promotional gift or a unique giveaway.

48981 • Jens Korch & Grit Strietzel GbR • Tel +49 371 3556682

info@wannenbuch.de • www.wannenbuch.de

CARAMBA, CARACHO, HOT CHILLI

The new Hot Chilli Peppers deliver a real wake-up call with their spicy zing, perfect for a more courageous approach in the advertising industry. Whether as a hotel snack, during trade fairs or in the stylish setting of a luxurious car, the Hot Chilli Peppers are not for the faint of heart. Even tough guys will be breaking out in a sweat. Why? Because Hot Chilli Peppers will spark your fire. Only Kalfany Süße Werbung produces these spicy chilli peppers and they’re IFS certified. The fire is kept under wraps in transparent or white packaging (format 100 x 75 millimetres) together with your customised advertising message.

42706 • Kalfany Süße Werbung GmbH & Co. KG • Tel +49 7643 8010

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



NEW ADDITIONS TO THE 2GO FAMILY

The classic Coffee2Go mug now has siblings. The new members of the 2GO family from the house of Mahlwerck Porzellan are the Tea2Go, Smoothie2Go and Coffee2Go Lux. While hot tea and coffee are served in the thermos mug, the Smoothie2Go is best appreciated in the glass. With this beverage container designed for when you’re on the go, Mahlwerck is picking up on the current trend for puréed fruit juices. Thanks to the perfectly sealing 2Go cover with its locking lid, you won’t lose a drop wherever you go.

44833 • Mahlwerck Porzellan GmbH • Tel +49 8031 2747-25

ingo.moeller@mahlwerck.de • www.mahlwerck.de



STAINLESS STEEL TO PERFECTION

Richartz has introduced the new Pura tool. You rarely find such a combination of a clear, almost purist shape, elaborate details and professional features. In addition to cast pliers, a blade, a saw and lots more, the safe lockable Richartz glass breaker impresses with a bit adapter and 9 bits. The Allen key integrated in the handle and nail puller round off the high functionality. With the sturdy belt pouch, the new Pura tool is always at hand.

40884 • Richartz GmbH • Tel +49 212 232310

info@richartz.com • www.richartz.com

DO-IT-YOURSELF JUNGLE

The fresh colours and cool shapes of the little Brixies building blocks from SPM Schäfer promise fun for young and old. They can be shaped into impressive animal figures and are aimed at the eight and older target group, but also at fans of the well-known large blocks from Denmark. Putting them together trains motor skills, the supplier reports. All Brixies products fulfil the most rigorous legal requirements and are produced in Taiwan. Along with a large standard product range, custom-made products are also available.

46903 • SPM Schäfer Promotion Marketing GmbH • Tel +49 2684 957011

info@spm-marketing.de • www.spm-marketing.de • www.brixies.de



FLOWER POWER WITH COCONUT

The Coco Planting Pot is a biodegradable flowerpot which can be planted directly into the earth without any need for repotting. The pot is made from coconut fibres and has a diameter of 125 millimetres. It comes with a compressed soil tablet as well as seeds for a colourful mixture of flowers. The advertising message is printed on the sleeve. A customised design or print with the standard motif is possible for orders from 250 units.

45974 • Multiflower GmbH • Tel +49 6223 866560

wilken@multiflower.de • www.multiflower.de





COOL TOOL

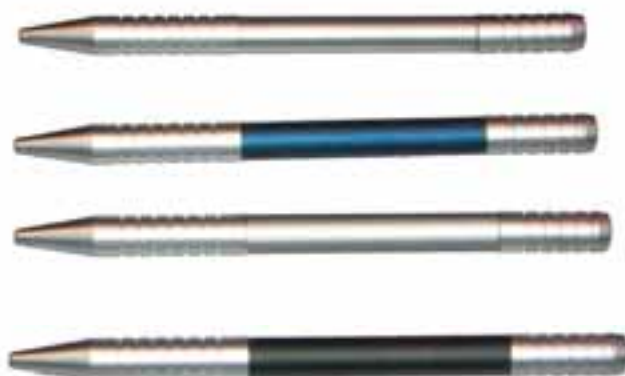
If you thought the incredibly compact Tool-Check with its 28 bits, 7 nuts, 1 nut adapter, 1 bit ratchet and 1 rapidaptor couldn't be beaten, then you won't believe your eyes. Thanks to the Kraftform grip which is integrated as the 39th component in the set, with the new Tool-Check Plus it is now also possible to mount 28 different screwdrivers. Of course, it comes with all of the advantages usually offered by the Kraftform grip – for example fast working speeds and ergonomic handling. Particularly worth mentioning among the other accessories is the quick and powerful bit ratchet, ideal for when there's not enough room to use drills or conventional tools. Mobile, compact and comfortable to use – great attention has been paid to ensuring these key advantages when using the Tool-Check Plus.

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

SIGN WITH A CLASSY DESIGN

At Nespen, Max Nestele, 2014 is all about their brand new series of designer writing implements by the name of 'SIGN'. Outstanding features: an elegant design with a slender shape, ribbed tip and a ribbed rotating head. This twist-action ballpoint pen is 100 per cent 'Made in Germany' and is also alternatively available as a twist-action pencil. The fittings are matt chrome and the surfaces are presented in stylish matt colours. They intentionally come without a clip, but clips are available on request. The SIGN series can be individually engraved or printed. Choose from a selection of gift cases.

40608 • Max Nестеle GmbH & Co. KG, Nespен • Tel +49 7231 92070
info@nespen.com • www.nespen.com

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42438	Lediberg GmbH	065		Wer liefert was? GmbH	069
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42020	MBW Vertriebsges. mbH	003			
45974	Multiflower GmbH	039		Beilage / Insert	
	Network Press Germany GmbH	085		(*Teilaufage / Part of circulation)	
42332	prodix S.A.	001			
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viscom frankfurt 2014

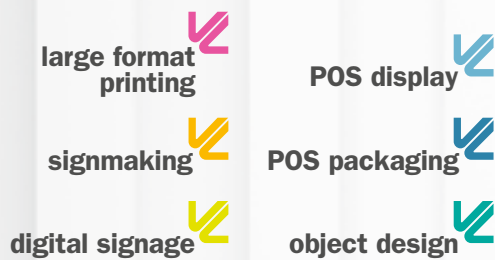
internationale fachmesse für visuelle kommunikation
5. | 6. | 7. november 2014, messe frankfurt

Die viscom frankfurt 2014 als Inspirations-Plattform für PSI-Mitglieder

Entscheider und Brandmanager aus dem Bereich Marketing, Medien und Kreation sowie Entscheider aus den Bereichen Technik, Verfahren, Anwendung, Objekt design und Visual Merchandising lockt es jährlich auf die viscom – Internationale Fachmesse für visuelle Kommunikation. Auch für Mitglieder des PSI ist dies eine interessante Zielgruppe, insbesondere wenn es um den Bereich Druck und Veredelung geht.

PSI-Mitglieder sind eingeladen, vom 5. bis 7. November auf der viscom frankfurt 2014 ihre Produktneuheiten auszustellen und sich dabei gleichzeitig rund um aktuelle Trends zu Materialien und Farben inspirieren zu lassen.

Sechs Bereiche definieren die viscom frankfurt 2014:



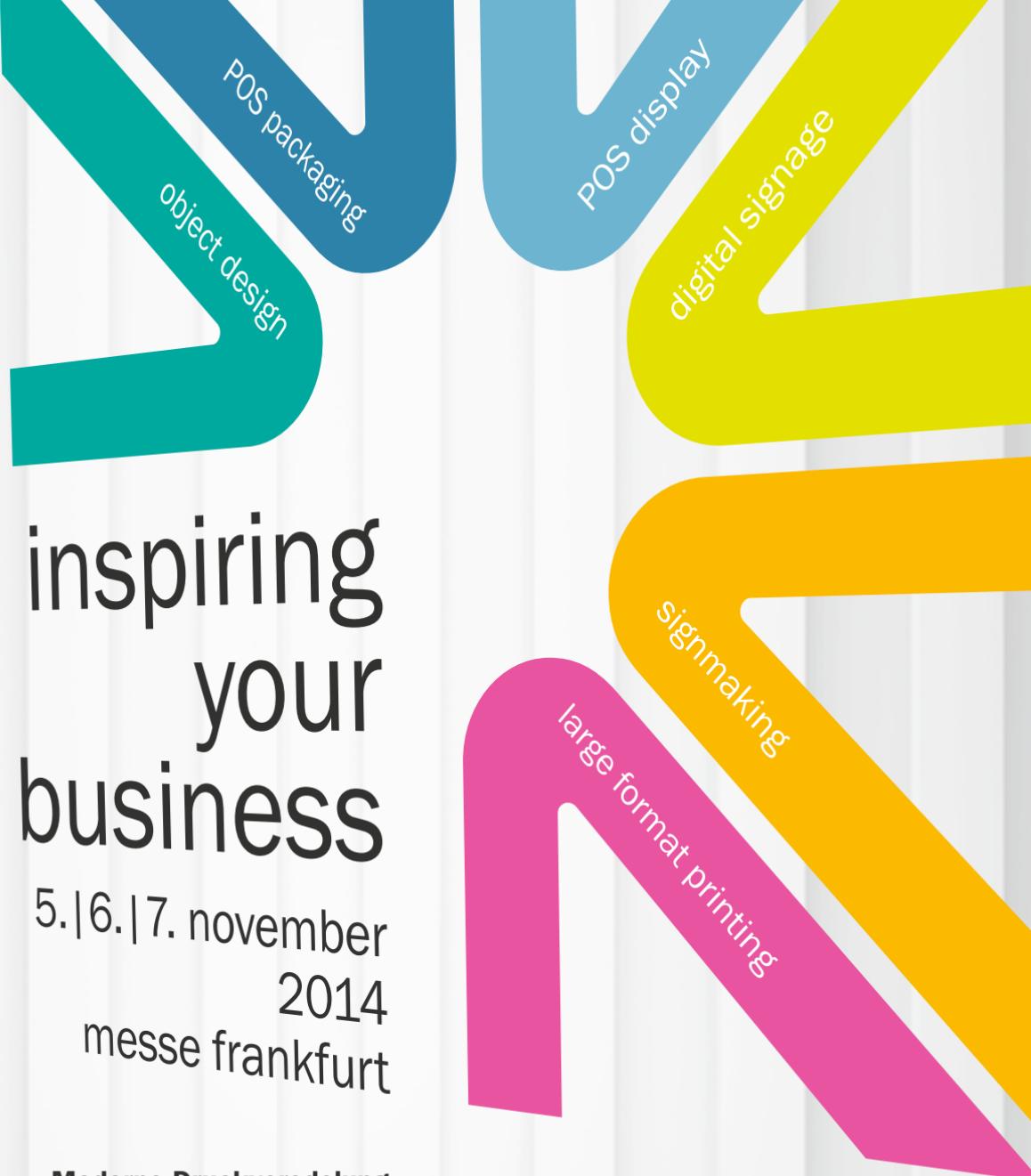
Für PSI-Mitglieder bietet gerade der Themenbereich Veredelung, der vor allem in den Bereichen signmaking, POS packaging und object design zu finden ist, interessante Anknüpfungspunkte. Moderne Methoden der Textilveredelung gehören zu den zentralen Themenbereichen der viscom. Ausgestellt wird dabei die gesamte Bandbreite der Druck- und Veredelungstechnik, darunter Sieb- und Digitaldruckmethoden, Prägungen und Beflockungen oder auch Bestickungen. Auch die neuesten Maschinen-Generationen werden auf der viscom vorgestellt, darunter Flockdruck- und Beflockungsanlagen, Stickmaschinen, Textildruckmedien, Flocktransfer- und Klebesysteme, Siebdruck- und Transfertechniken, Stickgarne, Stickereitechnologiesysteme und Transferpressen. Produkte, die auch für die Produktion von Werbeartikeln von entscheidender Bedeutung sind.

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CONSOLIDATION OF ASSOCIATION

I recently discussed the development of associations in recent years with the director of GDA (national association of the aluminium industry) as well as his experience in the industry. His personal path as a representative of a small association, which was one of many, to the national association was a long one. From a landscape of fragmented associations, it took over ten years to form a national association which represents an entire industry today. After the conversation, I asked myself the question whether it could go faster in the promotional products industry or whether this is just naive wishful thinking. Of course, there are associations, national and international. Some do more, some less. Everyone will agree that the political outcome, the lobbying, the appearance of the industry as a whole, however, is rather poor. All the more exciting is the development of the landscape of the German association.

The discussions held last year about a united German association in the promotional products industry were both controversial and emotional. That is perfectly in order if progress is visible and all participants decide to work together on this project. This decision was taken. At the AGM of the Association of the German Promotional Products Industry (GWW) in December 2013, the decision was taken to develop an overall concept. This concept calls for a unified association called GWW in which the individual associations are to be integrated. From today's perspective, it is still unclear whether all associations will do this. But it is important that all German associations cooperate and thus the door is open to all of them.

The first GWW Board meeting held on 7 February 2014 showed that everyone is working constructively. At this meeting, all relevant topics were tabled, working groups were defined and a roadmap for

the year was created. The thematic issues are anything but trivial. In addition to legal and tax issues associated with a merger of associations, the focus is primarily on the objectives and tasks of the new association. The future structure of the association will be developed on the basis of this. To ensure that the interests of all parties are equally represented, a superordinate body is responsible for compiling and evaluating the results of the working group. Classical project management will be implemented. The climate was optimistic, but at the same time realistic, collegial and goal-oriented. An essential prerequisite for good results.

The first intermediate result is therefore very positive. The rapid concretisation and the constructive cooperation of all parties is a promising start which will serve as a role model. I'll be happy to update you on this matter. <

Best regards



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

»The rapid concretisation and the constructive cooperation of all parties is a promising start.«



Wir sind ein mittelständisches, inhabergeführtes Unternehmen und Marktführer in Herstellung und Vertrieb von Werbe-, Fest- und Dekorationsartikeln aus Papier, Karton und Kunststoff. Vom Standort Nettetal bedienen wir mit unseren Artikeln und Dienstleistungen den deutschen und westeuropäischen Markt.

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So many people can't be wrong. Starting at 6 p.m., the mall became an attractive event venue. The idea of a relaxed networking right after the trade show with a touch of party went down very well with the customers. Since 2014, PSI AFTER WORK is held as a replacement for the former PSI Night.



It was the mixture that made the difference. Cool drinks, an excellent glass of beer, delicious snacks, a relaxed talk or just enjoying pleasant music – PSI AFTER WORK was a new and laid-back get together and, not least, a complete success.



Catwalk for new products: The PSI CATWALK in Hall 10 was the scene of presentation shows putting the spotlight on fashion and accessoires. Chic, fashionable and promotionally effective products were professionally presented by models.





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Wir bewegen uns auf dem internationalen Werbemittelmarkt und freuen uns über neues Potential. Sie haben es? Dann teilen Sie unseren Erfolg und begleiten uns als

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Die AMC AG ist ein international tätiges Beschichtungsunternehmen. Unsere drei Sparten sind spezialisiert auf den Verkauf von selbstklebenden Informationsträgern. Unsere Sparte Print Inform ist spezialisiert auf die Beschichtung von Papier für die Herstellung von bedruckten Haftnotizen als Werbemittel und beliefert Druckereien und Verarbeiter - zu 85 % im Ausland.

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Direkt an unseren Vorstand berichtend, sind Sie verantwortlich für Umsatz und Ergebnis weltweit sowie den reibungslosen, wirtschaftlichen und effizienten Ablauf aller Vorgänge rund um Vertrieb, Verkaufsförderung, Werbung und Produktmarketing. Hauptaufgabe ist die Entwicklung der bestehenden Kunden, die Akquisition neuer Absatzmärkte und die motivierende Führung Ihres kleinen Teams. Die Aufgabe ist vielseitig, bietet Ihnen Freiraum und hochinteressante Gestaltungsmöglichkeiten.

Wir suchen nach einer Marketing- und Vertriebspersönlichkeit mit Erfahrungen im Bereich Werbemittel, graphische Industrie, mit hoher Kundenorientierung und fundierten betriebswirtschaftlichen Kenntnissen. Sie verstehen zu analysieren, daraus Strategie und Konzeption zu entwickeln und erfolgreich umzusetzen. Sie besitzen hervorragende kommunikative Eigenschaften, Durchsetzungsvermögen, ein verbindliches und souveränes Auftreten, hohe Einsatzbereitschaft, Flexibilität, Erfolgswillen sowie ein motivierendes und anleitendes Führungsverhalten. Kenntnisse aus Druck und Papierverarbeitung und verhandlungssicheres Englisch sind die Voraussetzung für Ihren Erfolg.

Wenn Sie Freude daran haben, das weitere Wachstum unserer Gruppe mitzugestalten, senden Sie Ihre Bewerbungsunterlagen an die AMC AG, Frau Boot, Robert-Bosch-Straße 1, 19230 Hagenow, @-Mail: anne.boot@amc-ag.de, die für Fragen gerne zur Verfügung steht.



IDEAL (TRAVEL) COMPANION

When someone plans a trip, he first of all needs the right travel accessories. Whether it be suitcases, bags, cases or wallets, choosing the right travel companion is a matter of individual taste. The market is large and the products are varied. Accordingly, the promotional products industry has a lot of interesting and surprising products to offer – as the title theme “Bags, leather, luggage, travel” of the next issue will show. By the way – and to come back to individual taste once again – you can also enjoy tasty delights while travelling. Therefore, the topic of “Nibble and enjoy” deals with tasteful promotional products.

Please bear in mind the cover stories of the May issue “Writing instruments and office supplies” as well as “Textiles and caps” and send your product presentations (image and text) no later than 17.3.2014 to: Edit Line GmbH, Redaktion PSI Journal, Dekan-Laist-Straße 17, 55129 Mainz, e-mail: hoechemer@edit-line.de.



KÄNGURUWERBETAG 2014: NEW TERRITORY

In keeping with tradition, the team at Röhrs Werbe-Service hosted the 15th KänguruWerbeTag (Kangaroo Promotional Day) in Düsseldorf at the end of January. True to the motto “Discover new territory”, there were many new product ideas to discover for the guests of the promotional products specialists. 33 exhibitors on the one side, 169 visitors from 121 companies on the other. The exhibitors were satisfied.



TRENDY EYE-CATCHERS

Trends & brands. The name says it all. And this segment is an integral part of the PSI Journal. Each month we present exceptional, innovative and trendy promotional products. Enriched with background information on each topic, it provides an overview of current trends – of course in the April issue, too.



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every target group with its customised promotional sleeve. And the single fruit jelly bunny and the Fondant-Egg, classic Easter products, are also perfect communicators at this time of year. More details on lots of other Easter ideas, catalogues and free samples from the JUNG team and at www.jung-europe.de