

➤ **PS1**

POWER FOR PROFESSIONALS
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For Promotional Products
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JOURNAL



Stef van der Velde
Giving Europe
Close Relationship
Most Important



Brian Kennedy
Fruit Of The Loom
Well Positioned For
The Future

PSI PROMOTION WORLD

Getting Off To
A Rousing Start

Product Guide

Writing Instruments
And Office Supplies
Textiles And Caps

PromGifts 2014

Good Results
In Brussels



PRODUCT SAFETY
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EDITORIAL

UNITED AND TOGETHER

Relations in branches of industry are not always peaceful. All too often there is quarrelling; the sparks fly verbally at any rate. Often there are organizations that are at each other's throats. Self-opinionated chairmen, status-hungry associates, disputes across the board; the reasons for such disagreements are varied. Even worse than such times of strife are times of peaceful calm. The promotional product industry has experienced this. Sometimes moreso in one country than in another. Sometimes the interests of industry associations at different levels clash with one another. Sometimes people simply didn't have a good instinct for what was supposed to happen. Generally the interests of the promotional products industry fall by the wayside.

In some countries, united associations were therefore formed at an early stage. Elsewhere the traditions were and are different, or a random chronology of events has resulted in different developments. In Germany, the biggest market for this promotional tool in Europe, there are three renowned associations as well as the PSI under the umbrella of the German Promotional Product Association (GWW). Prompted by the supplier association bwl, these associations together with PSI are currently represented in three working groups where they shape a common future. Or rather, they aim to shape a common future. Whether they succeed or not will be known at the end of the year when the three associations should decide on merging into one unified association GWW. They will then no longer be individual associations under one roof, but rather there will only be one association in Germany consisting of all members – including PSI. Whereby PSI will naturally preserve its independence as a company. The previous work in the areas of politics, media and society would then be carried out by the new association. Everyone will then have to pull together; this at least is the vision which, it's fair to say, is currently being practised with a great deal of seriousness.

The three working groups, which are composed of members of the existing associations, are working on joint structures, finance and policy objectives. The genre of marketing, public relations and service for the members remain important factors for a future common approach. Especially marketing activities will be at the centre of activities because the entire industry needs to strengthen its position compared to other promotional instruments and propagate a better advertising impact. Such an aspiration should increasingly become reality throughout Europe.

Let's keep our fingers crossed for all the players so that in a strong market an equally strong unified association can soon be created.



Manfred Schlösser

On this note

Manfred Schlösser
Editor-in-Chief PSI Journal

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ADVERTISING BY WRITING

14

Just as there are countless ways to write, there are also countless forms of writing instruments. The following pages are once again dedicated to the absolute classic among promotional products as well as products from the principal environment, the office. In addition to writing instruments, the promotional textiles segment occupies a large, fashionably wide area in the industry by now – which can be seen from page 48 on.



TRENDS & BRANDS	Play of colours	4
	From tip to toe	6
FOCUS	Product Safety	8
WRITING INSTRUMENTS, OFFICE SUPPLIES	Advertising by writing	14
INDUSTRY	PSI PROMOTION WORLD gets off to a rousing start	36
	Companies, events, markets	40
	PromGifts 2014: Good results in Brussels	44
TEXTILES AND CAPS	Promotionally effective fashion	48
COMPANY	Fruit of the Loom: Well positioned for the future	62
	Stabila celebrates 125 years: Family business with a long tradition	68
PORTRAIT	Stef van der Velde: The main thing is a close personal relationship	70
NEW ON THE MARKET	Promotional product innovations	74
OPINION		82
MY PSI	Information for PSI members	84
IMPRINT		88

PRODUCT SAFETY: ARE YOU UP TO DATE?

8



The legal and normative guidelines for products are becoming increasingly extensive and more complex. In recent years, the European Commission has enacted numerous legislative acts, some of which have already been amended. It is therefore especially important that all the players concerned keep up with the latest developments. Here are a few examples from legal practice.

PSI PROMOTION WORLD GETS OFF TO A ROUSING START 36



The first PSI PROMOTION WORLD got off to quite a rousing start on April 8. The three-day trade show for haptic and multisensory advertising, which was held parallel to the HANNOVER MESSE trade show in Hall 23 of the Hannover fairgrounds, was impressive thanks to its convincing concept of combining in-depth consultancy with a professional presentation of promotional products.

FRUIT OF THE LOOM: WELL POSITIONED FOR THE FUTURE 62



When Fruit of the Loom commissioned its giant, automated production facility of the most modern type in the Moroccan city of Skhirat in 2005, it also definitely joined the group of market leaders in apparel fabrics on the European market. This standard called for correspondingly high investments. The PSI editorial staff had an opportunity to look behind the scenes.

STEF VAN DER VELDE: FOCUS ON RELATIONSHIP 70



It is a long way from wanting to be a captain to becoming managing director of a top European company. Stef van der Velde pursued this long, not always straight or smooth path. And he arrived at a place where he feels good and at home in his career. This home has a name: Giving Europe.

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PLAY OF COLOURS

„Colourful is my favourite colour,“ said the Bauhaus founder Walter Gropius. And also the celebrated German poet Johann Wolfgang von Goethe was attracted to the colour theory. His most important work “Zur Farbenlehre” (Theory of Colours) was no less than 2,000 pages long. The Egyptian Queen Nofretete is said to have used purple bath oils to relax body and soul. The fact that colours have an effect on the body and mind was proven by the Faroese-Danish physician Niels Ryberg Finsen, who in 1903 won the Nobel Prize in Medicine for his contribution to the treatment of diseases by means of concentrated light beams. He opened new horizons for the medicine. Nowadays everyone accepts that colours are a fundamental part of life. And not to be overlooked is the fact that even promotional products can add a splash of colour.



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FROM TIP TO TOE

In her famous song “Falling in Love Again”, Marlene Dietrich was in love from tip to toe. And Roger Moore is said to be a British gentleman from tip to toe. Speaking of tip to toe: The ratio of the distance navel – sole to vertex – navel and, when standing upright, the ratio of the vertex – fingertip to fingertip – sole is considered the golden ratio in the human body. In addition, tip to toe is a synonym for utterly, totally, completely. That fact that one can cover oneself with promotional products or wear them from tip to toe is illustrated by the accompanying examples.



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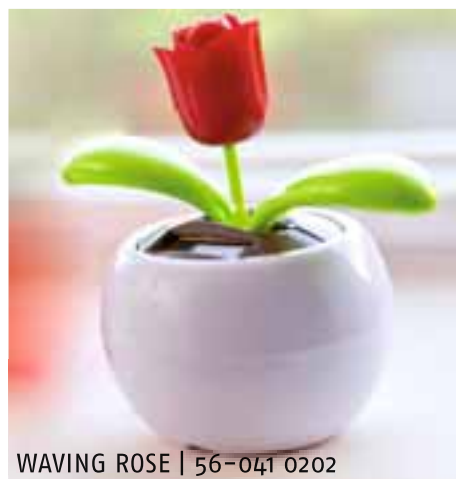


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PRODUCT SAFETY

Are you up to date?

The legal and normative guidelines for products are becoming increasingly extensive and more complex. In recent years, the European Commission has enacted numerous legislative acts, some of which have already been amended. It is therefore especially important that all the players concerned keep up with the latest developments. Here are a few examples from legal practice.

Today it is no longer adequate to solely guarantee the function of a product. Numerous documents are to be drawn up, checked and provided to the authorities by those placing products on the market

or distributing them. Maintaining legal conformity for non-food products is therefore proving increasingly laborious and cost-intensive for importers and distributors. Added to this, the existing framework

for fines for the infringement of legal regulations has been extended in many cases, which puts manufacturers, importers and distributors under further pressure. The mere failure to provide instructions in the German language, for example, incurs a fine of 10,000 euros, while the use of a GS symbol without a valid certificate can result in claims of up to 100,000 euros. In other words, it is always worthwhile taking time, on an ongoing basis, to familiarize yourself with the applicable regulations and any amendments and updates made. The regulations described below as “new” are those that have been debated or have become effective since 2013.

INCREASING SURGE OF REGULATIONS

In Germany, everyday commodities (articles of daily use) are subject to the German Consumer Goods Ordinance, the regulation of chemicals and many other regulations. Added to this, there are EU regulations that also have to be observed. The consequence of the increasing surge of regulations along with a growing number of imports is that tighter market surveillance



is required so as to further improve consumer protection and create the same basic conditions for all companies. This applies not only to brick-and-mortar retail but also to sales via internet or from catalogues. A recent subject of debate was the new German Product Safety Act (ProdSG), which replaced the Equipment and Product Safety Act (GPSG) of 2004 on 1 December 2011. Products that are to be introduced to the national market or European markets and sold there have to meet specific, defined safety requirements. The law governs safety requirements in Germany for technical equipment and products intended for consumers. This not only serves to protect the end consumer but also supports free movement of goods within the European Union. ProdSG brings with it considerable improvements for the consumer with regard to safety, market surveillance, information and transparency, as well as harsher penalties for infringements. In general, it must be ensured that consumers are given the information they require in order to be able to recognize

any risks that emanate from a product. As a rule, this is achieved through appropriate user or operating instructions. For toys, for example, information about possible hazards must be displayed for the user in the form of warning notices. In addition to this, a clear identification marking and the name and contact address of the manufacturer, or the importer if the manufacturer is not based in the European Economic Area, must be durably applied to the product or its packaging. This point has been intensely debated in the industry. In addition, clear details about particular products must give the end consumer unambiguous information about which user group or which age the product is suitable for. This information must already be made available to the end consumer before the purchase decision, such as on the product itself, in the salesroom, in catalogues or on the internet. Many companies have now already adjusted to this. What further developments have emerged in recent months?

NEW

**OFFICIAL CONTROLS
SUBJECT TO CHARGE**

At a European level, the control regulation EC No. 882/2004 is currently being revised. With this revision, the Commission intends to introduce mandatory fees in the future for random, official controls. Until now, the

fees for controls had been covered by tax revenue. Now these costs are to be borne by the companies, even if the inspection does not result in any objections and the product is compliant to the rules. This will mean additional burdens for companies.

NEW

**INDICATION-OF-ORIGIN
LABELLING PLANNED**

In 2013 the European Commission proposed two regulations by which the safety of consumer products is to be increased and market surveillance in the EU improved. The so-called Product Safety and Market Surveillance Package of the European Commission contains two legislative proposals: one for a regulation on the safety of consumer products and the other for a regulation on the market surveillance of products. The substantial alteration, which provoked heated debates, is the planned mandatory labelling of the place of origin (indication of country of origin) of products. This would mean Chinese products should bear the labelling "Made in China" and,



accordingly, products from the European Union “Made in EU”. The market surveillance regulation governs the Member States’ obligation to monitor the market for products that are subject to this regulation. Besides the already existing general obligations of the individual EU Member States’ market surveillance authorities, such as random checks and controls at the EU’s external borders, every Member State of the European Union will be obliged to create a general market surveillance programme.

NEW SCOPE OF BIOCIDES REGULATION BROADENED

The new Biocidal Products Regulation (EU) 528/2012 replaces Directive 98/8/EC and leads to an extension of the scope of application: from now on, the regulation also covers goods treated with biocides. These can include certain textiles, for example, such as socks with an anti-odour function or wooden furniture and wooden items that have an anti-mould function. Now biocide-treated products have to be clearly marked if the biocide function is highlighted or if people or the environment could come into contact with the biocides. In addition, retailers must provide consumers with information regarding possible biocide incorporation or treatment, within 45 days of request, as well as provide information about approved biocide agents and authorized biocide products. Furthermore, the EU Member States are obliged to supply



the public with information about the uses and risks of biocides and about possibilities for reducing their utilization. In Germany, this obligation to supply information is already being met, for example, on the internet portal of the German Federal Environment Agency (Umweltbundesamt) (www.biozid.info).

NEW TIGHTER REGULATIONS ON WOOD IMPORTS

Since 3 March 2013, a timber trade regulation applies within the EU: the European Timber Regulation (EUTR). As a result of this Regulation 995/2010, an amendment to the Timber Trade Protection Law (Holzhandels-Sicherungs-Gesetz – HolzSiG) was drawn up in Germany, which became effective on 9 May 2013. This regulates the powers to conduct controls. The aim of the EUTR is to combat trade with illegally obtained wood, thereby supporting sustainable forest management worldwide. This is to be achieved by increasing the responsibility of market players when they place wood and wood products on the market. The EUTR prohibits putting illegally felled wood into circulation and obliges all market players who place wood and wood products on the EU market for the first time to comply with particular



duties of care. In addition, market players such as manufacturers and importers who put wood on the EU market for the first time have to set up risk management procedures. These include three central elements: information and documentation, risk assessment and risk mitigation. Distributors who buy or sell wood that has already been put into circulation in the EU have to document the names of their suppliers and customers so that the wood they have traded can be re-traced. Wood imports are only legal under compliance with the EU Timber Regulation 995/2010. Investigations as to whether the stipulations of the new regulation are being observed by the market players are to be carried out by the German Federal Office for Agriculture and Food (BLE). All German market players importing wood into the EU have to register with the BLE. Anyone failing to do so commits an administrative offence and risks receiving a warning.



RAPEX 2013:

CAUSE FOR GREAT CONCERN

Despite all the efforts to make products safer, more and more products with harmful defects are being offered in the market-place. As part of their annual RAPEX report for 2013, the EU Commission has again released increasing numbers of products classified as hazardous. 2,364 alerts were registered during the year 2013; that is 3.8 per cent more than last year. Of these, 1,981 reports fall within the category of „serious risks“. Most of the RAPEX warnings (64 per cent) related to products from China and Hong Kong, and this proportion has continued to increase compared to 2012 (58 per cent). As in previous years, the textile industry headed the list. In second place were toys (25 per cent of all warnings), followed by electrical appliances (9 per cent), vehicles (7 per cent) and cosmetics (4 per cent). The five most frequently notified risk categories were: injuries (656), followed by chemical risks (580), risks of choking (398), electric shock (329) and risks of strangulation (266).

Source: VdTÜV



NEW

ENERGY LABELLING FOR LAMPS AND LUMINAIRES

In everyday language, the words “lamp” and “luminaire” are often used synonymously, although the terms actually describe different things: lamps generate light themselves, while luminaires distribute, filter or transform the light from one or more light sources – that is the rough definition. Lamps that are inseparably connected to the luminaire are regarded as coming under the overall category of lamps and therefore fall within the scope of the German Electrical and Electronic Equipment Act (ElektroG). Electric torches, working lights, head torches, bicycle lights and (Christmas) fairy lights can therefore be regarded as lamps as defined by ElektroG, provided they are fitted with integrated, non-replaceable bulbs (e.g. LED bulbs). Items used as promotional products are also included here. With the delegated Regula-

tion (EU) No. 874/2012, as of 1 September 2013 lamps and as of 1 March 2014 luminaires must now also include energy labelling. Various ecodesign products, such as dishwashers, televisions, washing machines, dryers and household cooling appliances already have to include energy labelling. For the sake of completeness it should be mentioned that the regulation also stipulates requirements for the labelling of luminaires that are designed for operation with energy-saving bulbs and marketed to end consumers, even if they are incorporated into other products, such as luminaires in furniture. As a rule, luminaires are sold with bulbs that are either integrated or supplied with the product. In this case, the regulation also stipulates that the consumer is informed about the compatibility of the luminaire with energy-saving bulbs and about the energy efficiency of the bulb that goes with the luminaire.

NEW

MORE SAFETY FOR LASERS

The EU has adopted Decision 2014/59/EU of 5 February 2014 on the safety of laser equipment for consumers. This includes laser pointers, which could certainly be regarded as promotional products. This decision addresses standards bodies, which are to incorporate the safety requirements of laser equipment into the European standards. These requirements are already now relevant to the manufacturers of laser equipment, since they will sooner or later become binding in the form of a corresponding standard.





European standards for laser equipment for consumers have to meet the following safety requirements in accordance with Directive 2001/95/EC:

- Laser equipment for consumers that is appealing to children must damage neither the eyes nor the skin in the case of exposure to laser radiation, which could arise under any conditions of use imaginable – including deliberate long-term exposure with optical viewing instruments.
- All other laser equipment for consumers must not cause damage to the eyes or unintended damage to the skin in case of any exposure to laser radiation that could occur under normal or reasonably foreseeable conditions of use – including momentary accidental or unintentional exposure.
- Conformity with paragraphs 1 and 2 must be ensured by technical means. If, in the case of equipment that complies with paragraph 2, exposure to laser radiation under conditions of use other than those described in paragraph 2 could occur which would damage the eyes or the skin, this equipment must be labelled with appropriate warning notices and supplied with instructions for use that contain all the relevant safety information.

HOW DOES RAPEX WORK?

RAPEX is the EU rapid alert system for all dangerous consumer products (with the exception of foodstuffs, pharmaceuticals and medical devices). Every Friday, the Commission publishes a list of dangerous products that have been notified to it by the national authorities (RAPEX notifications). This list contains all information about the product, the threat it poses and the measures that have been taken in the country concerned. Both measures taken by the national authorities as well as voluntary measures taken by manufacturers and distributors are covered. The system allows a rapid exchange of information between Member States and the Commission about the measures that have been taken to restrict or prohibit the marketing or use of dangerous products. It contributes to consumer protection because anyone can find information about parts which are subject to complaint. With RAPEX-China, the authorities responsible for consumer protection in China are informed directly by the EU about known dubious Chinese products. With RAPEX-China, the authorities responsible for consumer protection in China are informed directly by the EU about known dubious Chinese products.

NEW ONLY CHILD-SAFE LIGHTERS AS BEFORE

Due to Decision 2006/502/EC by the Commission, the EU Member States must adopt measures so that only child-resistant lighters can be put into circulation and placing novelty lights on the market is prohibited. The period of validity of the Decision is a maximum of one year, but it can be extended for a maximum of one further year. Through Decision 2014/61/EU, the decision is already being extended for the eighth time now until 11 May 2015. This means the harmonized standards and requirements for lighters from Decision 2006/502/EC are to be complied with as before. It is therefore nothing new for the industry but rather marks the stipulation of a particularly important safety standard. <

Marcus Schweier



AGU GmbH & Co. provides specific packages to support manufacturers, importers and distributors for the complete safeguarding of the value chain. AGU offers modular services from product support and labelling checks/specifications to product marketability tests. The service portfolio for the fields of compliance, safety and quality is available for Germany, Austria and Switzerland and will be available for all EU countries in a few months. With the database CoPilot, all the current requirements of products for conformity with the law and in terms of quality can be generated, communicated and documented – in German and English. All the legal requirements are presented in an easy-to-understand way, according to AGU. The system additionally contains templates for conformity declarations and other relevant documents.

Further information:

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

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

Total number of Advertising agencies

Russia: over 13.500

Incl.Moscow: over 4.500



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

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



WRITING AND OFFICE SUPPLIES

ADVERTISING BY WRITING

Just as there are countless ways to write, there are also countless forms of writing instruments. The following pages are once again dedicated to the absolute classic among promotional products as well as products from the principal environment, the office.

In the beginning was the Word. Then came the scriptures. Whilst they were preceded by rock drawings and abstract signs, the first to use a real script were the Sumerians in southern Mesopotamia (at the mouth of the Euphrates and the Tigris on the Persian Gulf). Approximately 3,300 years before our Common Era, they invented the cuneiform script, which in light of today's knowledge was the first work of mankind. The Egyptians did not develop their own writing system until about 200 years later with hieroglyphs. However, it was the invention of the Sumerians which was later adopted and developed by many other nations. Based on the common cuneiform script, merchants in Ugartit developed the first alphabetic script around 1400 BC. Around 1000 BC came the Phoenician alphabet, the forerunner of all alphabets in use today. The characters were fully detached from their visual importance and were assigned clear phonetic values. A system with relatively few characters originated from the alphabet. The simplicity of this system enabled it to spread over half the world. <

Highlighter 180

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FOR CONNOISSEURS

The new Pen Collection series with the new premium pens from e+m Holzprodukte will captivate people with its extraordinary writing utensils made of innovative combinations of materials. One example of this is Drake, a masculine ballpoint pen made of the fine woods Zebrano maron or Zebrano natural. For the first time, the metal parts are also being introduced in a patinated version. These individual pens are characterized not only by their well-thought-out design and the striking grain of the different woods, but also by the wonderfully smooth shifting mechanism and the surface of natural waxes that is particularly pleasing to touch. Personalization is carried out through high-quality laser engraving on the wood.

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NEWLY STYLED

With the Navigar-e, Ballograf presented its first stylus for tablets and smart telephones in 2013. Now the specialist in writing utensils is expanding its high-quality touch pen range to include the Rondo-e. In contrast to the silver-coloured all-metal aluminium shaft of the Navigar-e, the new highlight in the Ballograf range has been furnished with a fashionable, black plastic shaft (120 x 10 millimetres). The steel clip and metal fittings are chrome-plated and brightly polished on both models. Particularly for the rubber tip, the central feature of any touch pen, Ballograf places great focus on quality.

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MEADOW FOR THE OFFICE

The Memo-Garden from emotion factory will draw a great deal of attention in any office. The tin can with its handy ring-pull lid contains the already sown seed of a special, fast-growing kind of grass. All you need to do is water it a little and then wait. Within just a few days, a little meadow or football field will start to grow, which can be cut with scissors every few days. With the crocodile clips that are also supplied, there is space for notes on the lawn. This turns the little garden into a great promotional medium for the office. For just 250 units upwards, it can be supplied with a four-coloured, customized strip around it.

45997 • emotion factory GmbH • Tel +49 7042 81550

info@emotion-factory.com • www.emotion-factory.com

SHORTY IN ALUMINIUM FINISH

The brand new Wörther Shorty aluminium ballpoint pen is truly an indispensable companion. Due to its practical size it fits in any pocket and is thus always in reach. With its elegant hexagonal design, the pen is such a pleasure to hold that writing a short note might take a little longer. It comes with a standard, blue D1 refill and is supplied in a black gift box. Promotional printing or laser engraving is possible on the pen for orders of 50 pieces or more. Alternatively, the Wörther Shorty ballpoint pen is also available in 15 plastic colours. The high-quality Shorty is manufactured in Baden-Württemberg directly by Wörther.

42394 • Wörther GmbH • Tel +49 7221 63431

info@woerther.de • www.woerther.de



MORE COLOUR FOR THE OFFICE

The highlighter set Desk Star from Inspirion will add colour to the office. The three highlighters will impress with their brilliant colours of pink, yellow and orange. Filled with liquid ink, they go a very long way. And the caps prevent them from drying out too soon. The highlighters have a line width of about four millimetres. The transparent window and the cap show which colour the pen is. Always ready to hand, the three highlighters are accommodated in the matching pen holder, which also has a tray for paper clips (included). This stylish office item can be found in the current PromotionTops catalogue.

42907 • Inspirion GmbH • Tel +49 421 52270

info@inspirion.eu • www.inspirion.eu



CONNECTING TWO WORLDS

The tablet PC has become an essential technology tool for use at home and on the road. But a world without pen and paper is equally hard to imagine. The Staedtler Stylus Pencil moves effortlessly between these two worlds. With its soft pencil lead, it puts ideas onto paper, wood, stone and comparable surfaces with ease, thereby demonstrating its diverse applications in the field of skilled crafts and construction. With the integrated stylus function, it can simultaneously click through the internet, operate apps or make a note of things on your tablet. It is available in the colours matt black and glossy white.

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info@staedtler-promotional.de • www.staedtler-promotional.de

THE NEW PRODİR

With the new DS8, the Swiss writing utensil manufacturer Prodir is expanding its DS model series to include a high-quality retractable ballpoint pen in a classic triangular shape. The design is impressive not only in terms of its form. The writing utensil also lies extremely comfortably in your hand. On inspecting it more closely, you will notice that the DS8 always maintains its valuable identity despite its diversity: all the available combinations are impressive. The Swiss company offers the DS8 in selected surface and colour configurations that are perfectly coordinated. For example, the four surfaces (matt, polished, varnished and soft touch) for the barrel of the pen are always combined with a clip and push button in the same colour but with a transparent surface. Always? Not quite. The rule is purposefully broken if a different combination conveys a higher perceived value: the white and black polished DS8s are therefore offered with the clip and push button in the same surface and colour. The colour palette covers 22 colours. In its eight stylishly varnished surfaces, the DS8 reflects materials such as copper and gold. The DS8 can be custom printed on three print areas. On the clip there is space for logos and slogans in up to five colours. As with all Prodir writing utensils, the DS8 is fitted with excellent Floating Ball® refills. The result is relaxed writing – and the message has a lasting effect. Once empty, the refill can be replaced.

43417 • Prodir GmbH • Tel +49 6762 40690
sales@prodir.de • www.prodir.com



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viw@schneiderpen.de
www.schneiderpen-promotion.com



TRENDY AND PRACTICAL

The Pyramid from the Dutch supplier Hypon is a practical and trendy stand and cleaner made of microfibre for mobile phones or tablet computers. It can be printed in full colour on three sides. The cleaning part remains in the original colour (grey). Pyramid is available for minimum orders of 500 pieces and, upon request, comes supplied in plastic packaging. Further information is available directly from Hypon.

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



A BLOSSOMING REMINDER

The small plant container called "Vergiss-mein-nicht" from Multiflower becomes a blossoming reminder in any office. This handy and beautifully-shaped pot also makes for a great gift for other purposes. The "forget-me-not" seeds can be planted directly into the little container so that an advertising campaign can linger in people's memory for a long time. The label for the lid can be specially designed for a minimum order of 250 units. The plant container also comes with directions. The pot is 45 in diameter x 15 millimetres and it weighs 22 grams.

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

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A VERSATILE OFFICE HELPER

The smartphone/tablet stand (article no. 7843 PC) from Hepla, which features a notepad and pen holder, combines digital and hand-written work with each other both at home or in the office. The edges of the stand also serve as the advertising surface so that your advertising will always be in sight; it has a stable base plate which ensures its sturdiness. Inside the holders are touch pens, ballpoint pens etc., which will always be at hand for writing down notes on the slips of notepaper. The notepaper holder comes in the standard colours of transparent white or frosted white, and the standard colours for the base plate are white, red, blue or black. The product is "Made in Germany by Hepla" and thus can be delivered at short notice, even for large orders. Finishing is done using screen printing at the company's very own in-house print shop.

41583 • Hepla-Kunststofftechnik GmbH & Co KG • Tel +49 5681 9966

info@hepla.de • www.hepla.de



MADE IN ITALY

Evotouch pen is the new ball point pen presented by Demapen company during 2014 PSI show in Dusseldorf. This is the first touch ballpoint pen "Made in Italy" already in production and available in different attractive colours. A new gadget which is the combination of Italian design, high technology, creativeness and functionality – an useful object suitable for all smart phones and tablets on the market.

44487 • Demapen srl. • Tel +39 011 9139964

info@demapen.it • www.demapen.it

NOW ALSO IN FELT

The Arwey range from Acar has been expanded to include an additional highlight and is now also available in felt. Notebooks, iPad cases and innovative accessories like credit card pockets and pencil cases – the combination of PU and hard-wearing industrial felt results in an innovative, trendy extension to the range. The PU elements on every model allow for individual customizations, always in line with the customer's CI, through the nine available colours. Of course, the felt material can also be designed according to the customer's wishes. Using transfer printing or laser technology, logos can be applied with a particularly high-quality effect.

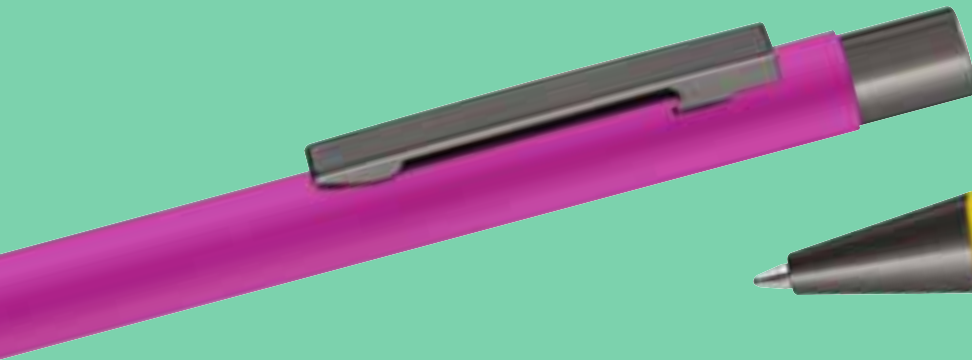
48055 • Acar Europe GmbH • Tel +49 6172 1710710

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



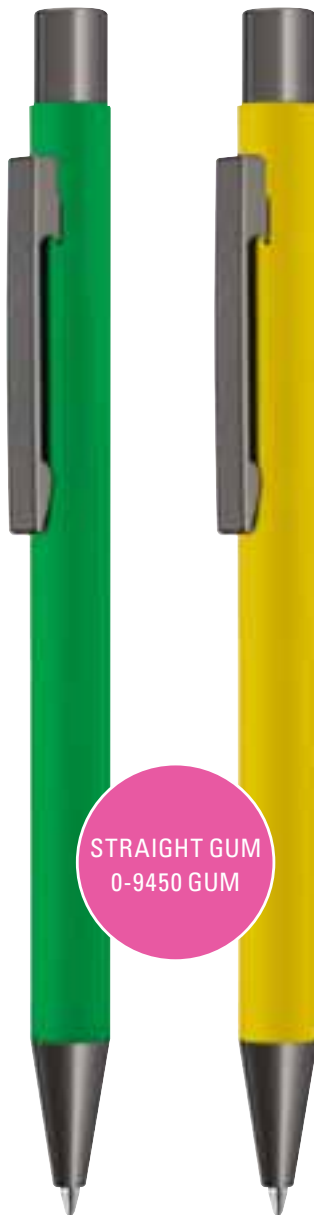
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SMART BUSINESS

The right mobile device is now available for all these needs. And Halfar® has the perfect protective cover for these types of gadgets. In the Office series, the bag experts are now selling a new collection of smart business cases and bags, which are ideal to use as giveaways or as trade show products for more reasons than just their unbelievably low price. The cases combine an elegant minimalist design with striking details. The two cases and the notebook bag are made with a so-called box pleat. It enhances the surface of the front side and gives it more three-dimensional depth. What is more, both of the larger bags can also have stylish accents added to them and the colour of the bags can be selected from the

following colours: copper, anthracite, marine blue and black. On the other hand, the mini tablet case comes in elegant black. The notebook bag called Office comes with the most lavish features: a lined inner compartment, a front pocket with a zipper, two carrying handles, and a shoulder strap. Both cases are sure to impress you as dignified little helpers. They offer protection for your devices, have high-quality stitching, and can be finished with personalised messages by means of embroidery, printing or placing metal emblems on them.

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



THEY KEEP ON STICKING

Quick notes and brief reminders – for important words, sticky notes of all kinds are indispensable. In order for the little memos not to get lost, they need to be made of good materials and have the right adhesive. The new powerstikkies from Karl Knauer KG certainly have that. Furthermore, the water-based glue makes the sticky notes from Knauer a sustainable, eco-friendly product. At the same time, the powerstikkies are easily detached from the pad and will then stick firmly and almost indefinitely. Customizations are carried out with offset printing according to request.

41794 • Karl Knauer KG Verpackungen-Werbemittel • Tel +49 7835 782300
werbemittel@karlknauer.de • www.karlknauer.de

-Advert-

A GREAT WRITING INSTRUMENT

With its Signature model, the innovative Swiss knife manufacturer Victorinox proves that a ballpoint pen can come in a completely different shape. The writing instrument is built into the casing of a pocket-sized tool, which is 58 millimetres long. When opened, it features a fully-functioning pen which has a gas pressurized, brand-name refill that can write in any position. The Signature model serves as a very practical key ring, which also includes scissors, a nail file with screwdriver, and a blade and a tweezers/ toothpick combo. You can select the colour of the casing from a total of eight colours, two of which have a transparent design.

44281 • Victorinox AG • Tel +41 41 8181211

261@victorinox.ch • www.victorinox.com



ALL-ROUND PROMOTIONAL EFFECT

With 360-degree all-round digital printing, Ballograf is offering an additional form of personalization alongside classic screen printing, standard digital printing and engraving. Using this method, individual personalization of the shaft on the Rondo series – ballpoint pens and retractable pencils – can be made even more effective and colourful. Since this technique involves covering the surface with a soft rubber layer, the pen is given a high level of writing comfort. The Rondo model is supplied in a transparent cup that holds ten pens. Gift boxes are optionally available.

47779 • Ballograf AB • Tel +46 31 7691440

info@ballograf.se • www.ballograf.se

AT YOUR FINGERTIPS

The merger of Geiger Aktiengesellschaft and Notes GmbH to form the new Geiger-Notes AG has also led to positive synergies in the product programme. One of the first outcomes is the new Silk combi-set, which unites the expertise in self-stick notes and marker products from Schwäbisch Hall with the attractive binding material from Mainz-Kastel. The combi-set is available in two varieties: in A6 format as well as in a smaller variety (105 x 78 mm). Both feature fine silk binding. Made into a book cover, it has the look and feel of fine silk, yet is made of pure, natural pulp. The combi-set contains two self-stick notepads, each with 50 sheets, a film marker set, as well as an additional notepad in A6 size. Optional extra: a pen clip. The pen holder made of plastic can be printed or embossed and, thanks to its flexible material, is suitable for almost all writing utensils. The cover, with its special look and feel, is available in white, dark blue, anthracite and black. Advertising is applied via 4C printing or embossing.

41615 • Geiger-Notes AG • Tel +49 6134 188-0

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





HARD-WEARING

The beautiful and stylish A4 writing case called “Fujin” from the Easy Gifts range is certain to impress recipients. It’s made of durable microfibre on the outside and robust 600D-polyester on the inside and can be easily opened and closed using the elastic band. It contains a pad, two business and credit card compartments and a pocket, as well as a pen loop. Easy Gifts prints the desired advertising upright on the PU strip on the outside of the writing case. “Fujin” is individually packaged in a poly bag.

47300 • Easy Gifts GmbH • Tel +49 911 81781111

info@easygifts.de • www.easygifts.de

WRITES AND NAVIGATES

The versatile ballpoint pen called Touch-Down from Topico not only writes in black ink, it can also assist you when navigating electrical devices. The soft tip at the end of the shaft helps you accurately select the icons on tablets or smartphones that you want to press so that you don’t leave any fingerprints on them. This practical tool is suitable for capacity touchscreen surfaces. The large built-in refill guarantees long-lasting writing performance and a high degree of writing comfort. What is more, the stainless steel pen features a clip with a Picoworld design. This wonderfully designed writing instrument comes in two different colours: white and black. It is delivered to customers in a lovely gift box.

44327 • Topico Handels-GmbH & Co. KG • Tel +49 421 6965470

sales@topico.de • www.topico.de



AN EYE-CATCHER FOR THE TABLE

The small warning display from Berna+Partner will surely find its place on any desk thanks to its small size: It is 18 centimetres high and 8.5 centimetres wide. The plastic display can be produced in a variety of different standard colours for a minimum order of 250 units, and it is ideal for using it as a mailing supplement because it only weighs 40 grams. What is more, it can be made out of biologically degradable plastic upon request. The exterior and interior sides can be imprinted individually.

8469 • Yvonne Berna + Partner • Tel +49 89 95205

info@berna-partner.de • www.berna-partner.de



WIPE YOUR KEYBOARD CLEAN

The company Frank Bürsten GmbH has a handy cleaning brush for cleaning keyboards for sale, which will enable you to enjoy using your keyboard for a long time to come. Thoroughly cleaning this type of everyday office equipment becomes a true pleasure with this practical office helper. Dust and crumbs like getting stuck in between the gaps of the keyboard. These hard to reach areas can be cleaned really well using the narrow side of the brush, and dust can be removed from other surfaces using the wider brush. Frank would also be happy to place an imprint of a customer's personalised advertising message or a company logo on the brush handle.

41853 • Frank Bürsten GmbH • Tel +49 7673 888650
info@frank-brushes.de • www.frank-brushes.de



MAGNETIC ATTRACTION

The popular Stabilo Carpenter Pencil is now also available with a useful magnetic end. In this way, the promotional message follows the target group everywhere they go, since the pencil is now always to hand whenever it is needed. Thanks to the oval shape, this special graphite pencil lies well in your hand, making it particularly popular with technicians and tradespeople. Of proven Stabilo quality, the item is available in white from 1,000 units upwards, and in all Pantone colours from 5,000 units upwards. Both sides of the oval body made of lacquered wood provide plenty of space for advertising messages.

43287 • Schwan-Stabilo Promotion Products GmbH & Co. KG
Tel +49 911 5673455
service@stabilo-promotion.com • www.stabilo-promotion.com



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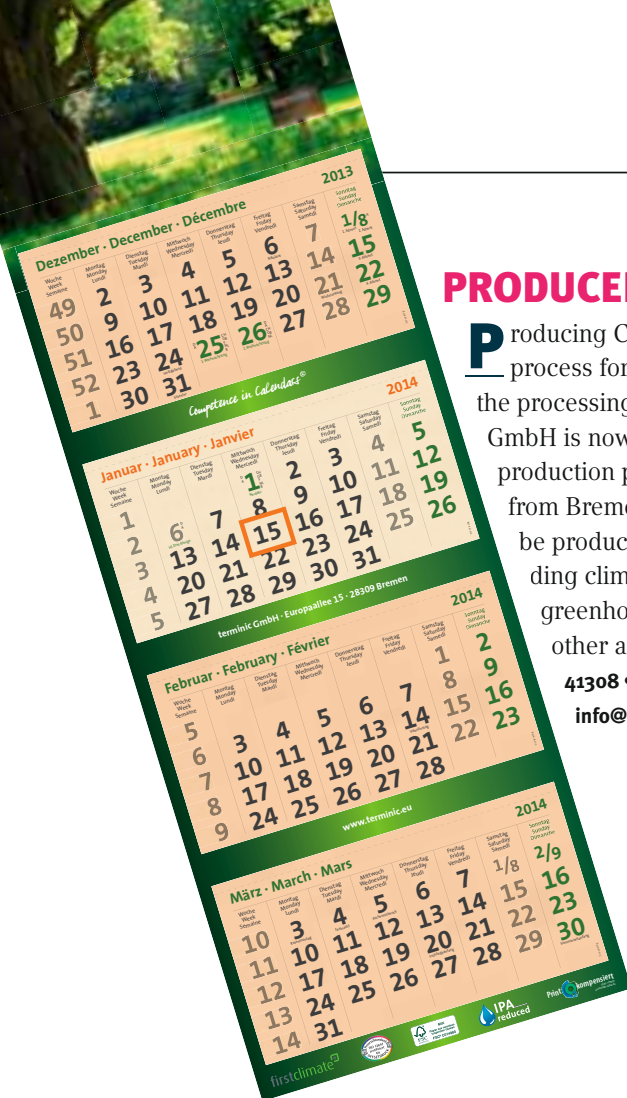
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PRODUCED IN A CARBON-NEUTRAL MANNER

Producing CO₂ during every print run is unavoidable: It is produced during the production process for paper and cardboard, the transport, and of course, during the printing and the processing itself. As one of the leading calendar manufacturers, the company terminic GmbH is now responding to this type of environmental pollution by using a carbon-neutral production process and it has successfully attained appropriate certification. The company from Bremen now offers its customers the opportunity to have the terminic wall calendar be produced in a carbon-neutral way through the purchase of certificates for corresponding climate protection projects. CO₂ or carbon-neutral production means that the greenhouse gas emissions emitted during the production process can be saved in other areas so that the balance of the CO₂ levels in the atmosphere is not changed.

41308 • terminic GmbH • Tel +49 421 871450

info@terminic.eu • www.terminic.eu



NOSTALGIC FEELINGS

The VW mini-bus: everyone knows this automobile and everyone has his or her own memories of this special VW model. And now it is back – as a shiny chrome, table-sized toy car, which features a pull-back motor. It brings back to life a driving feeling that has been thought to be a long forgotten thing of the past. This Troika product called Forever T1 comes with comfortable amenities like a pen holder, magnet, five paper clips and a pull-back motor. It will let you discover a new “old” world right at your desk. Its dimensions are 153 x 63 x 72 millimetres and it weighs 399 grams. An advertising message can be placed on the side of the mini-bus by means of printing or engraving, and the engraving is free of charge for orders of 100 units or more.

46311 • Troika Germany GmbH • Tel +49 2662 95110

d.roether@troika.de • www.troika.org

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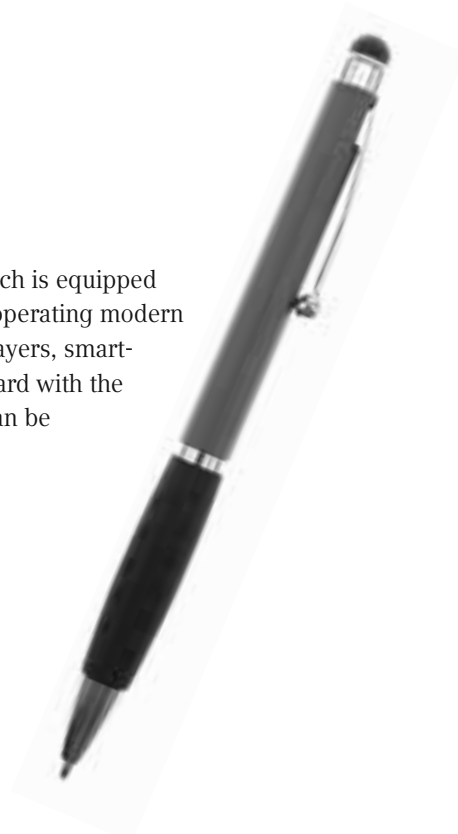
You will always be ready to write something down with the high-quality writing instrument set called Logo 206/106L from Lamy. The duo set is available from Bonus2U – a brand from IT2U – and it includes a ballpoint pen and a retractable pencil which are both made out of a stainless steel with a brushed matt finish. The writing instruments also feature a spring-mounted steel clip. Both the tip and the push piece are made out of precious metal. The pen comes with a M16 refill with black ink, and the retractable pencil comes with a 0.7 millimetre M40 refill. This sensational combo comes as a gift set, which also includes a smart black leather case.

48347 • IT2U GmbH • Tel +49 341 222290
info@it2u.de • www.it2u.de

WITH JUST THE RIGHT TOUCH

Krüger & Gregoriades is offering a twist ballpoint pen which is equipped with a flexible soft tip for precise drawing, writing, and operating modern touch displays, like those with capacitive displays on MP3 players, smartphones, tablets, laptops and PCs. It is packaged in a blister card with the dimensions 19.5 x 11.0 centimetres. Advertising messages can be realised upon request.

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



-Advert-





NEW MODELS

Giving Europe has expanded its product line of writing instruments again by adding the Bristol and Grip models. The ballpoint pen Bristol not only functions as a pen but it can also be used with smartphones or tablet PCs because it has a special touch screen feature. The Grip model is a fully functional pen made out of plastic with a metal clip, twisting feature and black refill. The special feature with this model is the removable highlighter, which can be taken out of the top end and writes in one of four different colours (light green, orange, violet, light blue). Advertising can be placed on the product using pad printing.

45737 • Giving Europe GmbH • Tel +49 421 5965970

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

A BESTSELLER GOES ECO-FRIENDLY

For the very first time at PSI 2014, Maximex presented the ballpoint pen range of the Spanish brand STYB. Alongside the promotional product specialist's pens, the product range has even more highlights in store: one of the world's top-selling STYB ballpoint pens by the name of Oasis, for example. The five standard colours blue, red, green, orange and white are ordered ex-warehouse in Spain and can therefore be delivered with finishing in the shortest of times. The same model is also available under the name of Oasis Ecostyb, made out of biodegradable material (except for the clip) in the colours blue, red and white. This material is also food safe. Both models are equipped with an X-20 quality refill and comply with standard EN 71-3. For cost-conscious customers, both models can be alternatively produced to the same high-quality standard at the Chinese subsidiary from an order quantity of 2500 pieces.

47810 • Maximex Import-Export GmbH • Tel +49 212 23065-0

info@maximex.de • www.maximex.de



FITS COMFORTABLY IN YOUR HAND

The product Move from e+m Germany is short and sweet. It's a striking writing instrument made out of solid wood. The purist design, the remarkable natural zebrawood and walnut materials, and its twist mechanism turn Move into a lovely and comfortable writing experience. Move comes both as a pencil with a wonderful 1.18 millimetre lead or also as a ballpoint pen with a replaceable refill. The writing instrument is delivered packaged in an elegant gift box, and this product makes for a really unique advertising medium. All products are manufactured at e+m Holzprodukte, the long-established wood manufacturer from Bavaria.

42200 • e+m Holzprodukte GmbH & Co. KG • Tel +49 9181 297575

info@em-holzprodukte.de • www.em-holzprodukte.de

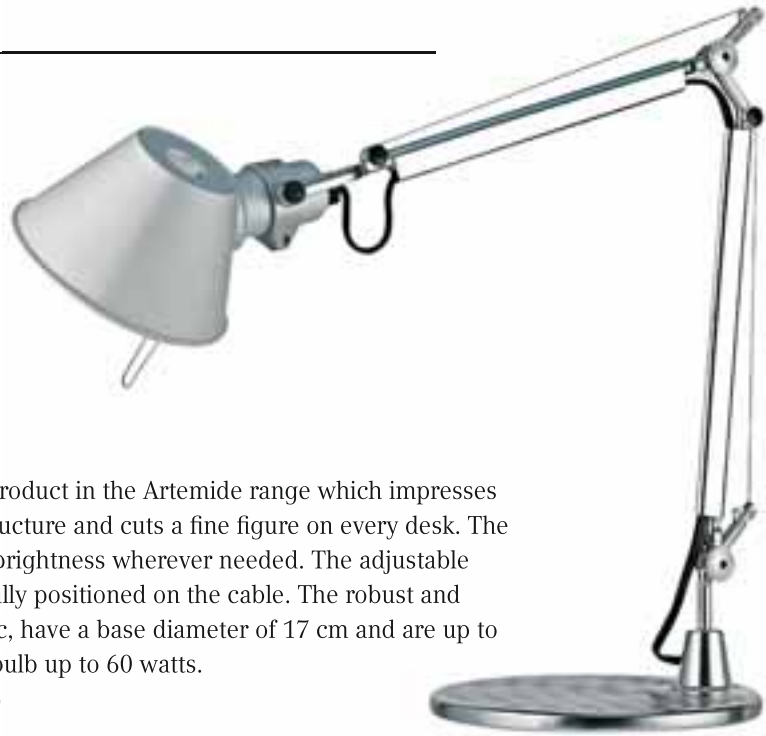
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www.dreampen.com





IMPRESSIVELY MODERN

The “Tolomeo” lamp from Lehoff is a classic product in the Artemide range which impresses through its functional design and modern structure and cuts a fine figure on every desk. The direct and adjustable light distribution provides brightness wherever needed. The adjustable joints are easy to move and the switch is practically positioned on the cable. The robust and durable lamps are made of aluminium and plastic, have a base diameter of 17 cm and are up to 73 cm high. The light is produced by a halogen bulb up to 60 watts.

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



ORGANIC TEA FOR OFFICE CATERING

With the organic Tea Sticks from Sanders Imagetools, companies can offer their customers and business contacts a great alternative to drinking coffee during meetings or conferences: The portion-sized Tea Stick develops the wonderful aroma of high-quality premium organic tea and at the same time, serves as a substitute for a spoon, which can be used to stir a cup of tea. There is a flavour for nearly everyone's taste: The selection includes nine different high-quality organic teas. And for the cold days of the year, there is also a “Hot Lemon” flavour for sale, which contains natural Vitamin C. The organic Tea Sticks also come in stackable display containers especially designed for office catering or kitchens. The display can also be fitted with a personalised label upon request. Every premium organic Tea Stick is individually sealed and comes from certified organic farming from the best regions around the world. The product is also kept in stock and can be delivered at short notice for a minimum order of 200 sticks (4 displays, each with 50 sticks).

46551 • Sanders Imagetools GmbH & Co. KG • Tel +49 9401 607980
welcome@imagetools.com • www.imagetools.com

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ELEGANT PROTECTION

Bühring carries innovations in the leather goods area, among them the “Urban” case for one writing implement. The elegant case in red Padova leather is captivating with a gleaming, Italian-look surface. It protects the writing implement with its carefully sewn pouch and flap, which is inserted into a loop. A promotional message can be realised on the loop in the form of blind embossing. The product is manufactured to order in India. Individual design, material and colour requirements can be taken into account in the process. According to Bühring, the delivery time is approximately 4 to 6 weeks following pattern and logo approval, depending on quantity and colour availability.

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

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



COOL AND BRIGHT

The multifunctional desk lamp “Prima Klima” from team-d produces a strong light with 12 LEDs. Furthermore, the fan generates a cooling breeze during hot spells in the office and the pen holder offers ample space for writing utensils. Light and fan bend easily and can be operated separately or at the same time either via USB or battery. The product comes supplied with three AAA batteries. The high-quality plastic casing is white. The product’s dimensions are approx. 8.8 x 10.2 x 26.8 cm.

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

psi@team-d.de • www.team-d.de

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CLEVER CARTON

Creativ Card GmbH is the manufacturer of plastic cards for a wide variety of uses, such as staff ID cards, customer cards, VIP cards, membership cards or gift voucher cards. The cards are personalised using a variety of printing techniques for orders of one piece up to a million or more. What's more, the company also supplies the complete range of ID card accessories such as card holders, clips, card yo-yos and lanyards – i.e. everything that's needed to protect and store the cards. The card yo-yo is an extra special product highlight – a card with integrated access chip as a key substitute. The cards are attached to a yo-yo, which means that they are always in easy reach. A company logo can be applied to the card (via 3D doming or pad printing) to create an effective promotional tool. Customers can choose from simple plastic or high-quality metal yo-yos in different colours and shapes. Distributors can register in the company webshop at www.plastikkarten.at/shop/psi-aktion to receive a welcome bonus.

48337 • Creative Card GmbH • Tel +43 2631 3118

info@plastikkarten.at • www.plastikkarten.at

FOR FRESH AIR IN THE OFFICE

Technotrade recommends the use of its air quality monitor to check the indoor air quality. The additional temperature and humidity display shows current values at a glance. The new technoline brand product allows users to react quickly when the quality of the indoor air declines. A built-in air quality sensor constantly monitors the indoor air quality and analyses the pollutant concentration. It reacts to more than 5,000 substances which are harmful or unpleasant for humans such as CO₂, formaldehyde, solvents, VOCs and body odours. The display of CO₂ equivalent values and a colour quality indicator allow precise and targeted monitoring of the air quality at all times and help to determine the right ventilation intervals in order to effectively eliminate these pollutants. When the air quality is particularly harmful to health, the adjustable air quality alarm signals this through a flashing LED and/or alarm at the right moment, reminding users to ventilate the room. The spectrum of functions is complemented by a highly accurate radio-controlled clock and date display, as well as an alarm clock with snooze function and backlight.

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

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



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Individuality is more important than ever. That's why Eurostyle turns the wishes and ideas of customers into reality. Many different possibilities are offered in this area and there are no limits to the imagination. Eurostyle not only refines its products through embossing, embroidery, engraving or doming, but creates an individual product according to the instructions of its customers, naturally also for the office. Products for the iPad or iPhone are all the rage at the moment. Custom-made products are common in this segment, such as an iPad case made of cognac-coloured aniline leather, where the outer surface is decorated with cow skin. The iPad compartment of the folder can be adjusted in three steps. Of course, classic products such as desk pads, desk accessories etc. can also be produced. Flexibility is also offered here when it comes to the selection of colours, leather types and models. Furthermore, Eurostyle also offers classic products such as wallets and writing cases in custom-made varieties. Manufacturing in Germany enables Eurostyle to offer premium quality, short delivery times and small order quantities whilst meeting the highest environmental standards.

41857 • Eurostyle Emil Kreher • Tel +49 921 789520
info@eurostyle.eu • www.eurostyle.eu

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A magnificent atmosphere was enjoyed by good-humoured exhibitors.



TRADE SHOW FOR HAPTIC AND MULTISENSORY ADVERTISING

PSI PROMOTION WORLD GETS OFF TO A ROUSING START

The first PSI PROMOTION WORLD got off to quite a rousing start on April 8. The three-day trade show for haptic and multisensory advertising, which was held parallel to the HANNOVER MESSE trade show in Hall 23 of the Hanover fairgrounds, was impressive thanks to its convincing concept of combining in-depth consultancy with a professional presentation of promotional products.

It was both a good and right decision that Deutsche Messe AG and Reed Exhibitions Deutschland GmbH made last year on July 30 to sign a cooperation agreement combining the Promotion World promotional products trade show with the PSI trade mark and in this way to put it onto a new, successful path with an advanced

concept as the PSI PROMOTION WORLD. This comeback has now made a successful start. Embedded in the events taking place at the world's biggest industrial trade show, the HANNOVER MESSE, that is to say, in immediate proximity to promotional products users, the PSI PROMOTION WORLD presents the entire spectrum of

the promotional products business. For three days, from Tuesday to Thursday, respectively, it is going to be held in the future parallel to the HANNOVER MESSE in even-numbered years, and parallel to the CeBIT in odd-numbered years. This environment opens up not only the manufacturing industry to the promotion busi-



Excellent visibility: the PSI PROMOTION WORLD was ideally placed in Hall 23 of the fairgrounds adjacent to the main North entrance.



The aisles in Hall 23 were already well crowded on the first day.

ness, but also additional groups of customers from the areas of software, communication or service companies, such as those in finance.

RENOWNED EXHIBITORS

The rousing start on the very first day showed that the promotional products industry with the support of the powerful PSI network knows how to present itself in a professional manner. The presence of round 100 renowned exhibitors, including many branded companies, demonstrated the extraordinary significance of the show in the round of major industry events. The trade show was able to increase its numbers compared to previous years. The exhibitors, both manufacturers and suppliers, presented products from nearly all segments of the industry – starting from the smallest items with a broad advertising effect up to high-quality design objects that make a lasting impression – and thereby demonstrated the enormous range and versatile uses of three-dimensional advertising to the interested visitors streaming by in large numbers from

the very outset. In addition, moving the PSI PROMOTION WORLD to Hall 23 this year enabled it to draw even more attention, for Hall 23 is located directly at the heavily frequented Nord 1 entrance.

FIRST GOOD CONVERSATIONS

PSI Managing Director Michael Freter, speaking in his initial assessment on the opening day, was “very impressed” by the “significant appearance” of the exhibition hall. “This trade show draws attention,” says Freter, who also reported on the “first good conversations” of the exhibitors. “And ultimately it’s the quality of the conversations that matters,” says Freter referring to the enormous potential of promotional products in the arena of globally operating industrial companies, and emphasizing the new partnership with MESSE HANNOVER. The organizer, Arno Reich, Director of Deutsche Messe AG, also praised “the new quality through the collaboration with PSI.” “The new constellation of PSI and Promotion World unites two strong players and creates a new self-confidence,”

adds Reich, highlighting the concentration of this promotional product show from previously five days to now three days. “This means that the overall parameters have improved once again.”

SERVICE AND IDEAS PARK

As part of the industry’s traditional value-added chain, promotional products trading companies with a strong emphasis on consultancy were also on board again this year. In the “Service and Ideas Park” area, they showed their highly developed competences when it comes to finding the right promotional products mix for an effective marketing campaign or putting the spotlight as effectively as possible on a brand by incorporating products placed to fit precisely with it.

KNOW-HOW AND KNOWLEDGE TRANSFER

Having already established itself in previous years, the thematically complementary “marketing forum hannover” was, logically, once again directly integrated as an integral part of the newly accentuated pro-



Consulting took top priority: At the Service and Ideas Park, promotional product distributors showed their expertise in searching for the appropriate product mix for an effective marketing campaign.



Exhibitors from almost all segments of the industry – including renowned brands – presented their innovations in an impressive ambience.



The jury for the First Choice Award was made up of visitors. Here are two visitors casting their vote.

motional products show. As a platform for know-how and knowledge transfer, the competence forum offered interested parties from the B2B sector a wide selection of the latest marketing topics from the fields of social media, neuromarketing and multi-sensor technology, sustainability, representational advertising and haptic brand communication.

FIRST CHOICE AWARD

Promotional product manufacturers and suppliers of course depend significantly on the response of the market to their creations when it comes to optimizing their products. An immediate feedback is provided by the “First Choice Award” at the PSI PROMOTION WORLD. Following the successful premiere last year, the top ten promotional products were again awarded a prize in 2014. Appropriately, the jury for the products shown at a special stand comprised of the visitors who decided who ultimately took the trophies home with them. (The winners will be featured in the next issue of the PSI Journal.)

“PLACE TO BE”

Although the exact number of visitors had not been determined at the editorial deadline of this issue, one thing is worth mentioning before the final figures are known: everyone who attended the first joint promotional products trade show of the PSI and Deutsche Messe AG to explore the diverse offering of the industry or to gain an overview of the competencies of the market during the “marketing forum hannover” was exactly in the right place in Hall 23 of the HANNOVER MESSE. The premiere thus became the promising start that provided fresh impetus for the industry and inspired the confidence that the PSI PROMOTION WORLD will develop into a real “place to be”.

www.psi-promotion-world.de



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NIHAO GMBH

10 YEARS OF SWABIAN-CHINESE BAG MAKING

Nihao GmbH from Stuttgart celebrated its 10th anniversary in December 2013. Since being founded, the recipe for success of the bag maker for the promotional products market has been the combination of Swabian quality and Chinese price advantage.



The basic elements of the special custom-made products are extraordinary designs – for example using lively all-over prints – as well as precise details, which allow almost unlimited and, at the same time, reliable creative variety. This is highlighted, in particular, by the specially made bags out of truck tarpaulin or leisure bags. “The promotional product distributors determine the exact design specifications, the relevant type of material or tarpaulin strength

and, in doing so, significantly influence the price level,” according to Managing Director Carlos Monge. Shortly after founding the company, Monge used the opportunity to take part in the PSI Trade Show for the first time in January 2004. As he emphasises, there are no minimum order quantities, colour or tool surcharges: “Our offers are all-inclusive. Individual production schedules under ten weeks are possible upon request and, after checking the feasibility, can be confirmed as binding.” Nihao GmbH is focussed solely on the custom-made production of bags and supplies exclusively to the promotional products market. For every project request, Nihao prepares a tailor-made offer. Contact: www.nihao-bags.com <



FIVE VIP TICKETS

RESULT SENDS FALK & ROSS CUSTOMERS TO SKI RACE

Result Clothing, large European outerwear supplier to the corporate and workwear markets, recently partnered with German distributor Falk & Ross to give



away five VIP tickets to the 74th annual Austrian Hahnenkamm downhill ski race. Touted as Europe's most prestigious ski event, the Hahnenkamm race or Hahnenkammrennen, is an annual world cup alpine ski race, which features the Streif – regarded the most demanding race course on the world cup downhill circuit. The competition saw Falk & Ross' Austrian customers aim to double their Result turnover from 1st October – 15th December in 2013. Those who achieved this were put in a draw for the opportunity to win one of five VIP passes. As part of the prize, Result provided the five lucky winners and their guests, with a coveted VIP ticket to the Hahnenkamm downhill race at Kitzbühel. The winners also received two night's free accommodation at the Hotel Forsthofgut plus a complimentary meal on the first night. Furthermore, each customer received a Result R192M&F Ice Bird Padded Jacket embroidered with the Result Hahnenkammrennen 2014 and Falk & Ross logos, as well as a Result R146X Team Scarf. www.resultclothing.com <

KALFANY „SÜSSE WERBUNG“

TWO DLG GOLD MEDALS

Following the quality tests carried out on organic products by the DLG (German Agricultural Society), the DLG food testing centre awarded Kalfany „Süße Werbung“ GmbH & Co. KG from Herbolzheim two gold medals. Overall, the DLG experts tested 1,060 organically produced foodstuffs. To obtain a DLG award, the products undergo a laboratory analysis and declaration



controls and must pass extensive sensory tests. In the sensory evaluation, the quality of the products was evaluated based on the criteria of taste, odour, colour, appearance and consistency. "Suppliers of organic products must now position themselves on the market with a clear commitment to quality. The DLG award-winning organic foods are characterized by a high quality and high taste value. All products were tested by experts in independent tests based on recent and scientifically proven testing methods," says Petra Krause, project manager at the DLG food testing centre. www.kalfany-suesse-werbung.de

ALTA SETA

REORGANISATION OF MANAGEMENT

After nearly 14 years of successful service at the company Alta Seta in Wunstorf, Kirsten Dreyer has resigned. "Ms Dreyer decisively shaped Alta Seta. However, the new organisation will ensure a continuation of our successful future," claims Toska Siekmann and his team. In addition to Toska Siekmann, the previous account manager, Patrick Polaniok, has been appointed member of the management. Patrick Polaniok has been working for the specialists in ties, scarves, shawls and customised products in the areas of sales, customer acquisition and retention since 2008. A familiar face at many trade shows and among customers, he now represents the rejuvenation of the company. With innovative ideas for the future, the new management would like to introduce fresh ideas in the promotional product industry. "I have a vision that I would like to implement. This only works with motivation, ambition and a good team," says Patrick Polaniok. In keeping with this philosophy, another young face will be reinforcing this brainstorming and implementation approach: Jessica Borges, who joined the company in 2004, supports Alta Seta GmbH & Co. KG as a creative director in product design and in promoting the company's image. www.alta-seta.de



Jessica Borges and Patrick Polaniok provide added impetus at Alta Seta.

GOLDSTAR EUROPE

NEW SALES MANAGER

Goldstar Europe is repositioning itself for the D-A-CH region with two new employees: Gerd Pagels, who has mainly been active in southern Germany, Austria and Switzerland since January, is well known among a number of promotional product distributors from his many years of work at writing instrument manufacturers such as Cross and Senator. He has



Gerd Pagels

several years of experience in the import and wholesale area. Sascha Krämer, who has been responsible for western, northern and eastern Germany since March, was employed at BIC for more than 13 years. He also has many years of experience in the promotional product trade and also knows the specialist trade through his 4-year tenure at BIC Retail, including 2 years as sales manager in Ireland. The declared aim is to establish the internationally successful Goldstar brand as one of the leading suppliers also in German-speaking countries. Goldstar offers a large



Sascha Krämer

number of full-colour pens, has 32 laser engraving machines and offers an all-inclusive price. The minimum order quantities are 50 to 100 pieces. In addition, the promotional product trade are granted payment terms of 60 days net.

www.goldstar-europe.com

XINDAO

REDDOT AWARDS FOR XD DESIGN

Xindao received no fewer than six Red Dot Design awards for some of its XD Design products. The 40-member international jury was particularly impressed by the quality of design of the “Port” mobile solar charger, the “Hurricane” umbrella, the “Opto” reading aid, the “Aerato” wine carafe, the “Axis” series made from recycled plastic as

well as the “Pesta” combination of mortar and pestle. The awards confirm that design is a key element to success at Xindao. Finally, according to the jury’s statement: “... you have proven your expertise and competed with the best in your industry in one of the world’s biggest product competitions”. Detailed explanations of the award-winning products are available at: www.xindao.com.



SIGEL

TRIPLE “REDDOT AWARD 2014”

The design of Sigel GmbH impressed the jury of the “reddot award”. With the artetempus® wall clocks, the new CONCEPTUM® notebooks with magnetic catch and the gallery deep-profile picture frame, no fewer than three products were awarded the coveted design prize. The internationally renowned design award “reddot award 2014” confirms the successful design of the artetempus® wall clocks that impressed with their puristic design, minimalist details and effectively combined materials. Also among the prize-winning interior design products is the gallery, a high-quality deep-profile picture frame with bold, slim profiles. The stylish frames are made of finished aluminium and, thanks to the deep profile, pictures really stand out. CONCEPTUM® notebooks and calendars have already won several design awards. In addition to the “German Design Award”, they were awarded the “reddot award” in 2011 and 2013. Now comes the third “reddot award” for the product group. The new notebooks have an elegant magnetic catch. They impress with their particularly high-quality business look and purist line structure of the exceptional soft-wave surface. “We are particularly delighted to receive this latest award. The third ‘reddot

award’ for this product group underlines that Sigel offers notebooks with exceptional design and special style and belongs to the design leaders,” says Werner Bögl, marketing manager of Sigel GmbH. www.sigel.de



PRODIR GERMANY

NEW ADDITION TO SALES TEAM

The German branch of Prodir is expanding its sales team. As of 15 April 2014, Judith Fröhlich will be responsible as the Key Account Manager for the postcode areas 2, 3, 4 and 5. The qualified business-woman has many years of management and sales experience in the high-quality beauty products segment.



Judith Fröhlich,
Key Account Manager at Prodir

“First-class communication is one of our brand values – and that also applies to the personal dialogue with our customers,” says the Managing Director of Prodir Germany, Manfred Dreher. “I am pleased that we were able to secure the services of Judith Fröhlich, a high-profile and highly experienced salesperson. Prodir’s customers can expect even more customer proximity, service and quality in the future.” Contact: sales@prodir.de – www.prodir.com

KP-PLATTNER

SALES TEAM REINFORCED

Since early February 2014, Iris Huber has strengthened the back office sales



Iris Huber

team of KP-Plattner from Innsbruck, Austria. Iris Huber previously worked in sales in another industry. She will mainly be responsible for the German-speaking customers of the lighter specialist. According

to the Innsbruck-based company, print jobs can now be processed even more quickly thanks to the team addition.

www.kp-plattner.at

OVER 15 YEARS EXPERIENCE

MICHAEL ZENTEK JOINS MID OCEAN GERMANY

Michael Zentek joined Mid Ocean Germany as the new Sales Manager on 1 February 2014. He succeeds his predecessor, Anne Langhardt. Anna Langhardt had been working in the sales team of Country Manager Christof Achhammer since the beginning of 2013 and has now retired. Michael Zentek has been successfully involved in the promotional products industry for over 15 years. The stations of his career include Jung Bonbonfabrik as well as the marketing cooperation



Michael Zentek

ideas4 with the companies mbw, KHK, Magna and Staedtler. More recently, he worked for Newell Rubbermaid (Parker). www.midoceanbrands.com

MBW®

NEW ADDITION TO EXPORT TEAM

Edina Omerovic has joined the mbw® team. She is a qualified industrial clerk and is currently completing the Bachelor study programme "International Management" at the FOM Hamburg. Edina Omerovic previously worked in the chemicals industry. In addition to the German language, she also has a good command of English, Spanish and her native language Serbo-Croatian. Together with Marc Adelsheimer, Edina Omerovic will be involved in export and thus take over the tasks of Victoria Elstermann. The latter is leaving the company at her own request and is returning to her professional roots outside of the promotional products industry. www.mbw.sh



Edina Omerovic

HIGHEST QUALITY STANDARDS

20 YEARS OF ISO 9001 AT RASTAL

Rastal GmbH & Co KG in Höhr-Grenzhausen can look back on 20 years of ISO 9001 in cooperation with TÜV Rheinland this year. "As an international supplier of glass concepts and drinking glass production, it was important to us from the outset to show that we operate to the highest quality standards and are an absolutely reliable partner for our customers in the



Naturally ISO-certified, too: the 7-colour fully automatic UV printing machine from Rastal.

beverage industry and trade," says the managing partner Raymond Sahm-Rastal when explaining the very early decision at the time of the medium-sized company with almost 500 employees to obtain certification. The certification was a pioneering and beneficial decision for Rastal: "The systematic screening of all process steps according to the ISO standard quickly become a day-to-day component of our company. Ultimately, this has greatly helped us to maintain our high rate of innovation over the decades for materials such as decors and to always meet our high quality standards," says Sahm-Rastal. Today, more than one million companies and organizations in 180 countries are certified to ISO 9001. www.rastal.com

REACH GUIDELINES

DEKRA CERTIFICATE FOR INSPIRION

In recognition of its commitment to compliance with the REACH guidelines as part of its quality management system, Inspirion GmbH has received the official Dekra seal. To meet this high standard, all Inspirion products are subjected to a risk assessment concerning substances of very high concern (SVHC) according to the REACH regulation. In addition, Inspirion customers are informed should a product contain an SVHC substance with a concentration exceeding 0.1 per cent. As an independent test body, Dekra has been supporting Inspirion GmbH in the risk assessment since December 2013. The validity of the certificate is continually reconfirmed by regularly scheduled audits. Inspirion aims to ensure the availability of REACH-compliant products, thus increasing customer satisfaction. "The internationally recognized test mark of Dekra stands for credibility and safety that our customers can trust," said Thiemo Sagemann, the REACH representative of Inspirion, who is continuously dealing with the subject and participating in ongoing training. www.inspirion.eu



Thiemo Sagemann, the REACH representative of Inspirion, presents the official DEKRA seal.



Even on the opening day, the exhibitors made their products go down a storm.

PROMGIFTS 2014

GOOD RESULTS IN BRUSSELS

The second PromGifts trade show organized by the Belgian promotional products association BAPP (Belgian Association of Promotional Products) drew to a close in Brussels on 20 March. The three-day event at the Tour&Taxis venue started on 18 March with a “ProDay”.

The two-day PromGifts trade show provided a fine setting for interested parties from the industrial sector on the historically significant Tour&Taxis event premises with its modern equipment. The opening, however, consisted of a so-called “ProDay” aimed exclusively at visitors from the professional promotional products sec-

tor. The stands with the current product range of 47 international manufacturing and supply partners of BAPP were grouped at the centre of the event hall, presenting promotional products from virtually all branches of the industry. Distributed around these, on the two following days that were open to industry customers, were

the information stands of 25 promotional products distributors and agencies belonging to BAPP, through whom any deals with the end customers were also supposed to be carried out. The exhibiting participants of the ProDay had bound themselves to this arrangement by means of a code of conduct.

SATISFIED PARTICIPANTS

According to information from the organizer, 5,200 end customers attended the two-day industrial fair (in 2013, at the first PromGifts, the number had been 2,300). 950 of them were trade visitors who had come specifically for the PromGifts trade show. The remaining visitors came from the trade shows that were taking place simultaneously: “Entreprendre – Ondernemen” and e-shop. The number of visitors was spread across the two days, with a slight increase on Thursday. The ProDay for distributors, which took place for the first time, was attended by about 100 people from 52 distribution companies. For that evening, BAPP had invited all the attending exhib-



Good conversations were had right from the opening of PromGifts 2014 during the “ProDay” for the promotional products sector.



The visitors were spoilt for choice in allocating the BAPP Award.



During the industry days the PromGifts were very well visited.



BAPP chairman Michel van Bavel welcomes the evening guests at the “ProDay”

itors and distributors to dine together. At this dinner, the guests were greeted by BAPP chairman Michel van Bavel and BAPP managing director Erich Cormann, who emphasized the common goal and wished everyone a successful trade show. Ultimately, both BAPP and the exhibiting promotional products advisors, manufacturers and suppliers expressed their satisfaction with how PromGifts had gone, particularly the second day of the trade show. There was much praise for the organization work overseen by Erich Cormann.

PROMGIFTS BAPP AWARDS 2014

Within the context of PromGifts, the promotional products companies could participate with new products in this year's PromGifts BAPP Awards and then be voted for by the visitors. Prizes were awarded in three categories. The prizes will be officially awarded at the BAPP annual general meeting on 15 May. . At this stage it has not yet been decided whether the ProDay will be repeated on 17 March or whether it will be scheduled for another time. www.bapp.be <

The award winners of the PromGifts BAPP Awards 2014

“Green Products” category

- 1st place: Xindao – Ginkgo Tablet Charger
- 2nd place: Octogone – Quadro Solar 2 charger
- 3rd place: Van Bavel – Mug made of recycled non-woven rice material

“Premiums” category

- 1st place: Xindao – “Boom” travel mug
- 2nd place: Meterex – Folding rule with integrated LED light
- 3rd place: Sobelpu – “Doorjammer” – burglar-proof doorstep

“Public Relations” category

- 1st place: Special Things – “Bottle Cap” – bottle lid made of silicone
- 2nd place: Lexon – “Flip” designer alarm clock with amusing on-off function
- 3rd place: V-Projects – “Wakawaka Power” – Solar charger with LED light

THE NEXT BAPP DATES

- 15 May 2014: BAPP annual general meeting with workshops and attractive evening programme
- 28 August 2014: BAPP Networking Day: a one-day networking event for BAPP members in good time for the end-of-year business. About 70 exhibitors and 100 distribution companies are expected at this.
- The next PromGifts trade show will take place on 18 and 19 March 2015 at the same location



The number of visitors was spread across the two days.

TALKING TO ERICH CORMANN, MANAGING DIRECTOR OF BAPP

How satisfied are you with how the second PromGifts has gone?

This second edition was overall very satisfactory. The division of the supplier and distributor zone was very clearly visible this time, which was a great plus for the trade show. The uniformly open design of the stands in the manufacturers' section created a real showroom effect. The ProDay for distributors took place for the first time. We had set ourselves the realistic goal of 50 distribution companies: with 52 promotional products companies present, this goal was reached. Indeed, 85 companies had registered beforehand. Due to traffic congestion on the Brussels ring road, various visitors unfortunately ran out of time to come to this day.

Has the new concept of separating the ProDay from the industry days proven successful – or do any changes need to be made?

We ventured to hold the ProDay as an experiment this year, as a bonus, so to speak, for the suppliers. The aim was, alongside the industry days, to put the focus on the main target group, the promotional products advisers, and above all the exhibiting distributors. Here there is certainly still some need for improvement. We will be getting together soon to prepare the event for next year and, of course, take the comments and suggestions of the individual exhibitors into consideration while doing so. Our goal is to improve the quality of PromGifts every year. This year has already been a distinct step forward. The evening event for exhibiting suppliers on Tuesday evening was a successful premiere.

What was the response on the part of the visitors?

As far as we have been able to judge so far, the visitors were very satisfied. There was something different to see at every



stand. The quality of this event was very high. The professional advice given by the promotional products advisers and suppliers certainly contributed to that. The media was also on site; French-speaking Belgian television even reported on PromGifts as part of a report about World Cup merchandise.

And the feedback from the exhibiting suppliers and promotional products advisers?

Here, too, a sense of overall satisfaction prevails. Both the suppliers and the promotional products advisers are currently very busy with the follow-up to the trade show. We were delighted to see that some exhibiting promotional products advisers visited the supplier stands with their customers. That was a real premiere for the Belgian market. Our hope is that in the coming year even more promotional products advisers will join in.

Will you be keeping the same venue?

Yes, this venue will be kept, apart from anything else because of the other two trade shows that take place simultaneously. A PromGifts trade show as a stand-alone event is unrealistic at the present stage. Nevertheless, we are currently not yet sure whether we will arrange the ProDay directly in connection with PromGifts again or on a separate date.

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TEXTILES AND CAPS

PROMOTIONALLY EFFECTIVE FASHION

The times in which simple printed T-shirts were used to spread logos or messages marked the beginning of textile promotion. In the meantime, the promotional textiles segment occupies a large, fashionably wide area in the industry. This of course includes caps.

From the accessory to the elaborately designed collection, there are a lot of possibilities for promotionally effective fashion in the field of textile advertising today. The specialists of the so-called promotional wear offer the professional promotional products industry a range of trendy clothing that is not only large but also cutting-edge. Whether it be for work or the many facets of leisure: chic and trendy from head to toe provide the manufacturers and finishers in the industry truly attractive products for almost any situation. We have put together some of the latest creations in this section – which all deserve to join the long history of textile products. For textiles in various forms are among the oldest artifacts that have been made since the early days of mankind. The term itself comes from the Latin “textilis” for “woven, plaited, fitted together”. The word itself, however, did not establish itself until the start of the 20th century. <



THE NEW STEDMAN STARS

Whether tall and slim or small and curvy – the new Stedman Stars collection from Smartwares Printables offers optimum fits: Body Fit and Regular Fit, inspired by retail, meeting all requirements in modern promotional wear. The Ben model (ST9000 and ST9010) with a regular fit is available as a crew-neck or V-neck T-shirt in 100 per cent ringspun cotton. The tight-fitting Morgan model (ST9020) makes an extremely cool appearance. The tight-fitting Megan T-shirts (ST9120) for ladies have a modern length and consist of super-soft, combed ringspun cotton. Megan is available in V-neck (ST9130) in a number of “sweet” colours. Megan crew-neck and V-neck sport some notable décor: contrasting neck piping, narrow, modern rib collar, a wide, modern neckline and short sleeves with narrow rib cuff. The blend’s the key with Clive (ST9600), which as a “full-feeder” combines 95 per cent combed ringspun cotton with 5 per cent elastane. Whether with or without V-neck, the contrasting neck piping and narrow rib collar of Clive (ST9610) will have the ladies flocking. Another Stedman Star is Claire (ST9700 and ST9710) with a gorgeously wide neck, super-soft material blend as in Clive, and in the new colour Cupcake Pink. Always perfectly in form, Claire comes in a tight-fitting style. Claire is also available (ST9720) in a long-sleeve and V-neck version. Dean (ST9690) makes a really smooth appearance with its low-cut V-neck and is therefore ideally suited as an undershirt. The new Stedman Stars have neither printed nor sewn-in labels at the neck. They merely have a small size label at the neck, care instructions in the lateral seam and contrasting neck piping. The new inspiring Stedman colours, size tables and also the brand-new image gallery can be found online at: www.stedman.eu.

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-Advert-

A promotional poster for PSI 2015. It features a woman with a colorful headband and a small dog. The text is overlaid on a blue and red background with circular patterns.

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Reed Exhibitions



SMALL, BUT SURPRISING

Microfibre cloths are small, light, and, thanks to professional digital printing, genuine eye-catchers. They offer real utility for the recipient and, as they are often in use over a long period, the promotional message also stays in sight a long time. Both the material and printing of the microfibre cloths from mbw meet the strict guidelines for the Ökotex Standard 100 certification. In addition, the microfibre cloths have passed the Cleaning Cloth Abrasion Test with flying colours. The cloths are designed in

first-class digital printing to customer requirements from just 300 pieces. Delivery time after approval is approximately 4 to 6 weeks. The pleasantly soft microfibre cloths, suitably sized, are also ideal as protection for laptop monitors. mbw offers various individual packaging forms for the standard sizes: from a simple film pouch through to a high-quality rigid plastic case with mini screwdriver for spectacles.

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ALWAYS ON TREND

Blue jeans will never be out of fashion. That is why the three different, multi-use denim pouch models from elasto form KG will always be on trend. Be it with the “Jeans” smartphone pouch in dimensions 140 x 90 mm, the “Memphis” denim shoulder bag for documents in size 315 x 245 x 45 mm, or the “Boston” denim bag as a messenger bag in dimensions 410 x 330 x 80 mm: an eye-catching effect is guaranteed. All pouches and bags have a short handle and a Velcro flap for closing. In addition, messenger bag and shoulder bag have a polyester inner lining. The smartphone pouch, by contrast, consists of soft microfibre on the inside to clean the display. Additionally, the “Boston” denim bag has an adjustable shoulder strap for comfortable carrying and a sewn-up trouser pocket that serves as an additional pouch and thereby lends the bag a certain flair. The bags are finished in up to five colours by means of transfer printing.

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A COOL CAP

The “Soldier” military cap from Inspirion meets all adventure and leisure standards. Equipped with a size-adjustable metal fastener, the headwear will fit all head sizes and promises maximum wearing comfort. The stable visor offers optimum sun protection, and four lateral ventilation holes ensure sufficient airing. In addition the airy cap consists of light, robust cotton. Unlike the rigid baseball cap the military cap in the trendy army style can be folded into the visor and stowed practically in its pouch. The casual cap is available in five trendy colours and be customised with a promotional message on the front.

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CLOSE-UP PROMOTION

Towels have many uses, be it at home, on holiday or even on the move. They always convey a feeling of wellbeing. By means of diverse finishing options, the towels from Kundenpflege Wellness & Care offer all customers a towel to match their CI. From printing across the whole towel to subtle embroidery, everything is possible. The company's towels – 50 x 100 cm, quality: 470 g/sqm – are provided with a decorative border and are available in 8 different colours. Kundenpflege Wellness & Care equally has matching shower towels in size 70 x 140 cm in its range.

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Tel +49 6541 812950 • info@kunden-pflege.de • www.kunden-pflege.de

A HOLIDAY FEELING AT HOME

The optically highly sophisticated Bambou Relax set from Boomerang (Citizen Green) consists of a sealable bamboo coffer and a bamboo/viscose towel. This distinctive combination brings a holiday feeling into the bathroom at home. The set is delivered in two sizes: 19.5 x 9 cm (with towel 50 x 100 cm) and 34.3 x 10.5 cm (with towel 70 x 140 cm). Colour-wise, customers can choose from a modern green and a light-brown and a cream tone. The product consists of natural materials and carries the label Etikeko Note B3.

42811 • Citizen Green Boomerang S.A. • Tel +33 1 60377730

souvrard@bewear.tm.fr • www.bewear-pro.com



EXTREMELY COLOURFUL

The 6-panel heavy brushed cotton sandwich baseball cap from Macma (product 50466 – pictured) is available in many different colours. It is equipped with a matt silver metal fastener and coloured without azo dyes. Macma's recommended form of promotion is embroidery on the front: the price is to be understood per 1000 stitches. Simply send in the desired logo – Macma will then calculate how many stitches are required. The company's range additionally comprises a classic 5-panel baseball cap in azo dye-free cotton (product 50447). In powerful monochromes and with a quick-release fastener, this cap will get noticed everywhere. Promotional printing is done on the front.

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GETMORE INDIVIDUALITY

Higher, further, faster – a popular motto these days. Behind this is concealed the desire to be different, to stand out from the masses. However, individuality must still fit the system. This is a paradox at first sight, but it is common mentality. Precisely in fashion, this is no longer a problem these days: even “basic styles” can be turned into something special by means of colour, material and individual ideas in the form of customising. With the Basic Polos for the whole family, along with various cap models, Daiber’s own brands James & Nicholson and Myrtle Beach take care of the necessary touch of individuality. The selection of up to 38 different colours makes this possible by itself. Add to this some self-designed motifs, printed on or embroidered, and you have a multitude of unique pieces in your wardrobe. All novelties can be found in the 2014 getmore catalogue, and all products can also be customised by means of printing or embroidering.

42819 • Gustav Daiber GmbH • Tel +49 7432 70160

info@daiber.de • www.daiber.de





LET THE SUN SHINE

The sunhat in cotton from Giving Europe is virtually a classic among sunhats. Made out of 100 per cent cotton, it is available in 9 different colours. The single-width all-round brim serves as ideal protection against the sun. The hat is additionally light, handy, easy to stow and will fit all shapes of head. This perfect summer vacation companion can be customised by means of screen or transfer printing.

45737 • Giving Europe GmbH • Tel +49 421 5965970
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WELCOME TO PARADISE

Leisure activities are gaining an increasingly prominent position in the social landscape and are now recognized as an important lifestyle choice. Though leisure is individually defined, the most common themes are free time, recreational activities and a special state of mind. B&C believe the leisure segment is opening the way to infinite new business opportunities for your marketing actions. And in 2014 B&C introduces breakthrough innovation: the B&C Paradise Collection. This modern collection instills a vibrant feel to your communication activities as it makes people look gorgeous and hence your image even more radiant. The B&C Paradise Collection is a pure shot of happiness! The 14 B&C Paradise styles have the ability to turn the boring into the beautiful and to infuse everyday life with a sense of exoticism and quest for joy. B&C developed extremely high quality light knits and designed exquisite styles for the Paradise Collection. Each inspiration is presented in Duo, with genuine men's codes for him and a feminine trendy cut and details for her. B&C literally takes men and women on a trip to Paradise this summer, making them look sublime by paying great attention to cuts and detailing, whilst your image takes a trendy and happy turn. Details under: www.bc-collection.eu

45235 • B&C - The Cotton Group S.A/N.V • Tel +32 235 21153

info@bc-collection.eu • www.bc-collection.eu





DREAMING UNDER A LIGHT BLANKET

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

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Had a cuddle today? The “Radcliff” 2-in-1 fleece blanket from Easy Gifts is not only usable as a fluffy blanket. Folded together, it also becomes a cuddly-soft cushion. With the big selection of vibrant colours, everyone will find the right blanket for him or her. Easy Gifts embroiders the desired promotional message onto the cushion, the price being understood each time per 1,000 stitches, plus handling costs. “Radcliff” comes individually packaged in a poly pouch.

47300 • Easy Gifts GmbH • Tel +49 911 81781111

info@easygifts.de • www.easygifts.de



DRESS CODE FOR SUMMER

For men, the question of what an appropriate outfit should be is actually not that difficult to answer: A suit is a suit is a suit – even in summer. The role of accessory for important occasions remains the tie. Even in warm weather, style and competence are expressed by a tie. The best thing is to choose a good, loosely woven silk tie that is reinforced with as little padding as possible. At its in-house design studio in Krefeld, the stronghold of the tie weaving industry, the long-established company Club Cawatte Crefeld develops ties and accessories that are tailored to the meet the specific demands of fashion. By using modern techniques, the Krefeld-based company responds to every trend and can provide its customers with individual solutions. Through its extensive manu-

facturing techniques, coupled with the effervescent ideas of its in-house creative team, Club Cawatte Crefeld offers ties and accessories that do not fail to deliver their message so that nothing stands in the way of achieving a tasteful and professional appearance at the summer festival.

43606 • Club Cawatte Crefeld • Tel +49 2151 781299-0

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EXQUISITE SHOPPING

Warm, soft and yet durable: felt is a multifaceted material. Its natural vibrancy gives the promotional bags from Halfar authenticity, which is what makes them something truly special. The bag manufacturing facility in Bielefeld makes products out of both natural felt and functional artificial felt which are impressive in terms of their form and function. For example, the felt basket is a shopping basket with a modern shape and cool aluminium frame which contrast its smooth grey felt material. The shopping bag called Modern Classic lets the material really stand out and comes in four specially selected colours: anthracite, mottled brown, red and marine blue. This felt shopping bag with a simplistic design features clear lines and some surprising details like stamped carrying handles, a comfortable shoulder strap and an extra-reinforced bottom. The entire bag is made out of felt. The shopping bag called City Shopper is larger and has a minimalist shape combined with high functionality. It really shines with the new creative options available for placing advertising on it. This product features a little chain, which can be personalised with a matching logo by means of doming. On the other hand, the shopping bag called New Classic really grabs people's attention with its combination of materials and elegant form. The long black handles, which can be used to carry the bag in your hands or over your shoulder, resemble car seat belts and make it comfortable to carry the bag. You can also store all of your important things inside the shopping bag's organiser compartment. However, one thing is the same with all of the felt bag models: They can all be turned into real one-of-a-kind gems by finishing them with personalised messages using embroidery. This will make each trip to the shops an exquisite one.

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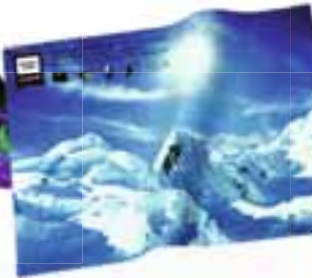


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FRUIT OF THE LOOM

WELL POSITIONED FOR THE FUTURE

When Fruit of the Loom commissioned its giant, automated production facility of the most modern type in the Moroccan city of Skhirat in 2005, it also definitely joined the group of market leaders in apparel fabrics on the European market. This standard called for correspondingly high investments. The PSI editorial staff had an opportunity to look behind the scenes.

Political stability, open-minded governmental bodies, the location and nature of the site within easy reach of the European continent and not least the free trade agreement with the USA finally tip-

ped the scales for Fruit of the Loom to decide to put its new production facility in Morocco. Locating production and sufficient storage capacities in Skhirat will ensure that the supply of the nearby Euro-

pean textile market is further optimized. This decision was made in 2005 after two years of detailed review of all key criteria and market conditions in a total of eighteen countries. A lot of trouble that was to pay off, for after investing around US\$ 140 million in the chosen site, the continually expanding American textile giant Fruit of the Loom, which currently employs 32,500 people around the world, rose to be one of the most important suppliers in the area of apparel fabrics in Europe. And this is all accompanied by ideal perspectives for opening up more new markets in the Middle East, Africa and Australasia.

MOROCCO – A SITE

MADE TO MEASURE

“The proximity to Europe and the free trade agreement with the USA make Morocco attractive to investors, and that is why the American group moved its manufacturing operations from Ireland to Morocco,” says Brian Kennedy, Vice-President of Textile and Sewing and speaker



Gigantic: The 33 hectares of Fruit of the Loom's company grounds in Skhirat is roughly as large as around 70 football fields.



Just arrived: the raw material, cotton from the USA.

for the group. The chosen site had already proved its worth, by the way. And the opportunities far exceeded the calculable, hardly noteworthy risks. After all, the first step onto northwest African soil had already been taken in 1994, when a sewing plant was opened in the Bouknadel district of Salé, just north of the capital of Rabat, and early in the new millennium three more sewing plants were added in Morocco. Then in 2008 the huge modern plant started operations, in the words of Brian Kennedy "full of pride and confidence." Now the company grounds takes up the enormous area of 330,000 square metres or 33 hectares, which is roughly the same size as 70 football fields. Skhirat is located about 80 kilometres south of Rabat on the road to Casablanca along the Atlantic coast.

HIGHEST TECHNICAL STANDARD

The main building of the largely automated textile factory alone with its current 971 employees is situated on an area of 100,000 square metres and is approx. half a kilometre in width. More than 2,900 employees work at sewing plants in the vicinity of the site. The weekly production volume comes to more than two million garments. The state-of-the-art technical equipment made in Germany and Switzerland, including 63 spinning machines, more than 220 knitting machines and 21 high-performance dyeing machines, all running 24/7, is available for producing and dyeing huge quantities of fabric. This high technical standard ensures that such production volumes are not the exception, but the rule. A separate warehouse is available for any repairs which may be needed – with more

than a million spare parts constantly in stock. The distribution of the textiles made in Skhirat is taken care of by 85 employees. Hence customers in Europe with short-term orders or large quantities need less patience, since the recently completed additional high rack warehouse with 15,000 square metres of storage space can hold up to 25 million pieces of clothing. This number grows to 50 million when the distribution sites in Germany and England are factored in. So bottlenecks are as good as ruled out, even for highly sought-after, short-term deliveries of large quantities

A TRADITION GOING BACK

MORE THAN 160 YEARS

The company, founded by the brothers Benjamin and Robert Knight in 1851, is headquartered in Bowling Green, Kentucky. The European headquarters is located in Tel-



**Brian Kennedy, Vice-President
of Textile and Sewing.**

ford, England, and Fruit of the Loom has another office and distribution centre in Kaiserslautern, Germany. Fruit of the Loom is known in Germany primarily as a vendor of cotton outerwear in strong-selling price categories. The logo harks back to the apple-loving daughter of a retailer named Rufus Skeel. She began to paint red apples on Fruit of the Loom products and saw sales rise steeply. When the Knight brothers learned of this, they immediately started using the red apples as a logo. In 1893, the logo consisting of a still-life of fruit was finally introduced, which is still used in the same form today, and the company is still successfully harvesting the fruit of its looms. After Fruit of the Loom applied for Chapter 11 bankruptcy in 1999 in order to come up with a restructuring plan and put it into action, the company was bought by Warren Buffet's investment holding, Berkshire Hathaway, in 2002. Now perfectly secure financially, Fruit of the Loom has since been investing heavily in its own future. Only four years later, the American brands Russell Athletic, manufacturer of sports items and textiles, as well as Spalding, a specialist in sports clothing and leisurewear, were



Fine mixture: The cotton bales are cleaned of all residual dirt and insects in the Blendomat production.



One of the first steps in processing: carding the cotton.

added to the Berkshire Hathaway portfolio. As in the retail sector, Fruit of the Loom is also a global player in the promotional products textiles segment and now looks back on more than 160 years of experience as a world-famous manufacturer of high-value apparel fabrics. When it entered the promotional products textile segment in the early 1980s, Fruit of the Loom made a name for itself with its high-quality T-shirts, which enable a wide variety of promotional customization. By completely moving all the equipment out of its Buncrana and Campsie plants in Northern Ireland to Morocco and starting it up again – including the spinning mill, rotor machine, knitting mill, dye-works, finishing and packing – the company wrote the latest episode in its history.

PROMOTIONAL TEXTILES – T-SHIRTS POINT THE WAY

The workmanship of the retail line does not differ from the imprint line, which is supplied to companies in the textile finishing industry to be customized with advertising. From time immemorial, T-shirts have shown the way in the promotional products sector. Valueweight T-shirt models, which come in a wide variety of colours, highlight this product series, so well known on the market. The Valueweight product series keeps growing and results in new styles year on year. Amongst others, men and ladies have the Valueweight V-Neck T, the Valueweight Long Sleeve T and the Vest models to choose from, made in the Skhirat plant from 100 per cent cotton Val-



Yarn storage. Five different qualities of yarn and blended fabric are produced.



A cotton plant in bloom.



Fully automated: computer controlled dyeing plants.

ueweight fabric from 160/165 g/sqm with a higher stitch density. This is made of Belcoro® yarn to give it a soft feel and make it easier to print on. All Valueweight T-shirt styles have ribbed knit collars made of cotton/Lycra® so they are exceptionally comfortable and can better hold their shape. Besides T-shirts, the Fruit of the Loom product range also comprises sweaters, hoodies and polo shirts, including the New Lightweight Sweats, which are 80 % cotton, Belcoro® yarn/20 % polyester. Made from 240gm/sqm unbrushed fabric, they are ideal for sports, retail and tourism.

ENHANCED PROMOTIONAL CLASSICS MEETING THE OEKO-TEX STANDARD

Promotional textiles can be finished by traditional customizing methods, such as em-

broidery and various printing processes, but also by means of transfer film such as flock or flex film. Among the highest-value types of finishing with flock film are those involving high-value rayon fibres, which have brilliant colours, are highly wash resistant and cover very well, and it can be applied to cotton, synthetic and many blended fabrics. When flex film is used for finishing, films made in Europe are preferred. Cotton, synthetic and blended fabrics can be finished, except for nylon, polyamide or coated fabrics. All Fruit of the Loom promotional textiles are certified in accordance with the Oeko-Tex Standard 100 and contain no substances harmful to humans or the environment. Oeko-Tex is an internationally acknowledged certification sys-

tem for textiles with global standards; its testing criteria include such things as tests for pesticides and heavy metals. Only textiles which pass these tests are given the Oeko-Tex seal.

COTTON FROM THE USA, STATE-OF-THE-ART PROCESSING

The raw material, pure cotton from the USA, reaches Morocco by sea. Every week, ships carrying 25 metric tons of cotton dock at the port of Tangiers to cover the ongoing high demand for raw materials. After delivery to Skhirat, the cotton runs through eight production zones. First the bales are lined up in a hall and all residual dirt and insects removed by a fully automatic process, the Blendomat production. After it leaves the huge washing plant, the cleaned



One of the high-speed knitting machines.

fabric is taken up by machines and fed into a filling funnel to be automatically rolled up in the next step by a plant with rotating drums and rollers and fine little wheels which process excess fabric remnants into textile fibre bands running parallel. The fibres are taken over by high-speed power looms at a strictly maintained temperature

of 23 degrees Celsius and 64 per cent humidity, while at the same time divided up into individual fibre lots and then further processed into stable knitting yarn. Then robust tubular fabric is made out of the spun yarn, which later becomes the main part of the piece of clothing without having to be cut or knotted together. In the

end, five different yarn qualities are produced, and not only products of pure cotton, but also mixtures with polyester in a ratio of 99 to 1 and 97 to 3. In the computer-controlled dyeing plants, the material runs through an exactly timed process at the end of which it has just the right colour intensity. Then the moisture is removed by a press and softeners added. Pre-shrunk to the right cross-section, the fabrics are again dried and fed automatically to various cutting templates in the tailoring area: a highly precise step which generates a minimum of scrap and thus at the same time saves production costs. Each of these steps, in particular the fabric quality and colour accuracy, are constantly monitored and controlled. After the pieces of fabric are delivered to the nearby sewing rooms, they are finished manually by teams under ongoing quality control in accordance with the BS, Great Britain, EN, Europe standards, and the international ISO standard. Finally, they are put into boxes marked with barcodes and shipped to centralized distribution centres in Europe.

SAFETY TAKES TOP PRIORITY

There are good reasons that the Fruit of the Loom planners did not choose another location, such as Bangladesh. The textile industry in this South Asian low-wage country turns over roughly fifteen billion euros each year, but the recent disasters caused working conditions there to draw fierce criticism after a large textile factory in Savar collapsed and killed 64 people in 2005. The distressing series of lethal incidents provided new negative headlines for the all-important Bangladeshi textile industry, most recently involving the collapse of an eight-storeyed textile factory in the capital city of Dhaka in May 2013, as well as a fire in another textile production facility a half year earlier which exacted more than 1,000 fatalities. This is the direct opposite of Fruit of the Loom's concept in Morocco. Cotton is easily inflammable, a fact to be taken very seriously. Appropriate prevention measures were taken with a factory fire brigade at the ready around the clock, gigantic water reservoirs for firefighting,



In the sewing room: The garments are finished manually by teams under ongoing quality control.



A high-performance water treatment plant of its own: 65 per cent of all the water used can be recycled.

and further fire protection measures, such as equipping each building with the most modern fire alarm system. For the worst case scenario, twelve ventilated tunnels are available beneath the production building for use as escape passageways. No employee is ever more than fifty metres away from the next emergency exit.

AWARE OF RESPONSIBILITY TO PEOPLE AND THE ENVIRONMENT

When conceiving its main plant in Morocco, Fruit of the Loom put its money on the highest level of energy efficiency. Brian Kennedy says, "All supply lines are laid below ground to enable lower ceiling heights,

which lowers the cost of energy for air conditioning, whilst maintaining a comfortable environment for employees." Fruit of the Loom also invested in water treatment plants, which as a side effect improved the water supply for the local population. "The innovative systems and methods used in the manufacturing process ensure that up to 65 per cent of the water can be recycled and flows cleaner than ever into the local

supply," explains the corporate speaker. Thirty per cent less energy is also used in yarn production and 23 per cent less waste produced. The certification of all Fruit of the Loom factories and supply partners in accordance with WRAP, Worldwide Responsible Accredited Production, provides for a legal, humane and ethically faultless production process around the world. This is only a part of other rigorous measures, such as regular unannounced audits in the factories, a cause which the Americans have taken up for themselves. Actions to always live up to their social and ethical responsibility. www.fruitoftheloom.eu <



STABILA CELEBRATES 125 YEARS

FAMILY BUSINESS WITH TRADITION

Stabila Messgeräte GmbH is celebrating its 125th anniversary this year. The brothers Anton and Franz Ullrich were already dedicated to the manufacturing of folding rules in the mid-19th century. The “Metre Factory” was ultimately founded in the year 1889.

In 1886, Anton and Franz Ullrich, the resourceful brothers from the south-west of Germany, received a patent for a spring-loaded joint for folding rules, which laid the foundation for the company's success story. Gustav Ullrich, a son of Franz, later founded the “Metre Factory” in 1889 in the German town Annweiler am Trifels and commenced the systematic manufacturing and marketing of folding rules featuring the spring-loaded joints which are still used today. “Since this foundation was laid, the company has continuously striven to be the world's best and most innovative manufacturer of measuring instruments with its Stabila brand”. This is the ambitious goal of the specialists from Annweiler.

TREND-SETTING INNOVATIONS

As the manufacturer of measuring instruments such as spirit levels, laser instru-



Dr. Ulrich Dähne took over the sole management of Stabila Messgeräte Gustav Ullrich GmbH in April 2014.

ments, folding rules and measuring tapes, the company is dedicated to achieving the highest standards in terms of precision, robustness, reliability and optimal handling. On the basis of the technical advances in measuring and manufacturing technology, as well as the ever-increasing demands of craftsmen, Stabila has succeeded, time and again, to release trend-setting innovations onto the market. A decisive role in this process has been and remains today the regular direct contact with the users. The ideas and suggestions from daily practice influence – after thorough assessment by product managers and engineers from different areas of expertise – the product development process. All in all, more than 500 employees are committed to the success of the company.

NEW MANAGING DIRECTOR

“Because Stabila responds to the needs of users, product quality remains the top priority: the quality of the measurement has a crucial impact on the quality of the work. Craftsmen need to be able to rely fully on the accuracy of their measuring instruments. Measuring instruments that every user is immediately comfortable with”, stresses Dr. Ulrich Dähne, sole managing director of the company since April 2014. Dr. Ulrich Dähne took over from Dr. Wolfgang Schäfer, who headed the company for more than 14 years.

RECOGNISED PRODUCT QUALITY

From the idea to the final product – Stabila is responsible for the entire process chain. “The company's internationally recognised product quality is guaranteed through a high level of in-house production and rigorous materials management. Stabila products are characterised by dependable accuracy, practical robustness, optimal handling and attractive design”, according to Dr. Ulrich Dähne. Stabila enjoys a worldwide reputation as a measuring instrument specialist for spirit levels, lasers, folding rules and measuring tapes. Dähne sums up: “The satisfaction of our customers is the basis of our continued success and the commitment of our company – since 1889.”

www.stabila.de





Mit der Seminar-Allianz zum nachhaltigen Messeerfolg

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

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<http://www.psi-messe.com/seminare>



STEF VAN DER VELDE

THE MAIN THING IS A CLOSE PERSONAL RELATIONSHIP

It is a long way from wanting to be a captain to becoming managing director of a top European company. Stef van der Velde pursued this long, not always straight or smooth path. And he arrived at a place where he feels good and at home in his career. This home has a name: Giving Europe.

Considering his youthful dream, it was not always foreseeable that the colourful, scintillating world of promotional products would one day be the career home of Stef van der Velde. He wanted to be a captain like his grandfather. This was the goal of all the plans he made for his life. The young Dutchman had also managed to be accepted at naval college. After half a year, though, it turned out that his eyes had a colour deficiency. He had a problem with blue and grey, which was not only a great obstacle for the master's certificate he was

aiming for, but above all put a sudden end to his dream.

ACCEPTING FATE AND TAKING ACTION
Nonetheless, Stef van der Velde had embraced one of the main character traits of a captain, the ability to navigate through foreign waters. His openness and decisiveness soon helped him to accept his fate and take appropriate action. He took an office job at an agricultural company without any hesitation just to earn money, while at the same time studying business at night school. He quickly made it into executive positions. A

traffic accident made him leave the company in his late twenties. A position at ITI Management brought him to Antalis. Here too his decisiveness and especially his courage to accept responsibility helped him quickly land strategic executive positions.

BUSINESS PLAN WITH SUCCESSFUL CONSEQUENCES

When the year 2000 came, it not only rang in a new millennium, but at the same time marked a turning point in the life of the at that time 40-year-old. His strategic ideas and concepts no longer matched those of the

Antalis management. The medium-term consequence was a separation. And for the first time, he did not know what he should do. Fortunately, this situation only lasted for a short time. A flight across the Atlantic helped him find enlightenment. Within only a few hours, Stef van der Velde had written down on the back of a two-page menu his first – and very crucial – business plan. The tenor of the plan comprised a select professional clientele (distributors), and a well-assorted warehouse. This marked the birth of Giving Europe and what is more, a strategic concept that has fully paid off and today provides secure jobs for 200 people within and beyond the borders of the Netherlands.

COUNTING ON THE RIGHT PARTNER

In 2001, the up-and-coming young entrepreneur found not only a trustworthy business partner in the family van Helden, but also a reliable investor. This demonstrates very impressively what is still the maxim of Stef van der Velde's understanding of business: personal contacts that result in genuine partnerships. Partnerships made for the long haul, in which there is always something more invested than merely the desire to share sums of money. Partnerships and personal contacts are the linchpin of Stef van der Velde's actions. This inner attitude was also what brought him his first members of staff. Ten former Antalis colleagues answered his first employment ad, and he was happy to take them on board. What is more, loyal customers of old decided to change over to Giving Europe. The declared goal for these and other customers added in the course of the years was reliable delivery in the shortest possible time and certified products only.

CERTIFICATION IS THE MAGIC WORD

For this quality-conscious Dutchman, and thus for Giving Europe, as well, certification means sustainability in the sense of an enterprise's responsibility to society, that is, corporate social responsibility (CSR), as well as fulfilling legal requirements (compliance). Giving Europe itself submits itself to a number of rules of conduct. In addition, the company's top management has campaigned energetically for the development of a European

code of conduct applicable to the entire promotional products industry and has also been instrumental in promoting the idea. For despite the fact that both his way into the promotional products industry and the choice of the name "Giving Europe" came about rather by chance, Stef van der Velde would like to leave nothing to chance when it comes to a responsible approach to the environment, resources and the obligation to create fair, humane working conditions. When asked quite a while ago about the greatest threat to the promotional products industry, the now 55-year-old had a ready answer, "Suppliers, distributors and even industrial customers buying from European competitors who procure uncertified products out-

for an exclusive collection of writing utensils and leather goods. The next year its "GET-BAG" brand of bags was launched. In 2013, the "LoyalTea®" brand of tea was introduced. Giving Europe's most recent creation is "DELTA CLIP®", a clip made entirely of FSC and PEFC certified paper and therefore very environmentally friendly. Alongside these brands is the trusted Giving Europe brand "Impression", which the company claims is the biggest, most varied range of promotional products in Europe. And it all finds enough room on 20,000 sqm at company headquarters in Tiel, the Netherlands. This area, occupied by innumerable high-rise racks, pallet spaces and a modern conveyor belt, enables a fine-tuned team to ensure an un-



side Europe." This is not to imply that Giving Europe gets none of its products from Asia, but they must all be certified. The outward sign of this is the label "Fast East" introduced in 2008. Under this label, Giving Europe offers premium and promotional products directly from the Far East.

OWN BRANDS EXPAND THE SPECTRUM

Apart from this label, Giving Europe has also established several brands of its own on the market in the thirteen years it has been doing business. Everything started in 2009 with the "Charles Dickens" brand, which stands

interrupted order flow, which also provides a better overview of finished and outstanding orders. This is quite necessary, too, for the order volume is constantly growing, and thus sales, as well, to the great joy of all involved. This is where Stef van der Velde sees a big difference between Giving Europe and its competitors. While a general stagnation and even a negative trend were becoming noticeable last year, Giving Europe was able to chalk up sales growth of seven per cent. In conjunction with 99 per cent customer satisfaction, the boss sees the company, which has a presence at eleven locations in Euro-

STEF VAN DER VELDE IN PERSON

What was your first thought this morning?

I have to brush my teeth.

When is your day a good one?

When I laughed during that day.

What gets you in a good mood?

Joyful and positive people.

And what drives you crazy?

Negative people without joy in their lives.

What are you most likely to forgive yourself about?

Trusting people too quickly.

When do you lose track of time?

During brainstorm session with enthusiastic people.

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

USA; West Coast.

What do you like spending your money on?

Giving Europe.

Do you let yourself get seduced by advertisements?

No, I analyze them.

When is a promotional product a good promotional product?

It has to be functional and used during a few years.

What is the best promotional product you have ever received?

A watch which was given to me by IMI Partner for the 5th anniversary of Giving Europe. I am still wearing it every day.

What do you find irritating in relation to promotional products?

How much time do you have ...?



pe, as being on the right track. And this track is far from coming to an end.

LESS DISTANCE WOULD BE MORE

When asked about his plans for the future, Stef van der Velde mentioned an expansion of distribution and sales outside Europe, the development of more programs with a view to CSR and marketing, and the addition of more product lines. And he would also like to intensify existing contacts and make new ones. In general, he wants closer contact between suppliers and distributors. In his opinion, the distance here is much too great. And the fact that close business relationships in particular are very important is shown by his own business model. This also means that Giving Europe will break away from customers when that closeness no longer exists. For instance, the company recently disengaged itself from more than half of its Dutch customers. Here Stef van der Velde expressly emphasizes that this decision had nothing to do with the amount of sales generated, but solely with the loss of close contact. This businessman, who has enjoyed so much success, says himself that big companies are just not his thing, which is also why he does not want to make one out of Giving Europe. What he wants – as was already handwritten in his first business plan, which he is proud and eager to show off – is a select professional clientele and a well-stocked warehouse. And he would also like to be able to help when a business partner runs into stormy weather in deep water. The fact that not one of his customers has yet gone bankrupt proves that he has done just this a time or two in the past. Deep inside, Stef van der Velde is a businessman who is obviously still mainly a captain navigating with a great sense of responsibility.





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INNOVATIVE PROMOTIONAL PRODUCTS



A MODERN CLASSIC

Fitting in with our monthly theme, bag maker Trendbagz refers to its 'modern classic', the "Truckz" tarpaulin bag. Its robust material, extensive promotional surface and high practical utility are what distinguish this messenger bag. It is available at short notice ex-warehouse in five different colours and can be finished by means of screen printing or embroidery. In addition, Trendbagz also offers a messenger bag in nylon by the name of "Messengerz". The bag, constantly available ex-warehouse, is characterised by high practical utility and is suitable, among other uses, as a promotional or trade show bag. Finishing of the striking promotional surface is possible by means of screen printing or embroidery; digital printing is also possible on request

48336 • Trendbagz GmbH • Tel +49 201 8993650

info@trendbagz.com • www.trendbagz.com

SWEET TRADITION SINCE 1828

The company Jung Bonbonfabrik introduced new packaging for its sweets to the promotional products market at the PSI 2014. The elegant packaging called the Bon Box is made out of white shiny cardboard and features a transparent window that runs down the side, which enables you to see the contents inside. It contains about 20 grams of unwrapped bonbons with a nostalgic shape, which are placed in a see-through baggie; the company placing the advertising can select the flavour of the candies from one of the following flavours: lemon, mixed herbs, fruit drops, cherry hearts, super mint or raspberry. The Bon Box, which can be personalised using 4c digital printing, lends itself in particular for use with proverbial claims with mottos like, "It's worth looking inside" or "Valuable insights". Hence, it is also ideal to use during open house days or as a way of inviting people to visit your trade show stand. More information and samples are available from Jung's team of consultants.

41545 • Jung Bonbonfabrik GmbH & Co KG • Tel +49 7042 9070

zentrale@jung-europe.de • www.jung-europe.de





FRESHNESS OUT OF THE BAG

With the nifty seal with built-in pourer from Linden International, everything that comes out of the bag remains freshly and hygienically packed even after opening. The new Seal&Pour bag clip makes this possible. No matter whether it's coffee, tea, flour, sugar, muesli or beans, to name just a few: once the lid is opened the product will flow. The lid securely seals off the commenced portion and is additionally suitable for use in the freezer, microwave and dishwasher. In addition the seal can be custom printed.

43551 • Linden International AB • Tel +46 370 695530
info@lindenint.se • www.lindenint.se



MINI-BIKE FOR MEGA-FITNESS

Revillo is the name of the new motorised fitness bike that is aimed at older persons. The mini-bike has an extremely stable construction and is equipped with pedal loops. Leg or arm musculature is trained in the seated position via the motorised drive: no kick-starting is therefore necessary. Speed can be regulated in twelve steps, while training time can be pre-set for between 1 and 30 minutes. Time plus number of pedal rotations are very clearly legible on the removable LCD display. Added to this is a very appealing delicate design.

48898 • b & a Vertiebs GmbH • Tel +49 7062 97891-0
vertrieb@keltik.de • www.promotionkicker.de

-Advert-





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46305 • Original Lanyards • Tel +351 214 351106
export@originallanyards.com • www.originallanyards.com

SINCERITY WITH TASTEFUL FINESSE

Eat sweets like back in the day with grandma and join Kalfany Süße Werbung on a sweetly nostalgic journey with its "Tanti Gusti Kaubonbons" series. The Italian speciality, packaged in good old candy form in that old familiar wrapping, brings back a few childhood memories. 15 fruits can be selected. One to two flavours can be chosen from an order quantity of 25 kilograms; from 100 kilograms, four varieties can even be ordered from IFS certified manufacturing.

42706 • Kalfany Süße Werbung • Tel +49 7643 80125
Vertrieb@ksw24.com • www.suesse-werbung.de



LOVELY AND SMOOTH AT ALL TIMES

To look after and protect chapped lips, you need optimum lip care. This is now offered by Sanders Imagetools with the brand-new 6 ml lip balm with practical wraparound cardboard, which is packaging and flyer in one. The high-quality complex of active ingredients comprising panthenol, Shea butter, allantoin, beeswax and Vitamin E is optimally tuned to the needs of damaged lips. With its smooth consistency the balm is quickly absorbed; dry, tight lips are palpably relieved. Mint, camphor and thymol ensure a minty-fresh taste with a slight cooling effect. In its 6-ml tube, the lip care is ideal for the pocket and very quickly to hand. The wraparound cardboard can be custom-printed on both sides. On opening, the refined construction becomes a flyer card and offers space for more information or competitions.

46551 • Sanders Imagetools GmbH & Co. KG • Tel +49 9401 607980
welcome@imagetools.com • www.imagetools.com





IDEAL ON THE GO

The world-famous Heri stamping technology combines attractively shaped, exclusive writing utensils with integrated, personal stamps. New to the range is the handy and functional Mini Stamp&Smart Pen. This, too, combines the three functions of classic writing, writing on a touch screen and stamping. With its overall length of 12 centimetres and its classic, stylish design, it is an ideal travel companion. By means of the removable caps, it can be transformed in no time from a convenient writing utensil into a perfect stamping device and the soft-touch body simultaneously facilitates a safe and precise navigation of touch screens.

41016 • Heri-Rigoni GmbH • Tel +49 7725 93930

armin.rigoni@heri.de • www.heri.de

-Advert-





TESTED VOLTAGE

Voltage testers as scatter items for handymen and technicians: this is not only a question of high performance, but also one of looks. Meterex has therefore expanded its range by two series of voltage testers that are distinguished by a high utility value and longevity. The colourful voltage testers with a modern design are made in Germany, GS, VDE, and CE certified, and offer circumferential hand protection. The clip consists of insulated material. The housing possesses a built-in display system with an optimum light display. Their wide gauging range from 125 to 250 Volts means the voltage testers have multiple uses. Promotional logos can be printed on or finished by means of doming.

41836 • meterex Karl Kuntze (GmbH & Co.)

Tel +49 2173 9988690

meterex@meterex.com • www.meterex.com

ULTRA-FLAT VIDEO BOARDS

Video advertising has become more intelligent and innovative thanks to the latest digital technology. This has opened up an exciting new market where the multi-media professionals at micx-media have dynamically positioned themselves as integrators who focus on the three aspects of conceptualisation, content and technology. The micx-media professionals can integrate smart, high-performance VIDEO boards for the rapidly growing promotional and marketing channels within video communication. The VIDEO boards can each have different formats, sizes, functions and screen sizes depending upon the customer's application requirements; additionally, they can now feature TFT displays with HD imaging quality. They can be used as a VIDEO mailer which can have a variety of different print formats; alternatively, they can be placed in catalogue and product gift cases or be integrated into displays with innovative VIDEO board technology for use at a POS or POI (point of information). Video communication increases advertising efficiency and effectiveness many times over. The micx team can assist you in terms of conceptualising the content and can inform you of popular music and media specials.

45899 • micx-media in concept gmbh & co. kg

Tel +49 5205 9910-0

info@micx-media.de • www.micx-media.de





CHOCOLATY TIMES

Truly chocolaty times are on their way at MAGAN sweets. The peanuts encased in delicious whole milk chocolate in custom-printed promotional sachets are a welcome snack. Fans of a blend of salty and sweet will additionally be delighted by the whole milk chocolate-covered mini salt pretzels. Three small, delicious pretzels in each case are packaged in a customised promotional bag. Both products are available from a quantity of 5,000 pieces.

41617 • Magna sweets GmbH • Tel +49 8146 99660

info@magna-sweets.de • www.magna-sweets.de

OFF TO THE PLANTODROME

To match the big sporting event on the green pitch, emotion factory offers a somewhat different promotional idea: the Plantodrome. The 5.9 centimetre high, 6.5 centimetre-diameter pot with the transparent dome works like a greenhouse and favours rapid growth. Simply pour water on the substrate tablet, sow in grass seeds and lay the lid loosely on top. When the seeds germinate, the cover can be removed. The wraparound label (18.5 x 3.2 centimetres) around the pot, as well as the inside of the round lid, can be fully custom designed.

45997 • emotion factory GmbH • Tel +49 7042 81550

info@emotion-factory.com • www.emotion-factory.com



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www.success-werbung.de
info@success-werbung.de



A LITTLE HELPER WITH A BIG IMPACT

Got your shopping cart token? Shopping list too? It's the little things that have a big impact when going to the supermarket or off-licence – especially when they're not immediately to hand. Idea Force now comes to your aid with the CoinCard. Handling is a breeze: the card made out of plastic is easily flexed and inserted into the shopping cart coin slot. A small groove in the lower part of the CoinCard offers additional valuable utility, as the shopping list can be wonderfully clamped in here. The Coincard, 4c printable on both sides, offers plenty of space for promotional messages and is also ideal for mailings or as an insert in magazines.

49204 • Idea Force International GmbH • Tel +49 6105 2973-0
info@ideaforce.de • www.ideaforce.de

POUR OUT SOME SUNSHINE

A genuine eye-catcher is offered by the 2-in-1 solution comprising a designer watering can by Koziol and a dwarf sunflower by Multiflower. The "Camilla XS Sonnenschein" ensemble consists of a six-centimetre tall pot, a soil tablet, seed for one dwarf sunflower and a plastic watering can as the container for cultivation. Once the grown plant has been re-potted, the watering can can be reassigned to its original task, or used as a flower vase or jar for utensils. The wraparound label can be used as a promotional message bearer. Promotional printing is done on the standard design (promotional surface area 30 x 20 millimetres top; 20 x 50 millimetres on each side). A custom design for the wraparound label (300 x 130 millimetres) is possible from just 250 pieces.

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



ALMOST A DECORATIVE ITEM

The Zyklop Mini comprising 9 bits with the most important profiles in a stylish look solves every screwing problem with unexpected robustness – and can always be put to use when screwing with conventional hand tools is impossible for reasons of space. Compact and easy to use when checking bits and combinable with bits and sockets – entirely as required. High-quality decorative packaging with custom logo from 100 pieces.

48078 • Wera Werk, Hermann Werner GmbH & Co. KG • Tel +49 202 4045
matuschek@wera.de • www.wera.de



SUMMER, SUN, BEER GARDEN

Summer is just around the corner, and picnic and beer-garden time too. The beer-garden cookbook from Dorling Kindersley shows delicious specialities for leafy outdoor dining. As a promotional product, the book can be individually put together according to customer requirements and is the perfect complement to all products to do with enjoyment and fun outdoors: from the beer-bottle hanger to inserts for reusable cutlery, drinks crates or picnic blankets and baskets. The cover can be provided with a company logo on request.

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

COMES WITH EVEN MORE

Among its assortment of tasty advertising ideas for 2014, the company Jung Bonbonfabrik has a logo display for sale which will really attract people's attention with its flexible shapes and design options. The sweet dispenser, which is ideal for use at events such as trade shows, is made out of crystal clear PET plastic and offers an advertising surface made out of white shiny paperboard. It is placed like a ring around the opening of the container and it can be imprinted with a personalised message and cut into its own special shape, like that of a logo, car, sun, etc. These types of special shapes are available for a minimum order of only 100 units. The customer can personally select the content of the display himself, and the container has enough space available for holding about 50 pieces of Ritter Sport Mini chocolates, 120 pieces of PromoPresso sweets, or 150 pieces of Creative sweets. More information and samples are available upon request.

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



NEW DISTRIBUTION CHANNELS

The Hanover Fair was opened by Angela Merkel who pointed out how the Internet has vastly changed the industry and its distribution channels. Even though we have heard this time and time again for more than ten years, it has unquestionably become reality today. A reality that is articulated in the form of search engines and web shops, but is not yet understood in terms of its efficiency and fine structure.

At the marketing forum, which took place in Hanover on the occasion of the first PSI PROMOTION WORLD, it was difficult not to be impressed by what is possible in cross media marketing today and how the “one” target person, the customer, can be addressed individually. Marketing specialists and consultants shared their knowledge using specific examples and showed how efficiently communication can

take place with promotional products. Whether it be promotional products as drivers of brand communication, the use of sensory marketing or the potential of haptic media for sales promotion – the topics were exciting and informative.

One topic of discussion was measuring the success of trade shows. It turned out that rating success still depends too heavily on emotion. Colleagues from major companies have confirmed that on closer analysis of trade show results – especially at smaller events – the results should be evaluated differently than simply basing them on a positive gut feeling or the feedback of opinions. Examples include high numbers of distributed catalogues which achieve zero response or crowded stands with the wrong target groups. There has seldom been such an inspiring dia-

logue and a fruitful sharing of knowledge about haptic advertising as at the PSI PROMOTION WORLD.

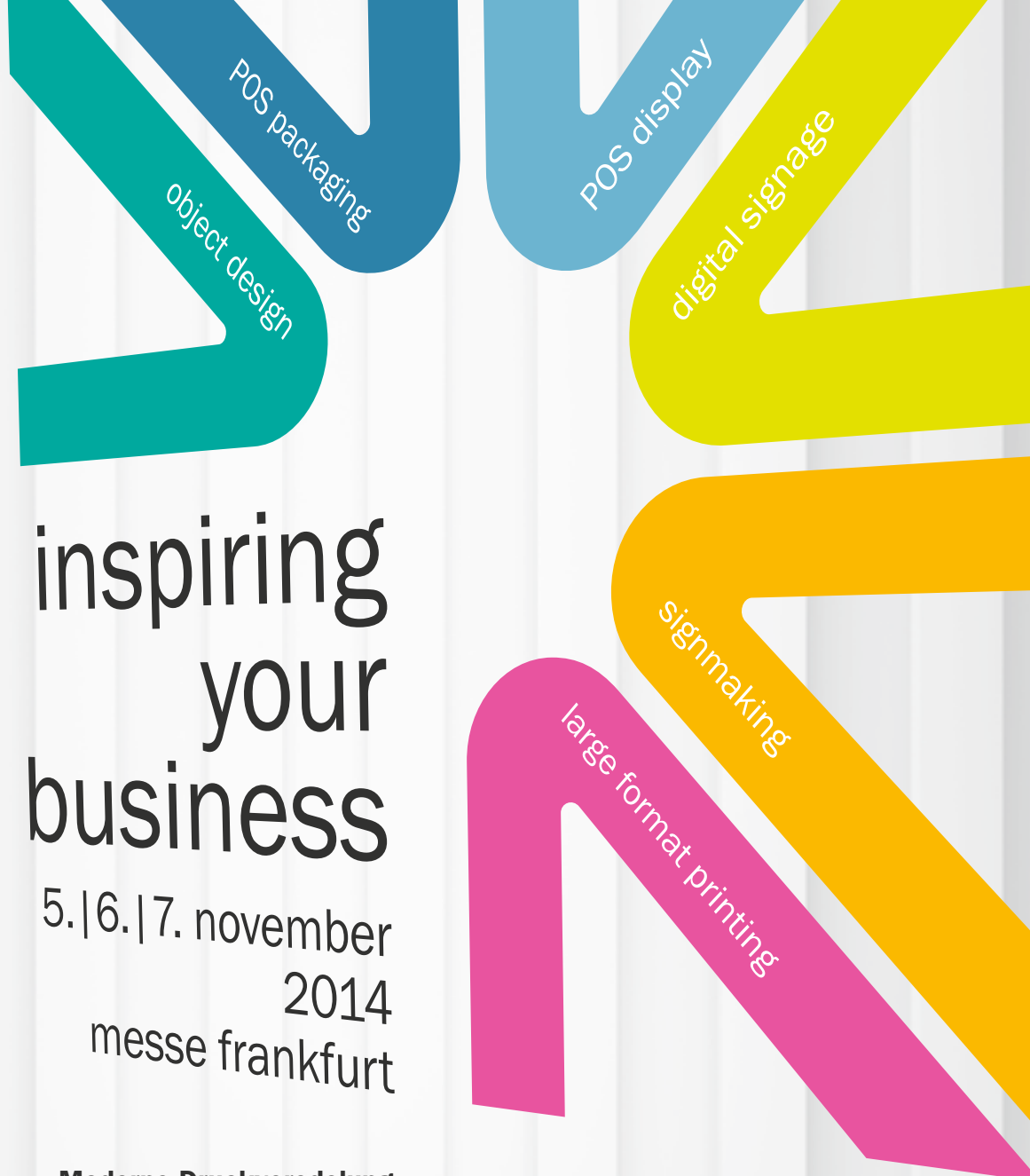
Best regards,



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



»There has seldom been such fruitful sharing of knowledge about haptic advertising as at the PSI PROMOTION WORLD.«



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PSI WEBSHOP

FUNCTIONALITIES FURTHER OPTIMIZED

The PSI Webshop has been an essential part of PSI eBusiness Services since 1 August 2012. It is designed and structured so that after receipt of a purchase order the Webshop operator can see at a glance which suppliers must be contacted for order processing. In addition, it is easy to keep track of conclusive evaluations, which products are most often viewed and which products have so far been the biggest bestsellers. Accordingly, product assortments can be realigned or relocated depending on success-oriented focal topics.

Whenever someone fits out his Webshop for the first time, he can currently choose from thousands of promotional products from various product groups and decide from which suppliers the promotional products should be imported. Every single item can be edited following a product data import, such as by adding further additional information or by configuring your own prices and special offers.

The PSI Webshop has long established itself as a profitable online sales channel, supporting the PSI members that use it to tap into additional markets. This success does not mean that PSI can now lean back and relax, however. On the contrary. In the meantime, the Webshop functionalities have been further optimized. Specifically this means that since 1 April 2014, all the items that belong together on the basis of the manufacturer's data also appear together. The advantage for all PSI Webshop customers: There are no longer duplicate articles in an assortment, but only one article with appropriate options such as size or colour. And everything happens automatically. The personal Webshop is completely updated. Related articles can then be used immediately in the Webshop. All the advantages of the PSI Webshop are featured at www.psi-network.de. Simply click on the "PSI eBusiness" tab.

<



PSI 2015

TICKET SHOP IS GOING ONLINE FROM JUNE

It is a truism, but it is proven true every year anew: After the PSI is before the PSI. The promotional product year is an eventful one – and short. A rise in the number of visitors of almost 18 per cent, an increase in inquiries from abroad and a variety of refreshing promotional ideas are just a few reasons that speak for the PSI. With 16,228 trade visitors (previous year: 13,772), Europe's largest trade show of the promotional products industry impressively underlined its role as a leading international trade show. A total of 852 exhibitors from 33 nations presented current trends and new products in the promotional products market at the PSI. Whoever wishes to take advantage of this momentum in the coming year and at the PSI 2015 (January 7 to 9) should best order his trade show tickets conveniently in advance at the PSI Online Ticket Shop. This saves time and especially money when purchasing a ticket. It is therefore important to pencil in the following date: On 2 June 2014, the ticket shop for PSI 2015 is going online. This is where visitors can secure the earlybird price of only 57 euros.

www.psi-messe.com

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BETTMER

Wir sind das führende Versandhandelsunternehmen für Werbeartikel im Business-to-Business-Bereich. Der Vertrieb unserer Produkte und Dienstleistungen erfolgt über Printkataloge, Onlineshops und den Direktvertrieb im internationalen Umfeld. Wir sind mit mehreren Marken im Markt vertreten und betreiben ein eigenes Zentrallager. Zur Verstärkung unseres Teams suchen wir eine/n strategischen

Einkaufsprofil (männlich/weiblich)

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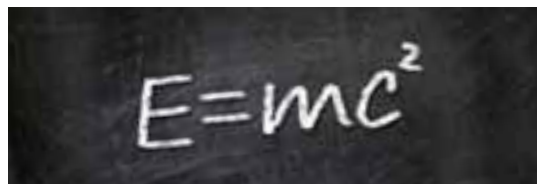
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Sind Sie interessiert? Dann möchten wir Sie gerne kennen lernen. Bewerben Sie sich bitte mit Angabe Ihres frühestmöglichen Eintrittstermins und Ihrer Einkommensvorstellung unter dem Stichwort „Einkauf“ an personal@bettmer.de oder schriftlich zu Händen Frau Frommeyer.

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BEWERBUNG@KANDINSKY.DE

KUNDENBERATER GESUCHT!

Innovative Gestaltung, anspruchsvolle Technik und eine kreative Farben- und Formsprache machen unsere Produkte international erfolgreich. Als Tochtergesellschaft eines renommierten Schweizer Schreibgeräteherstellers sind wir mit diesem einzigartigen Konzept im deutschen Werbemittelmarkt hervorragend positioniert.

Wir wachsen weiter. Zur Verstärkung unserer regionalen Präsenz suchen wir zum nächstmöglichen Termin eine/n

Außendienstmitarbeiter/in für die Region Süddeutschland.

IHRE AUFGABEN

Sie sind stark in der Identifikation und Akquisition neuer Kunden. Stammkunden erleben Sie als zuverlässigen und vertrauensvollen Gesprächspartner. Sie verstehen, worauf es ankommt. Durch perfekt vorbereitete Preis-, Produkt- und Sortimentsgespräche überzeugen Sie Ihr Gegenüber. Auf Messen stehen Sie als kompetenter Ansprechpartner Rede und Antwort.

IHR PROFIL

Organisationstalent, absolute Vertrauenswürdigkeit und ein hohes Maß an Flexibilität, Belastbarkeit und Eigeninitiative zeichnen Ihre Persönlichkeit aus. Sie haben Kaufmann nicht nur gelernt, Sie sind es aus Überzeugung und aus Spaß am Verkaufen. Sicheres, überzeugendes Auftreten im Umgang mit Kunden und Mitarbeitern sind für Sie selbstverständlich. Ihre Kontaktkraft haben Sie bereits im Verkauf/

Außendienst unter Beweis gestellt. Wenn Sie darüber hinaus noch über Kontakte zum Werbemittelhandel verfügen, sollten wir unbedingt miteinander reden.

Wir bieten Ihnen einen attraktiven Arbeitsplatz in einem kreativen und zukunftsorientierten Unternehmen mit jungen, engagierten Mitarbeitern. Alles andere sollten wir persönlich besprechen.

Interessiert? Dann senden Sie Ihre vollständigen Bewerbungsunterlagen bitte an bewerbung@prodir.de

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GESCHÄFTSFÜHRER
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Innovative Gestaltung, anspruchsvolle Technik und eine kreative Farben- und Formsprache machen unsere Produkte international erfolgreich. Als Tochtergesellschaft eines renommierten Schweizer Schreibgeräteherstellers sind wir mit diesem einzigartigen Konzept im deutschen Werbemittelmarkt hervorragend positioniert.

Wir wachsen weiter. Für unseren Standort in Merzig suchen wir zum nächstmöglichen Termin eine/n

Mitarbeiter/in Dialogmarketing

IHR PROFIL

Sie verfügen bereits über Erfahrungen im Telefonmarketing und diese anspruchsvolle Arbeit macht Ihnen Spaß. Ihre angenehme Telefonstimme hilft Ihnen dabei, durch sicheres und freundliches Auftreten zu überzeugen. Auch in Stresssituationen sind Sie ein/e angenehme/r Gesprächspartner/in. Ihre gute Kommunikationsfähigkeit ist gepaart mit sehr hoher Serviceorientierung. Sie sind ein Teamplayer mit der Fähigkeit, ergebnisorientiert zu arbeiten. Eine gute Allgemeinbildung, sichere PC-Kenntnisse aller Office Programme sowie Flexibilität, Zuverlässigkeit und überdurchschnittliche Einsatzbereitschaft zeichnen Sie aus.

IHRE AUFGABEN

Dem Verkaufsleiter direkt unterstellt sind Sie verantwortlich für das erfolgreiche Telefonmarketing unserer Produkte. Sie entwickeln und stärken Kundenbeziehungen und sorgen für die professionelle Abwicklung aller mit dem Telefonmarketing verbundenen Prozesse. Als Schnittstelle zum Vertrieb bieten Sie unseren Kunden

kompetent Lösungen an und erfassen und qualifizieren die entsprechenden Kontaktdaten.

Wir bieten Ihnen einen attraktiven Arbeitsplatz in einem kreativen und zukunftsorientierten Unternehmen mit jungen, engagierten Mitarbeitern. Regelarbeitszeit Mo. bis Fr. von 8-17 Uhr. Alles andere sollten wir persönlich besprechen.

Sie sehen in diesen vielseitigen und verantwortungsvollen Aufgaben eine persönliche Herausforderung? Dann bewerben Sie sich bitte mit Ihren vollständigen Bewerbungsunterlagen (Anschreiben, Lebenslauf, Zeugnisse) sowie unter Angabe Ihrer Gehaltsvorstellung.

Wir freuen uns auf Ihre Bewerbung bewerbung@prodir.de

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Die BLICK ART CREATIV GmbH mit Sitz in Wiesbaden (Mainz-Kastel) ist einer der führenden Anbieter von kreativen Werbemitteln mit einem weltweiten Produzenten Netzwerk.

Als Full-Service-Dienstleister entwickeln wir mit eigener Design-Abteilung maßgeschneiderte Promotion-Visionen und liefern sowohl Produkt-Neuheiten als auch Werbemittel-Klassiker.

Wir bieten Ihnen eine verantwortungsvolle Aufgabe in einem familiären, kreativen und teamorientierten Umfeld, sowie in einem dynamisch wachsenden Unternehmen.

Sie passen am besten zu uns, wenn Sie:

- auch in Stresssituationen einen klaren, durchaus eigenen Kopf behalten
- immer team- und auch kritikfähig bleiben
- wortstark – auch am Telefon – sind
- verkaufs- und kundenorientiert denken
- ein gutes Gespür für Trends und Marktchancen besitzen

Erste Erfahrungen im Bereich Kontakt/Vertrieb und/oder Idealerweise aus einer Agentur oder der Werbemittelbranche bringen Sie mit.
Ihr Englisch ist nicht nur fließend, sondern verhandlungssicher in Wort und Schrift.
Eine kaufmännische Ausbildung ist selbstverständlich.

Sie fühlen sich angesprochen oder erkennen sich Idealerweise wieder?
Dann geben Sie unseren Visionen ein Gesicht!

Wir freuen uns auf Ihre Bewerbung (ausschließlich per Email) unter Angabe Ihrer Gehaltsvorstellung und dem nächstmöglichen Einstiegstermin.

Schreiben Sie an: job@blick-art.de



OUTDOORS, BUT SAFE

Only 20 years ago, people went outdoors for hiking and cycling. Today, walking, mountainbiking and even white-water rafting and canyoning grew into a real outdoors movement. For some people it is rather a philosophy of life. Anyway, the most important aspect: "Outdoors and safety". A true philosophy for many people is to use branded goods. For the PSI Journal it is therefore a matter of course that space and pages should be allocated to "Brands and Premiums" as well.

Please keep in mind the title topics of the July issue – "Toys, tools, technology" and "Creative into the autumn" and send your product ideas (image and text) by 16.5.2014 at the latest to Edit Line GmbH, Redaktion PSI Journal, Dekan-Laist-Straße 17, 55129 Mainz, e-mail: hoechemer@edit-line.de.



REVIEW OF PSI PROMOTION WORLD

In the middle of the market, straight for handlers and integrated in the value added chain. That's the way the PSI PROMOTION WORLD (8th to 10th April 2014 in Hannover) is described the best. The particular: As the first promotional products trade show of PSI and Deutsche Messe AG, PSI PROMOTIONAL WORLD was included in the concept of the HANNOVER MESSE, the worldwide most important industrial fair that took place at the same time. The PSI Journal reviews.



THE GAME WITH THE SQUARE BALL

Ninty years ago, a game saw the light of day, that is called to date a German phenomenon. We are talking about tip-kick. Starting as a game with little pawns of sheet metal, it is nowadays a professional sport – in Germany, at least. The PSI Journal glances at tip-kick and the people playing it.



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mini Mentos folder with six pieces of chewing gum as the perfect enclosure. Contact the JUNG team now for more information on lots of other refreshing advertising media that can be designed in your very own CD even in mini print runs, as well as for catalogues and samples.

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