

➤ **PS1**

POWER FOR PROFESSIONALS
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JOURNAL



Dagmar Kornhaas
MaxxPromotion
The Felt Artist

PSI PROMOTION WORLD
Clear Signal To The Market

Product Guide
Kitchen And
Culinary Delicacies
Laptops, Smartphones
And Tablets

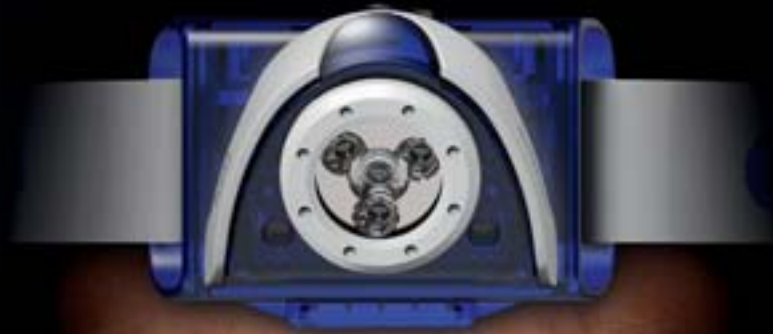
PSI 2015
It's All About Taking Part

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AN ORIENTATION GUIDE



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EDITORIAL

AND NOBODY KNOWS WHY

There's no end to the bad news from the pharmaceuticals sector. The 2014 German Pharmacists' Conference has now decided with a large majority to reject on-pack promotions. They intend to ask the federal government to prohibit such extras with OTC products. Apart from the fact that this is sure to fall on deaf ears in the government, it is still amazing that pharmacists of all people are calling for state regulations. After all, the industry is giving them a hand with their advertising free of charge.

The argumentation of the association's officials appears more than hypocritical. In view of customer protection, they maintain medicines should "only be taken to alleviate or prevent illnesses". The medicine and not the related extra should be the main reason for purchasing medication. But take a good look at a modern pharmacy: seasonally themed show windows designed by decorators. There could hardly be more of a focus on advertising. And inside? Sales displays at the POS. Advertising slogans wherever you look. Whole shelves full of cosmetics with their concomitant promotion. The share of products that require no prescription but may only be sold in pharmacies is growing. Thanks to seniors' increasing penchant for self-medication, this market is growing more strongly than ever especially for them. This ranges from food additives to potency enhancing drugs, from vitamin preparations to mild "happy pills". Often expensive, often lacking any scientific evidence of effectiveness, often with a placebo effect at best.

Pharmacists earn a tidy sum on these products. Everything else they sell is strictly regulated; like in a classical planned economy, there is no freedom to set prices. That is why this decision by the Pharmacists' Conference is more than incomprehensible. A particular thorn in their side is the bonuses for the industry; it wants to save money, we may assume. Even wholesalers are not always happy when bonuses cause problems with packaging and storage. In large pharmacies, the sorting robots stumble here and there over the on-pack promotions on packages. And yet, all the pharmacists I have talked to consider the decision of the officials to be utter nonsense.

I can only agree with them. Although such decisions merely underscore my viewpoint in the October issue: our associations throughout Europe must be more tightly organized and more efficient. This is the only way we can effectively counter our governments' growing inclination toward regulation, red tape and greed for tax money.

Keeping this in mind



Manfred Schlösser
Editor-in-Chief PSI Journal
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STYLISH ENJOYMENT

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This month on the following pages we have put together a selection of tasteful as well as promotional-ly effective products that embrace the topics of kitchen and culinary delicacies – thus everything that creates a stylish ambiance and delights cooking enthusiasts as well as connoisseurs.

Promotionally effective products that embrace the topic of laptops, smartphones and tablets demonstrate how effectively new media and three-dimensional advertising complement each other.



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Social media, especially social networks, are of paramount importance to companies. No other medium currently allows a faster, more direct communication between companies and customers. However, the contractual arrangements are often unclear and legal requirements are often not met. This is an orientation guide for social media law.

PSI 2015: IT'S ALL ABOUT TAKING PART

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The PSI Trade Show is one of a kind in Europe – and has been for 53 years. Thanks to its innovative concept, the PSI 2015 will be offering its exhibitors an even more ideal stage for their product presentations. Some of the exhibitors returning to the PSI after a break explain why it's so important to take part.

KOLOR PLUSZ: PROMOTION WITH COSTUMES AND PLUSH

94



Since 1997, the Polish company Kolor-Plusz has been producing plush articles with a great deal of dedication and passion. Their qualified staff have many years of experience in producing plush articles. Many of them have been working at the company since it was founded.

50 YEARS OF TFA DOSTMANN

96



Anyone wanting to know what the weather will be frequently relies on one of approximately 1,000 measurement instruments from TFA Dostmann. The weather stations, thermometers, barometers and hygrometers of the family-run enterprise from the town of Wertheim in Baden-Württemberg are in demand throughout Europe. Founded in 1964, TFA is now celebrating its 50th anniversary.

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TRULY 'COOLINARY'

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COOL ARTICLES FOR THE COOL SEASON

Rain, fog, wind. The cool season, especially in November, evokes many associations. No wonder, then, that there are old names like Nebelung or the term Windmond introduced by Charlemagne in the 8th century for the eleventh month of the year. Nowadays many people talk of 'uniform grey' when they think of November. And let's be honest: Uniform grey is very uncool. Nevertheless, grey and perhaps even dismal days can encourage people to create quite cool accessories. As in any situation, it simply depends on what you make of it. In other words: Keep your chin up and always keep a cool head.



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SOCIAL MEDIA

EVERYTHING OF LEGAL IMPORTANCE

Social media, especially social networks, are of paramount importance to companies. No other medium currently allows a faster, more direct communication between companies and customers. However, the contractual arrangements are often unclear and legal requirements are often not met. This is an orientation guide for social media law.

The first thing that often comes to mind when the subject of social media is raised is social networks such as Facebook, Xing or LinkedIn, and sometimes micro-blogging services such as Twitter. This is something to be expected although they do not cover all social media. The question as to which media and technologies belong to social media is not easy to answer and has so far remained unan-

swered by legal experts. Weblogs, wikis, forums and chat forums certainly belong to social media, as well as a company's internal social software, which is known under the names "Enterprise 2.0" or "Social Enterprise". For this guide, social media law is represented primarily by the example of social networks which, on the one hand, can also illustrate virtually all functions of other forms of social media and,

on the other hand, play a central role in marketing. However, the models can be applied to other social media.

SOCIAL MEDIA LAW

"Social media law" is a collective term that does not describe a self-contained area of law. From a legal point of view, social media, like the entire information technology, is a cross-sectional subject. The legal relationships to be observed when operat-

ing a social media presence (hereinafter “SMP”) are diverse. Depending on the scope and design of the SMP, relationships may exist with the operator of the social media platform (e.g. Facebook), the competitors, the targeted consumers, the authors of content on the SMP, the visitors of the SMP and its own employees. Accordingly, questions can arise from a variety of legal areas, including contract, consumer, trademark, copyright, unfair competition, industrial and especially telemedia and data protection law.

THE RELEVANCE OF SOCIAL NETWORKS

The use of social networks remains at a consistently high level. In 2013, 78 per cent of internet users in Germany were registered in at least one social network, 67 per cent of internet users used social networks regularly (“Social Networks in 2013 - Third advanced study” BITKOM e.V.). In the internet user segment of 14-29 year-olds, the proportion of users of social media is in fact at 91 per cent, whereby these values fall with the increasing age of the people surveyed. This is equivalent to about 45 million people in Germany. The economic importance is demonstrated by two more figures of the BITKOM study: About 50 per cent of users stated that recommendations received from their friends attracted a great deal of attention (62 per cent of the 14-29 year-olds).

FROM DESKTOP TO MOBILE WEB TO APP

Another emerging trend is the way social media is used. Here, too, the trend is moving away from traditional use through the browser of a desktop PC or notebook towards a predominant use of the mobile internet. In 2013, for the first time, users in the USA spent more time with mobile devices than on “traditional” computers. Of this mobile usage, only 20 per cent of the time was attributed to the use of mobile browsers; the remaining 80 per cent was spent on using apps, of which approximately one quarter was attributed to the use of social networks by app. This technical development and change in user behaviour also entail legal challenges. The sale of apps lies almost completely in the hands

of the manufacturers of the respective operating systems for mobile devices, which can therefore dictate far-reaching requirements when it comes to developing apps. The limited display capabilities of mobile devices, however, make it challenging to comply with the mandatory information requirements.

THE ACCOUNT - LEGAL RELATIONSHIP WITH THE OPERATOR

Once a social network has been chosen, the company that wants to present itself or advertise its products enters into the first legal relationship on registration. The contract between the operator and user of the social network (“Agreement of Use”) is concluded with contract partners abroad, usually in the United States, and thus German contract law is not readily applicable. According to Art. 3 para. 1 sentence 1 of the Rome I Regulation, private international law leaves the choice of the applicable law to the contracting parties. In the relationship between the operator and the user of the social network, the law applicable at the headquarters of the operator, together with the appropriate court of jurisdiction, are usually agreed on. This is perfectly admissible if a company is the user as it is not considered to be a consumer within the meaning of Art. 6 para. 2 sentence 2 Rome I Regulation. When it comes to formulating the Agreement, the applicability of American law allows the operators of social networks liberties which would mostly be inadmissible under national law, e.g. the almost complete exclusion of any liability. This would be of no help to a user who subjects himself to a foreign law and would have to enforce this right against the operator in the United States. He must therefore be aware that he is subject to the laws of a foreign jurisdiction.

SPECIAL PROVISIONS FOR ADVERTISERS

There may be special offers for companies that merely want to advertise on social networks without having their own website on the network. Facebook, for example, enables companies to “purchase” advertising space. However, Facebook *inter alia* reserves the right to unilaterally change

the specified advertising criteria, to remove an advertisement for any reason at any time, or to use its customers’ advertisements for its own promotional purposes. All this, of course - surprisingly professional on this score - without guaranteeing the success of any promotional activities.

SETTING UP AN SMP

Once the decision has been made by a company to set up its own profile (also called “page” or “fan page”) on a social network, the work can begin. This raises the question of who is responsible for designing the SMP and later filling it with content. If the boss decides to roll up his sleeves, the responsibility is clearly assigned, but also only on his shoulders. A more typical approach is to assign these tasks to either one or more employees of the company or to an external agency. The same then applies to the ongoing supply of updated content.

DESIGN BY AGENCIES OR EMPLOYEES

If an agency is assigned with the creation and possibly the operation of the SMP, several basic conditions should be contractually defined: How should the agency present itself on behalf of the company (e.g. addressing the user, maintaining a corporate identity or corporate behaviour)? How should the agency handle support requests from the company; do specified response times have to be observed? Can it represent the company vis-à-vis third parties and, if so, to what extent (e.g. by promising discounts or offering prizes in prize-winning games)? Of course, the same questions arise with respect to employees, including additional issues such as the business use of their personal social media accounts, e.g. for reports about company outings or marketing a product manufactured by an employee and his friends. The rights to such resulting content should be stipulated in a supplement to the employment contract. Disputes as to whether it is attributed to the knowledge of the employee or whether it is a trade secret protected by § 17 UWG are inevitable if the employment contract is terminated without legal clarification.

LEGAL NOTICE IS MANDATORY

Once it is clear who is responsible for the SMP and, if necessary, for developing a social media strategy – which, though not legally mandatory, is advisable in order to achieve a professional and uniform appearance – it is now turn to address the content. Several legal “dos and don’ts” have to be observed. Not only is the social media platform (e.g. Facebook) itself a telemedia service according to § 1 para. 1 sentence 1 TMG, but also the individual profiles and fan pages that are created on this platform. Thus, each company with its own SMP is a service provider within the meaning of § 2 no. 1 TMG and, as a commercial telemedia service provider participating in economic activities, is subject to the information requirements of § 5 para. 1 TMG.

REQUIREMENTS FOR LEGAL NOTICE

Details which must be stated shall include the name, address and legal form of the company, an authorized representative (e.g. executive director of the GmbH), an e-mail address as well as a turnover tax identification number, if applicable - together this information forms the legal notice. Not only must the content of the legal notice be complete, but the legal notice must also be easily identifiable, immediately accessible and constantly available. These requirements are in any case met if the legal notice can be accessed under that designation with a single click from any page of the SMP and can be displayed and printed by the user without installing a plug-in. Accessibility with a maximum of two clicks is still permitted provided the first link shows a

relationship to the legal notice (e.g. “Contact”) or is at least worded in neutral terms (e.g. “Info”). Having the legal notice appear by means of a plug-in or in the form of a graph would be problematical as it would not be accessible for blind people. Ideally, therefore, the legal notice function provided by each operator should be used (e.g. on Facebook or Xing).

Violation of the legal notice obligation is not a trivial matter. On the one hand, according to § 16 para. 2 no. 1 TMG, a missing or incomplete legal notice represents an offence which may attract a fine of up to 50,000 euros. At the same time, this is a breach of a so-called. market conduct rule within the meaning of § 4 no. 11 UWG which entitles competitors and consumer protection organizations to fee-based



warnings. This can be easily avoided with a legally compliant legal notice.

THIRD-PARTY NAMES AND TRADEMARKS ARE TABOO

Caution is advised when using third-party names, trademarks and copyrighted material. In name rights, the principle should be that third-party names are taboo. From the perspective of the marketer, there may seem to be lots of good reasons to name products after famous people - from a lawyer's perspective, a "Sebastian Vettel pencil sharpener" in the form of a Formula 1 car is just as inadvisable as an "Angela Merkel towel holder" in a familiar diamond shape. Where a mark is also protected as a trademark or as a business designation without having been registered, use is as a rule prohibited without the consent of the owner of the right. (The register of the German Patent and Trademark Office can be found at <https://register.dpma.de/>.) Warnings and infringement proceedings, if necessary by asserting substantial claims for damages, are regularly the result in these cases.

NOT ALL LICENCES ARE ALIKE

On the one hand, copyright law protects rights which result from the work (generally referred to as "Copyrights"). On the other hand, there are those that refer to the author as a person, the so-called "author's moral rights". The range of copyrighted works (§ 2 of the Copyright Act) is extensive. Besides works such as those from literature, music, film or photography, works for example with a particular architecture can also be protected by copyright – according to § 16 of the Copyright Act, if they are photographed for use on the internet, they are considered to be reproductions when transferred to the new medium, which requires the consent of the author. In addition, a protected work may not be modified or altered without the author's consent. According to the author's moral rights, in particular the obligation to identify the author of the work (§ 13 German Copyright Act) may arise - known from the name extensions or for photographs used on websites. Particularly in the case



SOCIAL MEDIA LAW CHECKLIST

Does a legal notice exist for the SMP?
Does a privacy statement including, if necessary, a reference to tracking tools exist for the SMP?
Is the SMP self-operated or – contractually stipulated – operated by an agency?
Does a licence exist for all content (texts, photos, logos, brands)?
Is all content integrated in accordance with the terms of licence (e.g. citing names, indicating sources)?
Examination of legality of third-party content before further use?
Immediate removal of illegal content?
Compliance with legal requirements and operator requirements for prize-winning games?
Is 'advertising' marked as such?
No purchased Likes?
Do social media guidelines for employees exist?
Does a privacy statement for social plug-ins exist on the website?

of so-called "stock photos", the licence conditions of the provider must be strictly adhered to. In general, the right to free use of external content must not be confused with the right to random use. Providing content free of charge is often tied to spe-

cific conditions of use. Thus, for example, apart from being obliged to name the rights holder, the commercial use of third-party content must also be prohibited, e.g. in the case of certain "creative commons" licences. In the case of copyright infringements,

copyright law as well as trademark law calls for a number of possible consequences: from a warning about claims for information, claims for injunctive relief and claims for damages to a criminal charge.

CAUTION WITH

THIRD-PARTY CONTENT

The operator of an SMP is liable not only for his own content but also for the content of his users, e.g. the commentators on a fan page or a weblog that the operator “adopts as his own”. According to principles developed by the German Federal Court of Justice, a person adopts third-party content as his own by subjecting it to editorial examination (e.g. by showing only positive or favourable contributions) or by providing it with his logo (“branding”, e.g. in the case of submitted photos). If the operator of a blog, forum or wiki provides significant rights to his users’ content (so-called “user generated content”) and he exploits this commercially, for example as part of an advertising campaign, this can also mean “adopting it as his own”. If such adopted content violates the rights of any third party, which in addition to name, trademark and copyright rights can, in particular, be rights to privacy (such as photos taken in secret or insulting texts), then the operator of the SMP shall be just as liable as if he had produced and distributed the content himself.

OPERATION OF AN SMP AND DISRUPTION MANAGEMENT

The large number of internet users and their supposed anonymity on the internet not only promote a diversity of opinions, discourse and creativity, but also less desirable phenomena. For example, the SMP can be flooded with messages of all kinds (“spam”) or a breeding ground for nonsensical comments (“trolls”) and insults (“shitstorm”). An intelligent troll post may be appreciated by the other users as an expression of the operator’s self-irony; it might also offer the potential for unplanned viral marketing if it is made known through “Share” or “Like” functions. In principle, such contributions are likely to be detrimental to the good impression of the SMP

or its operator. The company should therefore be technically capable of intervening. The necessary tools are provided by all the social networks, e.g. by assigning administrator rights. According to his virtual domiciliary right, the operator is entitled to exercise this right and is possibly even obliged to do so if he is liable as an interferer for infringements of third-party rights. Should the operator choose to close a profile or page of his SMP, he is entitled to do so without further ado. A former administrator of such a page is neither required to maintain this position nor to create a corresponding new position.

PURCHASED “LIKES” AND

(UNLAWFUL) DIRECT ADVERTISING

Many buyers are influenced in their purchasing decision by the ratings or recommendations from other customers (even if they are unaware of this). This makes referral marketing attractive, but here again the principle applies: not everything that goes is also allowed. So it is possible, for example, that companies purchase “Likes” which are generated (automated) by a third party. However, if specific advertising is carried out with a notable number of “Likes” or with a high level of awareness or with the consent of the company, this may be unfair advertising. Just as inexpensive but distinctly more direct is to proactively send direct messages with advertising content to potential customers. However, according to § 7 para. 2 no. 3 UWG, they are an intolerable nuisance, which is always prohibited without prior consent. Even messages or “friendship requests” in social media are “electronic mail”.

CLEAR RULES FOR

PRIZE-WINNING GAMES

A popular means of marketing via “traditional” media is the prize-winning game that can also be found in social media in various forms. Prize-winning games are regulated by law to a significant extent, especially by the Unfair Competition Act. This includes inter alia - but is not limited to - the following requirements: neither participation nor the chance of winning may be linked to the purchase of goods or use of





services. This coupling prohibition may also apply to discount games, as making a purchase is a prerequisite for receiving a discount. The conditions of participation must be stated “clearly and unambiguously”. The prizes or prize categories must be transparent. Winning chances along the lines of “Congratulations, you are the 1,000,000 visitor! You have won ... please complete this form to participate” may not be displayed as prizes. Moreover, prize-winning games on SMP must comply with § 6 para. 1 no. TMG which requires that the conditions of participation shall not only be clear and unambiguous, but shall also be easy to access. The conditions of participation, together with the privacy statement applicable to the prize-winning game, should therefore be accessible – due to data protection law at the end of this post - directly on the page created for this purpose or via an unmistakable link (“Conditions of Participation and Privacy Statement”) and thus exclude participating in the prize-winning game without noticing these two texts. Citing the name of a winner in a way that identifies the person concerned without their express consent is prohibited. It is particularly problematic when participation in a prize-winning game is subject to consent to the promotional use of the data. In addition, the operators of social media platforms can make contractual requirements for organising prize-winning games that provide further details on the nature and extent of permitted prize-winning games. (An example of this: https://www.facebook.com/page_guidelines.php on “Promotions”). In this way, prize-winning games are often allowed only on certain pages or are only to be presented in social networks by a link to an external page.

TRANSFER OF A SOCIAL MEDIA PRESENCE

It is conceivable, for example, that an SMP is to be transferred from the agency responsible for creating or administering the SMP to another agency or to the operator. But even if a business, a business unit or an individual product is overlooked, the question of what happens to the “associ-

ated” SMP arises. The law is so far unclear as to how the “transfer contract” is to be accurately assessed in a legal sense. It is clear, however, that there are three parties to social networks: the transferor, the transferee and the operator of the social network in his capacity as contractual partner of the transferor (see above). His approval of this transfer is required in any event, because in cases of unauthorized transfer of access data, all operators reserve the right to block or delete the presence concerned. If the SMP contains content that is protected by copyright or trademark law, the transfer of these rights must also be contractually regulated.

PRIVACY PROTECTION IN SOCIAL MEDIA

What often remains once the user has left the SMP is his data. And data is almost constantly being collected: whether it be through so-called “social plug-ins” such as the “Like” button of Facebook, through the server log files of the website operator, analysis programs or by querying the user, for example, when registering an account for a blog or for participating in a prize-winning game. The use of social plug-ins, as well as the use of so-called “web beacons” or participation in “custom audiences” programs where advertising customers are specifically targeted based on their (presumed) interests, is legally sensitive. SMP operators should therefore make themselves familiar with these problem areas and with possible solutions, e.g. “two-click” solutions for social plug-ins. When personal data (§ 3 para. 1 BDSG) of users in Germany is collected, processed or used - which is regularly the case with companies headquartered in Germany - German (data protection) law applies. The handling of personal data is regulated by various laws, whereby particularly TMG and BDSG are important for operators of an SMP.

PRIVACY STATEMENT

As an SMP is a telemedia service, then according to § 13 para. 1 TMG, the operator has to inform the user at the beginning of the user activity of the nature, scope and purpose of the collection and use of his



data, as well as any processing outside the EEA (Privacy Policy). This privacy statement must be available at any time for the user, e.g. visitor. It should therefore be made available via its own link that must always be easy to find. According to § 13 para. 6 TMG, service providers must offer an anonymous or pseudonymous use of their telemedia services, provided this is technically possible and reasonable. First of all, this means that, for example, Facebook should enable its users to use Facebook under a pseudonym. Operators of an SMP, e.g. of a fan page on Facebook, cannot however rely on this if like advertising companies they are committed to provide a legal notice. Whoever is subject to the disclosure requirements of § 5 para. 1 TMG is excluded from providing an anonymous or pseudonymous use according to § 13 para. 6 TMG.

RIGHT OF OBJECTION AND CONSENT

It is possible to collect data about the visitors of an SMP through analysis and tracking programs. If this is personal data, the collection and use of such data is prohib-

ited without consent. According to § 15 Abs. 3 TMG, even a pseudonymous use for the purposes of advertising, market research or tailoring the design of the SMP requires that the user is explicitly informed of his right of objection in the privacy statement pursuant to § 13 para. 1 TMG. Should personal data be collected in the context of a prize-winning game and used for advertising purposes, the explicit consent of the participants is required. If the consent is to be issued by electronic means, the special provisions of § 13 para. 2 TMG (record of the consent, accessibility of the content of the consent at any time, and the possibility of objection) are to be observed, otherwise the operator of the SMP has to send confirmation of the contents of the consent to the user in writing. (§ 28 para. 3a BDSG). *Sascha Kremer*



Sascha Kremer

The author Sascha Kremer is a lawyer specialising in IT law and is a partner in the medium-sized law firm LLR LegerlotzLaschet Rechtsanwälte in Cologne. He is also Managing Director of LLR Data Security and Consulting GmbH and works as an external data protection officer (certified by TÜV Rheinland). Sascha Kremer is considered a "leading expert in data protection law" in Germany (Nomos Handbuch Kanzleien in Deutschland 2014). He particularly focuses on legal solutions for cloud services, IT projects, (agile) software development, software distribution and licensing models, outsourcing, IT compliance, data protection, data security, social media and apps.



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PSI 2015

IT'S ALL ABOUT TAKING PART

The PSI Trade Show is one of a kind in Europe – and has been for 53 years. Thanks to its innovative concept, the PSI 2015 will be offering its exhibitors an even more ideal stage for their product presentations. Some of the exhibitors returning to the PSI after a break explain why it's so important to take part.

If you ask about the reasons why someone has made one decision or another, then you can always identify two kinds of arguments. First there are the rational reasons based on facts and figures. They are usually mentioned first and are certainly decisive in most cases. But besides these, criteria dominated more by feelings also play a part which is usually underestimated. These “gut feelings” are especially likely to influence decisions subtly yet effec-

tively. That is because they are the ones which determine how we evaluate the facts. This evaluation incorporates earlier experiences, as well as the feelings we associate with the object of the decision. If we have positive memories of a situation, we are more likely to put ourselves into a similar situation again than in the case of unpleasant memories. What do exhibitors think after returning to the PSI from a break of one or two years?

NEW CONCEPT IS WELL RECEIVED

The statements made by a number of our returning exhibitors clearly represent various positions. One important criterion cited for their decision is the new trade show concept which better helps the exhibitors reach their goals at the show. As a matter of fact, the repositioning of the PSI as a lifestyle trade show last year did indeed enable the traditional event to take a big step forward. New visitors from more than



1,700 companies came to Düsseldorf to examine the new and classic products presented by 852 exhibitors from 33 countries. The product premieres of the 50 members of the PSI First Club were especially in the spotlight of visitors' interest. With the high degree of internationality among exhibitors and visitors and a good 80 per cent of visitors taking part in decision making, it was no wonder that around 90 per cent of the exhibitors are going to be taking part again in 2015. This positive result was reason enough to refine the concept even more for the PSI 2015. Young, modern, lifestyle related and with new special areas, the trade show will continue to be adjusted to the needs of the market. In 2015, the PSI First Club will again be offering new product ranges, themes and special areas that reflect the demands of the market and give it new impetus. The PSI First Club will also be starting into its second round. So if you do not come to the PSI, you will miss 50 product premieres which are guaranteed to have been seen nowhere else.

FRESH WIND ON THE PART OF VISITORS

The initiative of the PSI in the area of visitor marketing met with a very positive response from exhibitors. This is because the entire trade show benefits from exhibitors being able to invite their distribution customers to the PSI free of charge. A visitor increase of 18 per cent compared to the previous years makes it clear that the initiative is a success.

The main idea behind the free distributor invitations is to make it easier for exhibitors to give their customers an incentive to visit the trade show. The results were more new visitors, and different sorts of visitors, as well – people who have hitherto given little thought to promotional pro-

ducts. Hence the invitations made by way of the Promocode not only provided a breath of fresh air at the trade show, but at the same time represented an advertising campaign for the promotional product itself. The ability to reach a larger number of potential customers also convinced our re-



Ralf Oster, Managing Director of PF Concept

“The PSI has been continually evolving and becoming more modern. We would like to acknowledge this commitment on the part of the trade show with our participation.”

PF Concept will be participating at the PSI in 2015 to once again achieve a stronger visibility and presence in the market. The trade show has continued to develop, has become more modern and attractive and now has an even higher significance. We would like to acknowledge

this commitment on the part of the trade show with our participation. We have had very good experience with country-specific presentation platforms and we also regard the PSI as such a platform. We will therefore be primarily presenting our portfolio for Germany, Austria, Switzerland and Eastern Europe. After two years of reasoned abstinence, we have much to show: Innovative and successful product lines, presented in attractive catalogues. In addition, the trade show motto “Fashion” perfectly fits PF Concept. We will be making a convincing fashion statement both with brand textiles as well as with our own established brands such as Marksman and Elevate, and we will also be participating at the fashion shows on the PSI Catwalk.

Generally, we want our distributors to give us feedback on our appearance at the trade show. Their feedback and their expectations of us as a reliable business partner are the yardstick for how we will present ourselves in the various markets in the future.

turning PSI exhibitors. And the PSI is a guarantee of this campaign's quality as well, for non-members first have to register in the European Directory of Verified Distributors. Only when they have been successfully verified by the PSI can tickets be booked through the ticket shop. Last year, around one-third of the visiting distributors were new customers from the Directory of Verified Distributors.

GUSTO: FOR A JOURNEY OF CULINARY DISCOVERY

New presentation possibilities open up broadened perspectives for exhibitors. Along with the traditional trade show stand, at which the entire product range is displayed, the PSI has also highlighted areas which draw the attention of visitors in special ways. For instance, there is the Gusto tasting pavilion, a specially designed exhibition space where culinary delights can be put to the taste test. Gusto was so popular last year that it is going to be presented to trade show visitors in an expanded version on its first anniversary in January. Now there will be three stylish counters which together offer room enough for fourteen Gusto partners to present select delicacies. What makes Gusto so special is that all the equipment needed for a tasting area is already in place: each exhibition space has its own refrigerator integrated into the counter, and there is also a central dishwasher. Other support for special forms of service can be coordinated with PSI. Additional benefits for Gusto exhibitors are free advertising and PR, marketing support and exemption from fees for Internet and promotional materials. Two free exhibitor ID cards are also included. There are still a few spaces open, so if you are an exhibitor of culinary products, be sure not to miss this opportunity. Put your whole product world right before the eyes of your customers and take them along on a journey of culinary discovery.

MAKE AN IMPRESSION WITH A STRONG PRESENCE

These are only a few of the many good reasons to take part in the PSI 2015. How exhibitors present their products at the trade show and what is the right setting for their



Matthias Huff, Macma

“The PSI Trade Show is an excellent opportunity for us to show our many new products to just about every distributor.”

This year, we have a host of products in our own design with protected functions - as many as never before in the history of Macma. The PSI Trade Show is therefore an excellent way for us to show



Melanie Schuster, Promodoro

“We expect to establish new contacts at our eleventh PSI Trade Show and to reach other target groups which have not visited the PSI before.”

We are looking forward to PSI 2015. This will be the eleventh PSI at which we have participated. The new PSI concept appeals to us and for this reason we have decided to participate as an exhibitor in 2015 among the promotional product professionals. We expect to establish new

these new releases to just about every distributor. It is also important to us that our customers have free access to PSI. This ensures that we also meet non-PSI distributors and do not have to take part in several trade shows in Germany. We expect the visitors to be inspired by us: They should have fun getting to know our new products and introduce them to their own customers in January. How do we present our company? When MACMA participates at a trade show, our stand should really catch the eye! The centrepiece of our stand is a lounge where we can have good discussions with our customers in a cosy atmosphere. Of course, we also have normal consultant tables integrated into the stand – thus it should be possible for every customer to find the ideal spot. <

contacts and to reach other target groups which have not visited the PSI before. The timing of the exhibition also plays an important role for us: At this time, our new catalogue will already be on the market and visitors will have the opportunity to discover our new collection. The PSI is a home game for us because our company is based in Düsseldorf, not far from the trade show. This is a decisive advantage for us: Our international visitors prefer to combine the trade show with a visit to our company. At the trade show, we will be presenting, among other things, innovations such as our unique jacket concept “Do your own jacket”. All visitors are welcome to visit our stand to experience our 2015 collection live and to meet the Promodoro team. We look forward to many discussions on the topic of textiles. Our preparations for the trade show are in full swing. We are sure that in 2015 we will manage to create an impressive, original and inviting stand. <

presence is something PSI member companies should discuss with their PSI consultants. Thanks to the new offers and special areas, there are now many more, and more-individual, ways to draw attention than ever before. The many eye-catching exhibitor advertising possibilities related to the PSI should also be kept in mind: on-line advertising in the form of banners on the PSI websites, logos in the exhibitor list or on the interactive hall map help draw attention to a specific company. Added to these are the many forms of advertising appearing in the PSI print media, such as the trade show catalogue and the PSI Journal. These include, for instance, logos in the folded hall map, on the lanyards and badges, and banners inside the halls and in the entrance area. Another good idea is the PSI Bonus Voucher. Exhibitors can make use of this gift certificate booklet to “wrap up” little thank-you gifts for their customers. How does it work? Visitors who were at the respective stand can have their visit confirmed by a stamp in the booklet and then receive their personal bonus. Of course,



The PSI is not only Europe's biggest promotional products trade show, but also a meeting place and networking platform for the international promotional products industry.

PSI will also be providing promotion teams upon request, who will be moving around the halls and foyer in eye-catching outfits and carrying plenty of samples. Finally, we would like to mention the sponsoring packages, an especially exclusive way to put your company directly in the line of sight of visitors to the trade show. <



Martijn Verwaal, PSL-Europe B.V.

“There isn't a more convenient and efficient way to present ourselves in just three days than at our stand.”

For over ten years, PSL participated at the PSI Trade Show with a growing number of participants, (international PSL offices), visitors and stand size. However, in the past few years, the number of international visitors (non-German and non-

Dutch) at our stand dropped as an increasing number of people seemed to have chosen to visit only local trade shows instead of visiting the PSI and local trade shows. Therefore, we decided not to exhibit for two years and to see how the PSI and of course the market evolved.

After two years, we have now decided to return as an exhibitor as the PSI is still the leading trade show in our industry. However, we will be focusing on the German and Dutch market. This focus means that not all individual PSL offices will be exhibiting; there will be a representation from the Dutch and German office to cover all markets. We expect that this will be especially beneficial for the German market because with such a large

country and market, it has proven to be too difficult to have a local presence for all customers throughout the year. As PSI still supplies the mass market, there isn't a more convenient and efficient way to present ourselves in just three days than at our stand.

We are also part of PSI First, meaning visitors can expect a lot of new (innovative) products that will be launched at the trade show. Apart from this, we will of course be introducing our Incentive Gifts 2015 catalogue showing approximately 300 products in our premium design range. We are looking forward to being part of the PSI again and to welcoming visitors at stand 10G15. <



PSI PROMOTION WORLD 2015

CLEAR SIGNAL TO THE MARKET

The PSI PROMOTION WORLD brings together what belongs together. This is the belief shared by both cooperation partners, PSI and Deutsche Messe, which together hosted this event in 2014 for the first time. Both called the PSI PROMOTION WORLD a premiere with perspective. The second round begins March 17 to 19, 2015.

PSI Managing Director Michael Freter and Arno Reich, Director of Deutsche Messe, feel vindicated in their view that “the PSI PROMOTION WORLD clearly shows how much industry and the consulting promotional products trade needs creative services from the world of pro-

motional products.” The biggest event of its kind in Germany, it reflects the entire value added chain of promotional products. There is no other opportunity for so many consumers from industry to meet manufacturers, importers and distributors of promotional products. The PSI PROMO-

TION WORLD is sending an unmistakable signal to the market: promotional products are powerful, original and effective advertising media.

A CONCEPT GAINS ACCEPTANCE

The concept of the event worked out well. This is evidenced by the great resonance at the premiere. Thanks to its alternating connection – to the Hanover Trade Show in 2014 followed by a connection to the CeBIT next year – it offers three densely packed days of promising and interesting new contacts. And does so in a comprehensive manner: to industry and the IT business as well as to the promotional products trade. So it is no wonder that both cooperation partners concur that the PSI PROMOTION WORLD “makes you want more”.

ALL THOSE ATTENDING WERE THOROUGHLY DELIGHTED

Not only the organizers were delighted with the premiere. The exhibitors and visitors also confirmed that this has created an attractive exhibition platform for suppliers, manufacturers and consultants. The trade show for haptic and multisensory

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No one will see the products prior to the PSI: the products of exhibitors in the PSI FIRST Club with the  label. The curtain will not go up in Düsseldorf until 7 January 2015. Now the call is: exclusive premiere at the PSI. Anyone who fails to attend will miss out.



*“Leather is our passion,
outstanding
quality our
top priority.”*



Alexander Lange
EUROSTYLE – Emil Kreher

Innovativity, accurate knowledge of the market and an uncompromising attitude towards service are the main factors behind our success - and the basis upon which we have been creating unique, eye-catching and individual accessories for generations.



Our one overriding goal is to ensure customer satisfaction.



Attila András
anda present

anda present's corporate philosophy is both simple and challenging. We aim to offer our customers products and labelling services with outstanding quality-price ratio at all times. That takes know-how, flexibility, innovativity and a fair degree of service-mindedness. Which are all second nature to anda.





*„A uma ballpoint pen is
more than just
a writing im-
plement. It is
the signature
of advertising.“*



Alexander Ullmann
uma Schreibgeräte Ullmann GmbH

Everybody's signature is unique. Just like the people who advertise using uma writing implements. It takes creativity, imagination, empathy and a willingness to make bold new moves to create the perfect solution. It takes uma - the signature of tradition with a future.



*”Talk about Halfar - and
you’re talking
about eye-
catching
bags.”*



Peter Leseberg
Halfar System

Bags make an excellent choice as promotional products. They carry highly visible logos, trademarks and slogans - wherever the target group carries them. Appealing and effective. Halfar makes bags that meet your advertising needs.





”We are passionate about promotional ceramics.



Making them is our vocation.”

Stephan Horlebein
Maxim Ceramics

Maxim Ceramics has one overriding goal: to offer top quality and innovative design at a fair price. There are over 50 of our own cup and mug designs in our PorcelLine by Maxim product range. Our business strategy: we only sell our products through specialist promotional product distributors.



*”We are unmistakable. That
is our trump
card.”*

Oliver Rehme
Dorling Kindersley Verlag



There are roughly 990 works in the DK range of publications. Each year we publish around 180 new works. DK has set a standard and a style with its non-fiction publications. But we are also an extraordinary service provider for customised content solutions.





” Anyone looking for the full range of promotional possibilities need look no further than Maximex. “



Jürgen Schütz
Maximex Import – Export

Maximum Import - Export GmbH has been distributing promotional products for over 20 years. We made our name primarily through professional sales of lanyards. But that was only the start. Our range has grown considerably since then. Maximex now offers an unrivalled variety of promotional products.



*”We make the paper talk -
in the most
attractive co-
lours.”*

Maciej Maćkowiak
PromoNotes



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”All customers have their requirements. And we’re there to meet them.”



Milan Walter
REDA

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Viktor Martens, Wilhelm Siemens,
Andreas Martens, Heinz-Peter Thiessen
Prinopa

Satisfaction and success. Who could possibly object? But we all know how easy they are to lose. Prinopa provides high quality note-based promotional products - including customised presentation, calculation, production and dispatch services.



KITCHEN & CULINARY DELICACIES

STYLISH ENJOYMENT

This month on the following pages we have put together a selection of tasteful as well as promotionally effective products that embrace the topics of kitchen and culinary delicacies – thus everything that creates a stylish ambiance and delights cooking enthusiasts as well as connoisseurs.

Household and kitchen are expressions of the modern lifestyle. The high quality standard of contemporary design is particularly evident here. High-quality materials, distinct shapes and technical sophistication meet here on elements that are functionally well-conceived. Furniture, cookware, tableware and accessories - all visibly document an individual's lifestyle. In addition to its pure function as a place for preparing food, the kitchen has continually been a defining element of the development of living forms and a reflection of social structures in the course of its development history. The German term "Küche" is derived from the Old High German word "chúchina" which, in turn, just like the English "kitchen" or the French "cuisine", dates back to the late Latin "cocina/coquina", a derivative of the classical Latin "coquus" for "cook". The first recorded structures of a kitchen, i.e. an area for preparing food that is distinguishable from a fireplace, can be found in the excavation finds of the pre-ceramic Neolithic A structures from Jericho in the eighth millennium BC.





NO FEAR OF HOT COOKWARE

The new KitchenGrips from Profino promise simple handling and perfect comfort when cooking in front of the stove and oven. The oven gloves and pot holders, which are for sale in the German market exclusively at Profino, are exceptionally heat-resistant, hygienic, water-repellent and dirt-resistant. The oven gloves can be worn comfortably and are slip-resistant, thanks to their special anti-slip nubs. They can be hung up by the practical loop on the handle. The set, which comes in black, red and lime green, features superior heat protection so that your lasagne, cakes and other baked goods can be taken out of the oven safely and when you have to pour hot water out of a hot pot, it will be a piece of cake.

47807 • Profino GmbH & Co. KG • Tel +49 2173 101472-0
info@profino.net • www.profino.net



THE RIGHT SEASONING

Spices from Plantanas – such as crushed chili or whole mixed peppercorns, pizza seasoning, seasoning salt or steak seasoning – enable delicious dishes to be conjured up as if by magic. All seasonings are free of added flavourings and flavour enhancers, as are the sophisticated sea salt mixtures, such as blossom salt, chili-ginger salt, rose salt or pepper-garlic salt packed in the spice grinder. The spice grinders are made of glass and are reusable, thus they are ideal for festive tables. The label and the mixture can be designed as customers wish. Moreover, the spices can also be packed in spice shakers, plastic bags, packets, cans and test tubes.

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SOUND ARGUMENTS FOR A PARTY

The run on the best snacks can begin: Party animals will be on the safe side when searching for their spoils with the Nick party toothpick set from koziol. After all, human beings and animals are very similar when it comes to special occasions and it is certainly important to be able to react quickly when picking the best spoils in terms of finger foods such as tapas, antipasti or diced cheese. With the Nick party toothpick set, a person, or a squirrel for that matter, can run off and enjoy the most delicious snacks without any hassles. The gift-wrapped Nick toothpicks come lined up in a proper row on the decorative little tree so that everyone has the same starting chances. All parts are also dishwasher-safe.

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DELECTABLE DELICACIES

Making your own chocolates is no problem with the chocolate set from Multiflower. Securely packed in a metal can, it already contains bitter chocolate, vanilla sugar, rum aroma, a chocolate mould made of silicone and a small fanfold with several recipes for a selection of chocolates. Advertising can be printed in the standard motif on the recipe fanfold. As an alternative, the fanfold can sport a custom design on orders of only 250 or more, is the information coming out of Bammenthal.

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BASIC FASHION FOR SERVICE PERSONNEL

Service personnel represent a host and their appearance is especially important at upscale restaurants and hotels; this is true not only in terms of their behaviour, but also in regards to their dress, which is why wearing a perfect business outfit is essential. Ties and scarves, which are two classic accessories for men and women respectively, are available in a variety of different designs at the company Club Cawatte Crefeld, and they are the perfect accessories for rounding off a smart appearance. The Crefeld-based company with a long-standing tradition specialises in textile accessories for the promotional product market and for reinforcing a company's CI. The company sells ties, scarves and shawls that can be personalised and tailor-made with a corporate design; these unique special editions will impress people with their elegance and exclusivity. Individual finishing techniques, such as Jacquard weaving, textile printing and embroidery, can be selected in accordance with individual design ideas.

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PERFECTLY SHAPED

Cookie cutters as festive give-aways – in addition to the range of shapes such as an angel, snowman, star, elk or tree, emotion factory GmbH also offers a wide variety of options to present these products in style. The delightful cookie cutters made of stainless steel are available in different shapes, packed in an attractive clear slipcase. Advertising is achieved through a promotional insert that can be custom-printed on both sides. Standard images for the front side are available on request. A new option is individual packaging in promotional sleeves, in which an advertising insert can also be packed. The cookie cutters are also available as a twin set packaged in a tin which can be supplied with customised insert or digitally printed in four colours. Baking shapes in angel, snowman, star and tree design can be combined according to preference and encourage the recipient to launch straight into the Christmas baking season. Information and samples: simply contact the emotion factory team and request a copy of the current Christmas PDF.

45997 • emotion factory GmbH • Tel +49 7042 81550

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



A SWEET AND FRUITY ADVERTISING MESSAGE

If a customer is searching for likeable advertising sweets, he will find a wide selection of products available at i.p.a Sweets. The company's range of products includes made to order sweets for pharmacies as well as many other attractive treats for companies in other special fields which can be used when making contact with their customers. The company from northern Germany has a new product in its product line: the Keks-Box. This cookie box is suitable for use as a give-away at trade shows or events, or it can be used to send greetings by post or OnPack. The cookie box contains soft cakes and egg cookies with a fruity orange filling and dark-chocolate icing. There is plenty of room for placing customer-specific advertising on the outside cover of the box, which contains 150 grams of cookies. A customer's special advertising can be placed on the box using four-colour digital or offset printing.

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

info@ipasweets.de • www.ipasweets.de

BELLA CUCINA ITALIANA

Professional and hobby chefs will cut a good figure with the practical kitchen aids in the Torino series from the company elasto form. The handy cooking utensils, such as the spatula, spaghetti spoon or ladles, have a practical eye for hanging them up; these utensils can withstand temperatures of up to 250 degrees Celsius and are very easy to clean. The plastic used for the utensils is food-safe and does not leave any residue in pots and pans. The handles of these practical kitchen aids can be finished with one colour using silk screen printing.

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A SUNNY WAY TO ENJOY YOUR TEA

Anyone who gives their customers the fruity advertising idea from koziol called Sunny Days Tea as a present will ensure that they have a sunny way to enjoy their tea. The Mimmi tea strainer starts spreading a relaxing and feel-good feeling with its soft design. A fine scent of passion fruit and orange will surely bring a summer atmosphere to any type of weather – just put up your feet, relax and enjoy.

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SPICY TABLE DECORATION

Fantastic is the name of the spice set from Inspirion, which stands ready in the kitchen to supply the right spices for food. The stainless steel rack offers room for six spice jars, which, thanks to a magnetic base, can be positioned safely and within easy reach. The jar lids are equipped with a see-through window: this way, the chef knows at first glance what spice can be found in the jar. In addition, each jar has a shaker with two different settings for perfect dispensing. The spice rack with the magnetic jars in trendy green, red and blue is not only practical, but is also a winning and stylish eye-catcher. It comes supplied in a gift box.

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

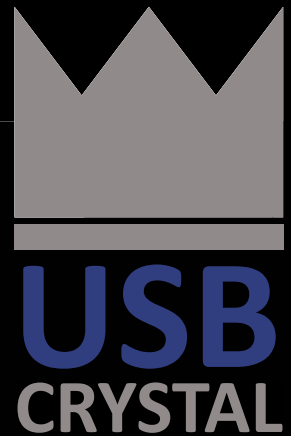


WITH THE WARMEST RECOMMENDATION

When it comes to feasting and indulging, Teutoburger is always the right address. The Business Collection presented by the indulgence experts from Hagen offers a wide selection of delicious and effective promotional delicacies to please the palate. Literally with the warmest recommendation and fitting for the festive winter season: the new “Glühpunsch” seasonal punch set. It comprises a bottle of Käfer Glühpunsch (0.75 litre) with pomegranate and cinnamon flavour and a piece of finest marzipan stollen cake (750 grams). The stollen cake is handmade, of premium quality and classically filled with 120 grams of finest marzipan. The “Glühpunsch” set comes supplied in a decorative box and outer box that’s break-proof and ready for postage.

42842 • Teutoburger Spezialitäten • Tel +49 5405 93110

info@teutoburger.de • www.teutoburger.de



COLOUR YOUR KITCHEN

The Swiss knife specialist Victorinox is presenting its sharpest advertising arguments: including four models of small, indispensable household knives with handles in four different, fresh trendy colours. These are knives which no kitchen should lack and which make food preparation considerably easier: tomato and sausage knives with serrated edges, two short vegetable knives with pointed tips, one of them with a serrated edge, the other designed as a somewhat longer vegetable knife. This cutlery has extremely sharp blades and are dishwasher safe. Their ergonomic design, combined with an appealing feel, make working with them easy and safe. The knives come in green, pink, yellow and orange and can be enhanced with etching on the blade. They can be used singly or in packages of up to six knives to advertise to a broad target group.

44281 • Victorinox AG • Tel +41 41 8181211

261@victorinox.ch • www.victorinox.com



EDGY HELPERS

You need not be a master chef to know how important good knives are when preparing food. The Cera-Trio three-part ceramic knife set from Topico helps cut and peel meat, fish and vegetables. The bread and all-purpose knives, as well as the potato peeler, available in the Topico range are provided with ceramic blades. These do not rust, are odourless, tasteless and very hygienic. The best thing about them is that the blades are as hard as a diamond. And they come with protective caps in a gift box to keep them sharp for a long time to come.

44327 • Topico • Tel +49 421 6965470-0

sales@topico.de • www.topico.de



HERKA^{frottier}

WIR WEBEN VIELFALT



sales@herka-frottier.at



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Art. 256410

Herbertz Einhandmesser mit Klinge aus Qualitätsstahl AISI 420 und Teilsägezahnung, Pakkaholzgriff mit Edelstahlrahmen und Gürtelclip. Ein stilvoller Begleiter mit einer Gesamtlänge von 17,9 cm.



Art. 107600

Herbertz Multitool mit Zange, acht weiteren praktischen Werkzeugen, Leichtmetallgriff mit edlen Pakkaholzeinlagen, ledernem Gürtelutvi und Bits. Ein robuster und vielseitiger Begleiter in edler Optik.



KEEPING CHAPPED HANDS AT BAY

At one time, on German television, “Aunty Tilly” provided instructions on giving chapped hands better treatment in the kitchen. Clean, sweet-smelling and smooth hands are ensured by the kitchen accessories from rituals, beautiful and useful accessories on which hand soap, hand lotion and washing-up liquid from rituals can be decoratively placed. With the varied hand-care products from the range of Netherlands-based Trendfactory, even washing-up is fun. Trendfactory B.V. is a supplier to resellers of promotional gifts and loyalty programmes for the promotional products market.

41941 • Trendfactory B.V. • Tel: +31 25 26222-33

www.trendfactory.nl • info@trendfactory.eu



EXCELLENT DUO

The wooden cutting board and knife called “Lizzano” from the Easy Gifts product range makes for an excellent duo. Anyone who uses this cutting board made of beech wood with its integrated knife will enjoy working in the kitchen for a long time to come. And the advertising message engraved into the board stays in sight for just as long. Easy Gifts points out that the engraving colours can vary on natural materials. “Lizzano” comes individually packed in a plastic bag.

47300 • Easy Gifts GmbH • Tel +49 911 81781111

info@easygifts.de • www.easygifts.de

DECORATIVELY ARRANGED

The patented freeform tray from Profino looks as minimalist as it is elegant and extremely practical. The freeform tray, made out of high-quality faux leather, is available in the dimensions 40 x 28 centimetres. Be it for tea for two, a small coffee set or cold drinks for visitors to the office – or even for decoratively putting varieties of jam or barbecue sauce on the table: The new freeform transformable tray, which, like its larger predecessors, can be transformed into a table mat simply by putting it down, can be used quickly and flexibly both every day and on special occasions wherever small meals are arranged decoratively on a small amount of space.

47807 • Profino GmbH & Co. KG • Tel +49 2173 101472-0

info@profino.net • www.profino.net





COOKIES FROM THE BOTTLE

Cookie-baking – made easy: True to this motto, delicious cookies are effortlessly made using the baking mixes from Magna sweets. The decorative baking mixes for the manufacturer's Bottled Cookies are available in the flavours Choc-Coconut, Christmas Blend, Apple-Cranberry or Choc-Amarettini. The delicacies' sweet ingredients are each packaged in a nostalgic glass bottle and can be provided with labels in standard designs or also with customised labels. For total baking indulgence, eggs and butter are simply added – and the delicious dough is ready for about 35 cookies. Minimum order quantity is 60 bottles. More information on the Internet at www.magna-sweets.de.

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

DER ERSTE MOBILE 3-MONATSKALENDER

Als Erfinder des 3-Monatskalenders sind wir jetzt auch die Ersten, die ihn als App auf Ihr Smartphone oder Tablet bringen.



Wie unser Wandkalender überzeugt jetzt auch die terminic [3-Monatskalender-App] durch eine klare, übersichtliche Darstellung, einfache Bedienbarkeit und einen extra großen Planungszeitraum.



iOS

ANDROID



TRENDY LITTLE SPICE JARS

Attractive little 105-millimetre spice jars with a diameter of 50 millimetres can be ordered by promoters from Netherlands-based The Box BV. The jars are sealed with an embossed inlay with eight holes for shaking. In addition, a practical lid is included in the delivery, so that the shaken contents always stay dry in the jar's interior. Outside, the jar is lacquered in red. Inside, the container has a colour-neutral protective lacquer. The team from The Box are available on request for advice on label design and filling. The Dutch manufacturers will produce a fully customised customer jar from a purchased quantity of 3000 pieces and more.

46429 • The Box B.V. • Tel +31 55 3603851

info@theboxnl.com • www.theboxnl.com



SWEET DREAMS

When fine and cane sugar is to be served in portions, then Hellma is exactly the right partner to contact. In the broad portfolio of this Nuremberg company, you can find every kind of sugar packet to sweeten hot beverages, from sachet and four-sided pyramid to the traditional cube. Even circular sachets, so-called sugar balls, can be designed if customers so desire. With an individual message, a company logo or other creative ideas, the advertising uses of these sugar packets are almost unlimited. The various packets are printed in one or more colours by means of flexo or digital printing. The minimum order quantity, depending on the type, starts at 6,000, is the information from Franconia.

46612 • Hellma Gastronomie-Service GmbH • Tel +49 911 93448 0
information@hellma.de • www.hellma.de

-Anzeige-

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MUFFIN FROM THE POT

Multiflower has come up with a lovely idea for the festive season – a recipe for baking Christmas muffins in a clay pot. This Christmas present already contains 40 grams of cake mix for a chocolate muffin from Dr. Oetker. So just making the tasty sweet already starts spreading joyful feelings even before the pleasure of tasting it. Advertising can be printed on the standard motif of the banderole. Custom designs on orders of 250 or more.

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



A DELIGHTFUL RACLETTE PARTY

The two-in-one raclette grill K-189 from Lehoff's product range has an impressive 1300 watt grill for grilling and melting cheese. The grill plate and the hot stone can be detached and are thus very easy to clean. The eight little pans and the grill plate have a non-stick coating, and the infinitely adjustable thermostat has a practical warning light for monitoring the temperature. The grill's dimensions are 52 x 10 x 21 centimetres. Lehoff is a full-service provider and offers its customers everything from one source, including advice on everything from the purchase to the final delivery to the end customer. You can find more information on this product and a wide range of other gift and promotional products at Lehoff's website: www.lehoff.de.

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



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GmbH & Co. KG
Ersteiner Str. 10a
79346 Endingen
Tel. +49 (0) 7642 90 00 90
info@kaiserstuhl-chocolaterie.de
www.kaiserstuhl-chocolaterie.de



LOUNGING AT THE BARBECUE

Starting immediately, the dinner and barbecue present sets from the micx-media Media Set collection contain pure natural salt flakes for modern gourmet cuisine. Thus the present sets pamper their recipients not only with tasteful chill or lounge music, but also with fancy salt flakes from high-quality natural salt grinders for a stylish enhancement to the menu. The exclusive Saltini's natural salt flakes with choice herbs and spices give dishes a unique natural flavour. The sommelier knives in the sets and the music tracks are a delight for the eye and ear. Further finely tuned and richly varied gift arrangements for stylish advertising messages can be found at mediasets.de.

45899 • micx-media in concept GmbH & Co. KG • Tel +49 5205 99-1017
monika.konik@micx-media.de • www.micx-media.de

AN IMPRESSIVE BEST-SELLER

During winter, people spend their time baking, decorating and looking for presents for their loved-ones. The company Ems has just the right idea with the new Wintertime Promotion series: It features three world themes and colours that will appeal to different target groups. Gold, rosé-gold and silver are the top colours in the winter season for elegant gifts and accessories. The insulated jugs, such as Bell or Plaza, have been designed especially for festive dining room tables, while the stylish decoration trays make for glamorous gifts to give to the host of a dinner party. Meanwhile, the Flow Slim cooling carafe is ideal for design lovers: It can be designed with a matching bottle cooler and ice cube container which come together as an attractive set. What is more, there are special products for when you are on the go: the Travel Mug, the insulated mug, or the Senator insulated bottles.

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



CUTTING-EDGE ECO DESIGN

Spranz is relying on innovation, ecology and the pleasure of cutting with a clear conscience in its new range of kitchen utensils. Cut, cook and enjoy is the motto for the smartly stylish knives with handles of genuine bamboo wood and, of course, with an outstanding life cycle assessment is the word from Koblenz. The best part is that the metal edge itself is entirely covered by bamboo above the cutting edge and ensures long-term sharp cutting, since it can be resharpened. It comes in a trendy eco design box.

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



SUGAR-SWEET GREETINGS

Markenreich supplies the sector with hand-made logo candies “Made in Cologne”. The sweets are created exclusively with the aid of a production technique from the 17th century: this special skill, combined with plenty of love and passion, results in a unique, customised candy. Along the way, almost any pictogram can be realised by the confectioner. No matter whether it’s a company logo, a name, a greeting: the imagination knows almost no bounds. Flavour is decided by the customer – the flavours sour, sweet, and fruity are available. For Christmastime a culinary journey featuring the flavours Apple, Apple-Cinnamon, Orange, Aniseed, Mulled Wine, Vanilla are an attraction with the motifs Santa Claus, Candles, Shooting Star, Christmas Tree, Rudolph the Reindeer, Merry Xmas in a gift package. Only natural colourings are used. Vegan candies can also be made.

48670 • Markenreich GmbH • Tel +49 2175 157970

info@markenreich.de • www.markenreich.de

FOR A BIG THIRST

Anyone who would like to make a splash at the next party should take along “Miami” from Easy Gifts. This extra-large beverage dispenser made of glass (holding eight litres) with ice and fruit insert cuts a good figure at every event. “Miami” can also keep beverages cool outdoors and keep dirt out of them. Thanks to the little spigot, everyone can pour as much beverage into their glass as they desire. Easy Gifts applies advertising by means of a four-colour sticker on the individual package. “Miami” comes individually packed in a box.

47300 • Easy Gifts GmbH • Tel +49 911 81781111

info@easygifts.de • www.easygifts.de



-Anzeige-



Concafe (141)

- 1 Flasche CONCAFE 0,5 l, die besondere Spezialität, tiefrot im Glas, mit dem Duft und den Aromen eines feinwürzigen Kaffees, der Kaffeegenuss der anderen Art
- 1 Weckglas Kaffee-Cookies, 380 g
- Backmischung im Weckglas für Plätzchen á la Mama
- 1 Päckchen Schoko-Rumtrauben 125 g, dragiert mit Vollmilch- und weißer Schokolade, im 2-er Schmuckkarton, offene Welle rot und im Umkarton bruchsfest und versandfertig



TIME FOR A MOCCA

Leaving everyday stress behind for at least a short time and drinking an aromatic cup of coffee is what the attractive cup called Mocca from Reda stands for. This promotional ceramic product is perfect for enhancing salesrooms, conference halls or trade shows – Mocca is no exception here. The cup can be fully customized, making it a highly effective advertising element in the customer environment, especially when it is filled with fragrant coffee. The cups, which hold 230 millilitres, come in eight different colours, is the information coming from the Czech Republic. E-catalogues on request.

46051 • Reda a.s. • Tel. +420 5 48131808

peter.zavacky@reda.cz • www.reda.info



MEN AT THE STOVE

The cooking trend is still ongoing – whether man or woman, young or old, cooking is now the thing to do. However, high-quality, fashionable cuisine, already long a status symbol for decision-makers, also calls for a collection of cookbooks. The Munich publishing house DK Verlag is offering books as elegant as they are practical on all subjects involved in feeling good at home, with delicious dishes, a green oasis or a superb self-mixed champagne drink – which can be skilfully combined into individualized complimentary gifts with a wide range of subjects, flexible design and size and personalized to customers' specifications. Custom work from a one-stop supplier.

48489 • Dorling Kindersley Verlag GmbH • Tel +49 89 442326-221

sondervtrieb@dk-germany.de • www.dorlingkindersley.de



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HELPFUL TRIO

Article number 6983 from Krüger & Gregoriades stands for an interesting, three-piece fruit peeling set. This kitchen trio made of stainless steel consists of a fruit knife, a corer and a fruit scraper. And the ensemble not only exhibits flawless functional qualities, but also a penchant for shapely design and high-quality workmanship. Packed in a chic gift box with a transparent cover, it guarantees a convincing impression with customers. The box is around 24 x 11 x 4 centimetres in size, is the information from Hamburg. Krüger & Gregoriades has been supplying wholesalers and the specialized trade, as well as industry, with gifts, trend and promotional products, toys and plush toys in a reliable, innovative way since 1975. A widespread, always up-to-date product range enables a wide variety of customers' wishes to be fulfilled. More than 900 items are always in stock.

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

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



ELEGANT AND ECOLOGICAL

Joining together what belongs together: knife-edged ceramics with FlexPro for more safety against rupture and an elegant, ecologically valuable bamboo knife handle, a design product at no extra price from Spranz. This item fits perfectly with the clean image of trendy eco products without foregoing important characteristics such as quality workmanship and functionality. Hence the cutting tools have a stand-up function and a separate blade protection. This kitchen product with a blade ten centimetres long comes in an eco design box.

41462 • Spranz GmbH • Tel +49 261 98488-0

info@spranz.de • www.spranz.de

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WATCH OUT!





A DELICIOUS TREAT WHILE ON THE GO

Anyone who has the Lehoﬀ blender called Gourmet Maxx Smoothie Maker To Go at hand can enjoy the full flavour of fresh fruit smoothies: the ultimate fresh vitamin kick can be conjured up from bananas, berries, mangos and any other fruit. Just put the fruit in the container, close the cover and turn it on. And everything will be blended evenly in a matter of seconds. Thanks to the practical to go cup with a top, the smoothies can also be taken with you and enjoyed while you are out and about. Milkshakes, desserts, sauces and dips can also be made very quickly and easily with this practical and compact blender. All of the parts can be quickly and easily cleaned in the dishwasher. Other gift and promotional products in Lehoﬀ's extensive product range can also be found on its website: www.lehoff.de.

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



CHOCOLATE TO MAKE ON YOUR OWN

Stylish, individual, lasting – chocolate to make on your own. With the award-winning Starter Set from Chocqlate, you can easily create your own fresh, favourite chocolate from five pure vegetable base ingredients in just 20 minutes. Each piece of chocolate is a piece of nature. The 240g-Chocolate Set includes a cocoa mixture of untreated, unroasted cocoa beans, cocoa powder and vanilla bourbon, cocoa butter and agave syrup. Whether bittersweet or sweet, everyone can choose the sweetness and toppings of the chocolate themselves – and then enjoy them without feeling guilty. Chocqlate uses a proportion of quality cocoa beans gently dried below 42 degrees, thus ensuring they retain their 300 vital elements and nutrients as well as fine flavour – pure beans for pure enjoyment.

49353 • 4Qtrade GmbH • Tel +49 89 23241423
ek@chocqlate.com • www.chocqlate.com



FRESH FRUIT BREAKFAST

The tasty spreads in the fashionable mini jar from Darbo leave hardly anything to be desired. Whether strawberry, raspberry, apricot, orange, cherry, peach, black currant or honey, no matter which flavour the customer chooses, the jams and honey supplied by Hallma catering service land on the breakfast plate in pure natural quality without flavour enhancers or additives. Practically portioned with 38 grams in the elegant mini jar, these sweet spreads are not only an eye catcher on the breakfast table, but the white lid can also be printed in a single colour or, on orders of 6,000 or more, however the customer wishes. This turns the spread into a totally appealing, efficient advertising vehicle.

46612 • Hellma Gastronomie-Service GmbH • Tel +49 911 934480
information@hellma.de • www.hellma.de

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STILOLINEA

SEMYR NOW SPEAKS ITALIAN

After 7 years in Egypt, Stilolinea decides to produce Semyr here in Italy. Semyr now speaks Italian and offers all those features, which have always distinguished "Made in Italy" Stilolinea pens: fast delivery and versatility. If among the many proposed ver-

sions, there is not yet the one your customer wants, now Stilolinea is able to achieve it, with the usual fast delivery time. Endless color combinations and pantone colours are no longer an obstacle for Semyr.

SEMYR OFFERS A WIDE RANGE

- Basic version, simple and elegant with predominance of white: for those who want to bring out their promotional message at the most.
- Chrome version includes the features of the Basic one, enriching them with the chromed tip: for those who want to

take advantage of smooth and clear lines with a touch of sophistication.

- Clear version with bright colors: for those who want to express the originality of their message.
- Chrome Frost version combines vibrant colors with the brightness of its chrome preciousness: for those who want to express the originality of their prestige.
- Grip version in addition to the brilliant colors and chromed tip offers additional sensory characteristic: for those who want to be remembered with a gift, which leaves a pleasant sensation of softness among fingers.
- Grip Color version with white body, chromed tip, a touch of color and grip: for those who want more and more. To celebrate its rebirth, Semyr gets new colors in the Grip Color version: three new colors to be fashionable: lilac, lime, cyclamen.

Contact: info@stilolinea.it – www.stilolinea.it

YOUNG AND DYNAMIC

ZTV WITH NEW ONLINE PRESENCE

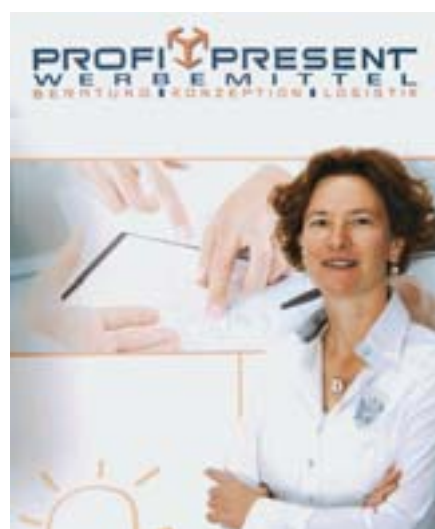
In June, Zustell-, Transport und Vertriebsgesellschaft mbH & Co. KG in Krefeld – ZTV for short - launched a completely new website, thus reinforcing its role as a fast-growing full-service logistics provider. At the heart of the new online platform and the associated corporate communication are the three pillars of ZTV: Fulfilment, Promotional Logistics and Transport. The website has a young and dynamic appearance. Numerous illustrations and photos show the company's entire range of services. In addition, the site has been upgraded to the latest technical standards. The new online presence is accessible at: www.ztv-logistik.de



PROFIPRESENT.COM GMBH

EXPANDED MARKETING ACTIVITIES

Profipresent.com GmbH, Ingelfingen, Germany, is expanding its marketing activities even further. Since the middle of this year, Sibylle Kolb has reinforced the promotional product company's team as head of communications and marketing. Sibylle Kolb's many years of experience in senior positions at internationally operating corporations make her perfectly suited



Sibylle Kolb

for this newly created position. On the one hand, the aim of profipresent.com is to position itself as a promotional product partner on equal terms. On the other hand, its own services will be expanded. Promotional products/gifts are only part of the "professional presentation" of a company. Therefore, customers should receive holistic support for other communication activities in the future. Sibylle Kolb will establish an office in Kempten, Allgäu, together with her sales colleague, Bernd Prestel. All customers in southern Germany, Austria and Switzerland will receive support from here. Further information is available at: www.profipresent.com

GREEN ACCENTS AT HERI-RIGONI

PHOTOVOLTAIC TIMES TWO

In an effort to focus on people and the environment during production, HERI-Rigoni GmbH has continued its green line. Recently, the manufacturer of patented stamp pens put a second photovoltaic system into operation on the roof of the production tract at the company headquarters in Fischbach. Even the founder of the renowned company, Herbert Rigoni, ran his operation with this in mind. The two brothers Armin and Michael, who have been shaping and running the company in the second generation, have adopted the same approach. Years ago,



The manufacturer of patented stamp pens put a second photovoltaic system into operation.

they began to introduce environmentally friendly technologies when they installed a photovoltaic system on the roof of the office building. The second system also serves the company's own power production. The natural power generated is fed directly into the internal electricity supply. As part of the corporate philosophy, the focus is on measures for heat recovery, building insulation and their own power generation by using a moderate amount of energy. Certified to the highest quality and environmental criteria, the company also ensures that HERI-Rigoni products are made exclusively from high-quality, environmentally-friendly and, if possible, sustainable materials. www.heri-rigoni.de

OBITUARY

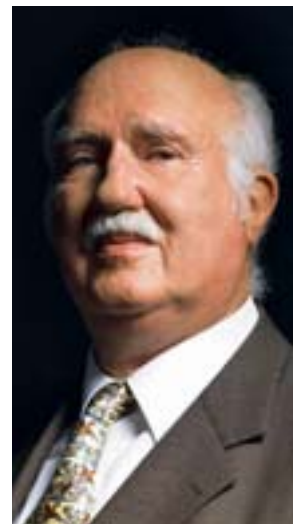
GÜNTER SCHWANHÄUßER HAS DIED

Günter Schwanhäußer, inventor of the STABILO BOSS highlighter pen, died on Friday 12 September at the age of 86 following a brief illness. In the more than fifty years of his professional career from 1950 to 2003, the pen pioneer made an enormous contribution to the global expansion of the company Schwan-STABILO, which has been family owned since 1865. His attitude was pragmatic: "The best thing is to knuckle down and get the job done".

With entrepreneurial vision, he made successful decisions that still shape the company today. The down-to-earth entrepreneur Günter Schwanhäußer landed his greatest coup in 1971 when he launched the first highlighter with fluorescent neon yellow ink on the market. His invention has significantly changed the way people use texts and more than two billion units have been sold to date. He was inducted into the List of Inventors of the 20th Century for this achievement.

He was awarded the Order of Merit of the Federal Republic of Germany in 1986 for his volunteer work in numerous cultural and social areas. For many years he was Honorary British Consul and in 1995 was awarded the "Order of the British Empire". In the past decade, the passionate hunter and horse lover devoted his attention to a number of honorary offices, particularly an ecological project in Croatia which he personally initiated.

Dirk Schwanhäußer, Chairman of the company's Advisory Board, expressed with great sadness: "With the passing of Günter Schwanhäußer, we have lost an exceptional personality".



EPPA

NEW STRUCTURES

In the context of the general member meeting, the EPPA Board suggested a change in the operational structure, with the President of EPPA to be selected from one of the National Association Board members and the position of CEO to become a managerial support position. The EPPA



Board will control the day to day management of EPPA. Gabriel Moese (FYVAR) was proposed as the EPPA President and duly accepted the position. Thomas Hendriksen will continue in the operational role as CEO and will remain a member of the Board, working closely with and reporting to Gabriel Moese. www.eppa-org.eu

HAMBURG/KRAKOW

BERENDSOHN MAKES INVESTMENT IN LYNKA

Berendsohn AG of Hamburg has recently concluded a strategic deal with Lynka, the international specialist in promotional and corporate wear based in Krakow, Poland. Berendsohn will provide Lynka with both strategic support and a strong financial base to grow and develop the business across Europe. At the same time, Lynka's previous financial backers, Arco Capital, have fully exited the business on August 12. Lynka will continue operating as an independent company in the international markets, and founder John Lynch remains a shareholder and will continue in his role as CEO which he has held since 1992.

Berendsohn and Lynka will each operate as separate business units under their own respective brands. Lynka will continue and strengthen its strategy of supplying EU promotional agencies with high quality branded promotional apparel and accessories.



Jörn Lambertz



John Lynch

Berendsohn supplies exclusive, private-label promotional products and business gifts to their markets. "Lynka's expertise in the area of textiles as well as its worldwide reputation which make Lynka a great partner for our growth strategy," says Jörn Lambertz, CEO of Berendsohn AG. Lynka will work together with Berendsohn to develop a custom-made, private label range of high-end, exclusive apparel products.

Berendsohn will not offer Lynka's range of apparel brands. John Lynch, Lynka founder said: "I am so pleased that Lynka has taken on Berendsohn as our strategic partner for the future. I couldn't have wished for a better, more professional partner."

www.berendsohn.com – www.lynka.eu <

MAGNA SWEETS

NEW MEMBER OF THE MANAGEMENT BOARD

Magna sweets, a specialist when it comes to confectionery as an advertising medium, reinforced its management board at the beginning of September 2014 with the appointment of Mario Siebig. As a member of the management board, Siebig will not only support the managing director Steffen Heinzinger, but also contribute to the future direction and development of the company Magna sweets. Mario Siebig was employed for almost nine years in the management team of the globally operating full-service agency cyber-Wear Heidelberg GmbH. "Due to his many years of experience in the promotional product industry, he can and will assist Magna sweets in the further development of the company," says Steffen Heinzinger.

www.magna-sweets.de <



Mario Siebig

INSPIRION HUNGARY

NEW PRINTING FACTORY SET

More customer service in Eastern Europe: Soon, a printing factory will be opened on an area of approximately 200 sq.m at the Hungarian Inspirion location Budaörs. This September, six new employees will start operating approximately ten machines. Now Inspirion Hungary can refine Inspirion items with laser engraving, tampon-printing, silkscreen printing and transfer-printing. Some printing will be done manually, but can be automated according to order size. The printing factory will supply customers in all those countries



Tímea Sas

that Budaörs normally services as well. The goal is to position Inspirion Hungary as a full service provider that supplies promotional gifts with imprint. In the spirit of: One-stop shop – short

routes – fast deliveries. "With this, we are ideally prepared for the needs of our customers and the upcoming Christmas trade and can boost our turnover," explains Tímea Sas, general manager of Inspirion Hungary. "We are hoping for a smooth start with the new equipment."

www.inspirion.eu <

NEW ADDRESS

HYPON HAS MOVED

The Dutch company Hypon, supplier of young and innovative products, trends and hype in the market for premiums and promotional material, has moved. The new office address is:

Hypon BV
Höckerkade 1
NL-2401 AW Heemstede
Netherlands
www.hypon.eu
www.newpremiums.eu <

ACAR EUROPE

NEW SALES EMPLOYEE

On 1 October 2014, Luisa Porges joined the team at Acar Europe GmbH in Bad Homburg, Germany, as Sales Manager. She will be responsible for the promotional



Luisa Porges

product distributors in Germany, Austria and Switzerland. She has many years of experience in the promotional product industry, most recently in sales at Senator, the writing instrument

manufacturer. "I am very pleased that Luisa Porges has joined our team and we can continue to successfully expand our customer service through close partnerships with the promotional product trade," says Patrick Döring, Managing Director of Acar Europe GmbH.

More information is available at:

www.acar-europe.de

ORCAS

FRESH WIND

Orcas Customized Products GmbH & Co. KG from the Hessian town of Groß-Umstadt has taken on a new trainee: On 15



Anna-Lena Jörg

August, Anna-Lena Jörg joined the team of specialists for customized promotional products made of paper with the product lines "Paperline" and "Personal Care". To avoid any confusion:

Anna-Lena Jörg is the younger sister of Jennifer Jörg who has been a member of the Orcas team for several years.

www.2orcas.com

EXCLUSIVE GIFTS B2B GMBH

NEWS FROM MOLESKINE

Moleskine SpA, the Italian manufacturer of legendary notebooks, and Exclusive Gifts B2B GmbH, the exclusive Moleskine B2B distributor, are intensifying their services for the professional promotional product industry and presenting a new catalogue tailored entirely to the requirements of the industry. Complementing this measure is the launch of the new website. The new catalogue is available immediately and gives the specialised trade for promotional products a useful expanded product portfolio. Besides

the well-known notebook classics, Moleskine now offers a wide range of writing instruments, an expanded calendar range and a "Travelling Collection" with products for travelling, which the catalogue illustrates in an attractive way. There is also a current price list based on the new catalogue. The catalogue is available directly through Exclusive Gifts and can also be accessed online.

NEW MOLESKINE B2B WEBSITE FOR GERMANY-AUSTRIA-SWITZERLAND

Parallel to the release of the new Moleskine catalogue, Exclusive Gifts has also revised its website for Germany, Austria and Switzerland accordingly. The latest Moleskine B2B product range is now also available here online and can be used by trading partners for promotional purposes. To this end, Exclusive Gifts has made the appropriate images and text available. Contact: Exclusive Gifts B2B GmbH – Official Moleskine B2B Distributor. Tel. +49 (0)40 6094599-00. moleskine@exclusive-gifts.de.

www.exclusive-gifts.de



25 YEARS OF TEXTILE ADVERTISING

TOSKA SIEKMANN CELEBRATES ANNIVERSARY

Although the company Alta Seta GmbH & Co. KG has only existed since 2000, the current managing director and owner can look back on 25 years of experience. During these times, the tie was still 9.5 inches wide and the designs were still colourful and flashy. Over the years, much has changed. At her own company, Toska Siekmann today focuses on discreet and stylish, trendy and elegant products. The corporate fashion that has accompanied her for a quarter of a century is her hobby. This is where the successful business woman feels at home. During those 25 years, she has got to know and learned to love both the industry and the products such as ties, scarves and shawls. And she will also use this know-how in the coming years together with her business partner Patrick Polaniok. Together they form a successful team with experience and innovation. www.alta-seta.de



Toska Siekmann



The company supports the “Bunten Kreis Lübeck” of the children’s hospital at the Schleswig-Holstein University Medical Centre, Campus Lübeck, with a donation.

25TH ANNIVERSARY OF DATALOG WERBEMITTEL GMBH

SUPPORTING SEVERELY ILL CHILDREN

The jubilarian gives presents to others: On the occasion of its 25th anniversary, datalog Werbemittel GmbH, a renowned provider of promotional product concepts and developer of new products, supports severely ill children in northern Germany.

The company is based in the Schleswig-Holstein town of Bad Schwartau and supports the “Bunten Kreis Lübeck”, the children’s hospital at the Schleswig-Holstein University Medical Centre, Campus Lübeck, with a donation. For premature infants, severely and chronically ill children and their parents, a hospital stay involves costly nursing and therapeutic treatment. In many cases, this must be continued at home after the children have been discharged. The “Bunte Kreis Lübeck”

team, consisting of paediatric nurses, educationalists, psychologists and paediatricians, accompanies the young patients and their families in their home environment after their discharge and offers very individual assistance.

WELCOME DONATION

datalog has supported the work of “Bunte Kreis Lübeck” with a donation of 2,000 euros. To bring some joy to the children who cannot go home at Christmas, the managing director of datalog, Stefan Schmidt,

donated a further 500 euros to purchase Christmas presents for these children. “We are celebrating our anniversary and others receive gifts. After 25 successful years, the time has come to be grateful and proud of our achievements. For this reason, the datalog team would like to give something back and provide support where help is particularly important: The children, the future of all of us,” says Stefan Schmidt. Karin Groeger of the nursing management and management of “Der Bunte Kreis Lübeck” says: “We are delighted with the datalog donation which is vital for our facility. Thanks to datalog Werbemittel GmbH, we can accompany many children and their families in their healing process in the future. In addition, the company underlines the North German bond, inter alia, with the City of Lübeck.”

ABOUT DATALOG

datalog Werbemittel GmbH specializes in the development and production of promotional product concepts for large-scale industry, as well as their implementation. Well-known companies from the consumer goods, cosmetics, aviation and energy industries are managed from Bad Schwartau. One focal point is the development of new products. They are individually developed according to customer requirements. Projects are coordinated and controlled from offices in Bad Schwartau and Hong Kong. Monitoring production is an essential task of the offices in Asia. Employees in quality control regularly commute between the individual production sites and thus ensure a smooth operation. In this way, it is ensured that the quality meets the strict requirements of the EU and the constantly changing regulations. Thus every product is put to the test and is monitored and controlled by globally recognized organizations that are accredited in the EU. www.dlwm.de



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www.daiber.de



In the showrooms of Döbler Werbeartikel, guests were able to gain a 'perceptible' impression of the effectiveness of haptic advertising.

DÖBLER WERBEARTIKEL

FROG OR PRINCE?

In order to give its customers the greatest possible added value on the subject of communication, the promotional product distributor Döbler Werbeartikel organized an all-day knowledge forum at the beginning of September in Oststeinbek near Hamburg under the motto "frog or prince?".

In addition to presenting the latest trends from haptic communication with promotional products, visitors were able to expand their knowledge through a number of lectures in the areas of corporate communication, marketing and PR communication as well as print and online communication. According to Ronald Eckert, owner of Döbler Werbeartikel, "good marketing helps people to recognize the benefits of a product or service." As a distributor of promotional products, the magic word for him is 'haptics': "Frequently, con-

tact activates the haptic sense in our head that triggers our understanding or desire for a product, thus making the difference between the assessment of 'frog or prince'. This is exactly why promotional products are ideal communication vehicles," explains the promotional product professional. The aim of the event is also to focus on the keywords "touch – grasp – excite".

GENUINE ADDED VALUE

In cooperation with the neighbouring NetzwerkHolz Forum Hamburg, the presentations were held in its impressive rooms. In

contrast to the well-known forms of product presentation, a whole new kind of in-house event emerged, creating genuine added value for the visitors through the combination of experiencing representational advertising and presentations on various aspects of communication. While the guests in the exhibition rooms of Döbler Werbeartikel were able to 'grasp' the products of the latest promotional collections in the true sense of the word, and discover how sustainable advertising feels and how it works, they learned about other important aspects of effective corporate communications during the lecture series. Over the course of the day, Ronald Eckert was very satisfied with the quality and "specific content" of the informative 1. We then asked him about the results of the event. Contact: www.doebler-wa.de





Lectures on topics in the areas of corporate communication, marketing and PR complemented the presentation on new trends and products from the world of promotional products.

IN CONVERSATION WITH RONALD ECKERT

Mr. Eckert, it was your first in-house event. How would you sum it up?

The event was a successful start for us and our customers,. Both the haptically perceptible exhibition and the lectures were very well received. The customers received detailed information and we were able to hold some very good discussions on specific inquiries and projects.

It was an in-house trade show with a difference - without exhibiting supplier partners. Why was this format chosen?

Since we already have a very well equipped showroom that we regularly update, the portfolio presented is very extensive. If we had additionally worked with exhibiting supplier partners, the range would have become unmanageable. By concentrating on the essentials, we were able to explicitly respond to the needs of our visitors and together develop effective solutions that perfectly support the marketing claims of our customers.

Catchword: "frog or prince?" How and why was a knowledge forum integrated?

We simply asked ourselves the question: what especially attracts us at a trade show nowadays. And we found that especially exciting lectures, particularly on the topic of marketing/advertising, are always enriching and offer us as well as our custo-

mers an adequate added value. Therefore, the choice fell on speakers who ideally embodied and underscored these topics through their stimulus lectures. Each listener not only gained many haptic impressions but also acquired actual "added knowledge". In addition, the speakers were of course available to answer questions on their subjects so that every visitor could actually obtain in-depth information on topics of interest.

Do you have specific plans or ideas which you want to implement with your company in the future?

Once we have evaluated all the details of our knowledge forum/in-house exhibition, we will decide whether we will repeat an event of this kind. We also plan to hold lectures on haptic marketing at regional business organizations in the future as we were assured by an agent that they would certainly be of great benefit to their members. And as always there are plenty of other ideas available but they are not really concrete and need to be further worked on.



Ronald Eckert, Owner of Döbler Werbeartikel



Even at the recent in-house trade show, promotional products were experienced in a creative way.

ue. As is usual with the very popular events of the company, most customers were allocated enough time to be accompanied from one hub to the next and to receive individual advice.

MEMORABLE EXPERIENCE

Under the motto of 'hubs', which consistently ran through all elements of the recent in-house trade show, the promotional product professionals from top display had once again found a creative sales angle for their in-house event. "When the guests leave, they must be convinced that everything has clicked into place," says Gorden Daub when describe the claims of the guiding theme, which once again turned the customers' visit into a vivid and memorable experience. "It is our job and advisory duty to continuously increase the use of our customers' budgets in promotional products using good ideas and convincing decision-making criteria," says Ralf Reichert, authorised signatory for Consulting and Sales. And the team at top display once again mastered this task.

CONVINCING RESULTS

In order to fill the 'hubs' with life, "excellent practical examples" from different industries were shown and explained to the visitors in detail. The focus was on the objective, approach, implementation and achieved impact. Other special 'hubs' were highlighted communicatively. "The mood of the exhibitors was good, the large number of interested customers and the quality of the informative discussions were convincing. The number of specific requests for quotations or orders placed was also a measurable result and reflected a convincing team performance", summarises Gorden Daub. And to ensure that this event remains in the participants' memories for a long time, everyone received a farewell key ring in the form of a 'knot', woven expertly by a veteran sailor on site.

www.top-display.de



TOP DISPLAY

'HUBS' SET UP

At their latest theme-related in-house event, the advisory professionals of the Hamburg-based full-service promotional product agency top display international GmbH set up numerous 'hubs' for their customers. They were both of a tactile and communicative nature.

Hubs serve as exchange points for information, opinions and data. We wanted to turn these hubs into a living experience in the world of promotional products for our customers" says Gorden Daub, Managing Director of top display. For this purpose, the 360 square metres of office and presentation area of the company, located in the district of Winterhude,

were converted into a network of numerous haptic attractions. Together with 15 supplier partners who had brought along their latest product creations, the team at top display guided more than 100 guests from 52 companies from the business community of the Hamburg metropolitan region through a course full of three-dimensional inspirations of high advertising val-



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KNEIKO HANDELS GMBH – INFO DAY 2014

ADVERTISING MEETS CULTURE

The stylish ambiance of Kulturschloss Traun in Austria was the showplace of the Kneiko Info Day for the fourth time. Under the motto “advertising meets culture”, these promotional product experts presented a coherent mix of new products, fashion show and culinary treats.

Wolfgang Kohout, Managing Director of the promotional product specialist Kneiko Handels GmbH in Hörsching, Austria, was fully satisfied. The roughly 290 visitors from approximately 190 different companies who took up the invitation to the Kneiko Info Day 2014 were nearly exclusively decision-makers at their respective companies. And visiting the promotional product show in the manor house of the idyllically situated Schloss Traun was well worth their while, too. The selection of classic and new product ideas presented there was large, yet at the same time

readily understandable. A total of 33 exhibiting suppliers from nine European countries displayed at their stands, which were also a treat for the eye, all the diversity and individuality that promotional products have to offer.

CONVINCING COLLECTIONS

The weather was also congenial on the big day. The sun was shining, so the exhibitors of promotional textiles took advantage of the clear skies for several outdoor fashion shows. Not only the broad yet balanced spectrum of the displayed product collections convinced the visitors. They also commend-

**Information platform and industry meeting:
The Info Day 2014 at Kneiko Handels GmbH
in Traun.**

ed the date of the Info Day as being well chosen in view of the upcoming end-of-year business. Many guests also took advantage of the opportunity to have their photo taken at the stand of Bezirksrundschaу Linz-Land, a media partner of Kneiko. The exhibitors were also very satisfied with the great interest shown in the products on display. Many of them praised the “high quality” of the discussions.

LOCAL CELEBRITIES AND DELICACIES

The presence of local celebrities showed that the Kneiko Info Day has also made a name for itself in local commercial life. For instance, the mayor of the city of Traun, Harald Seidl, insisted on opening the event himself. After investigating the new products, a large portion of the visitors relished the delicacies of the catering company, tasted the wines of the “Lachs und Wein” wine store or enjoyed the fine spirits and liqueurs of Manfred Wöhrer, the “World Spirit Award Winner 2013”. Moreover, every visitor showing an admission ticket was given a Spiegelau wine glass that could be engraved on site as a courtesy gift to take home. The visitors also had the opportunity to win even more souvenirs at the hourly raffles. The prizes of these raffles were donated by the exhibiting companies.

DELIGHTED ANTICIPATION

On the evening before the entirely successful Info Day, the Kneiko team sent out traditional invitations to the Exhibitor Evening with typical Upper Austrian Kistenbrat and music by the “Kneiko-Buam” band. “It was once again a very pleasant evening, which further deepened the partnership between Kneiko and our suppliers,” said Wolfgang Kohout, who is already looking forward, along with his team and the exhibitors, to the next Info Day in September 2015. www.kneiko.at



DIE ZEITSCHRIFT IN 4 Gängen

Nicht etwa, dass wir den »Druckmarkt« als Mahlzeit empfehlen würden, dennoch arbeiten wir wie Spitzenköche an stets neuen Menüs, um unseren Gästen – Ihnen, unseren Lesern – interessante Informationen aufzutischen. Und natürlich legen wir dabei Wert auf gute Zubereitung: Themen, die ansprechen (auch wenn sie vielleicht nicht jedem schmecken), Seiten, die übersichtlich gestaltet und angeordnet sind – und eine Qualität im Druck, die dem Anspruch der Branche entspricht. **Auch die Menüfolge kann sich sehen lassen.** »Druckmarkt« bietet kleine Häppchen als tagesaktuell relevante Nachrichten auf der Homepage, vierzehntägig das PDF-Magazin »Druckmarkt impressions« im Internet, alle zwei Monate das gedruckte Magazin und in loser Reihenfolge die »Druckmarkt COLLECTION«, in der schwere Themen leicht, aber umfassend zubereitet sind.



Over 100 exhibiting suppliers revealed their three-dimensional cosmos of new promotional products and innovative ideas.

BWG TREND 2014

SUCCESSFUL PERFORMANCE

The 27th edition of Trend, the promotional products trade show of Bundesverband der Werbemittel-Berater und -Großhändler e.V. (bwg) at the Euromoda convention centre in Neuss, once again showed that this traditional industry meeting has not lost any of its popularity.

The 27th Trend of Bundesverband der Werbemittel-Berater und -Großhändler e.V. (bwg) was held on 12 and 13 September 2014. And this almost in a literal sense. Under the motto "TRENDS in Hollywood", a "firework of promotional product ideas" awaited the visitors in the Hollywood-styled

showrooms of the Euromoda convention centre in Neuss, attracting more than 100 exhibiting suppliers with their new products. "We want to give the exhibition the glamor factor that it deserves," explains bwg Chairman, Joachim Schulz, at the beginning of the trade show. "After all, the

exhibitors present ideas that, due to the upcoming Christmas trade, could be somewhat more glamorous than those presented throughout the year. But very down to earth, local ideas and sustainable products are also becoming increasingly popular. We will therefore experience a trend with a lot of different currents," forecasts Schulz. As it turned out, visitors focused especially on electronic products and mobile phone accessories this time.

CASUAL ATMOSPHERE

Schulz was by no means off the mark with his forecast because there was once again a strong interest in the popular traditional bwg event. The organizers registered a total of 970 participants. Of these, there were 321 exhibitors and 637 visitors from the promotional product trade (including 208 people from distributors affiliated with bwg). In addition, 19 media representa-



After the evening meal and stage show, a get-together ensured there was a good atmosphere for networking and celebrations until late in the night.

tives attended the Trend. Accordingly, the response was enthusiastic, particularly on the first day of the trade show. A revised floor plan ensured an optimal movement of visitors. The PSI Network also promoted the comprehensive services of its network among the ranks of exhibitors. "All available exhibitor places were fully booked. We are very pleased that we were able to welcome the exhibitors of the last few years again and to attract new exhibitors. A survey of exhibitors and visitors shows that the concept of the trade show with a mixture of information stands, lots of room for discussions and the evening event to intensify business contacts is ideal for our industry. 92% of the respondents appreciated not having to scurry superficially through the crowded aisles of the trade show, but to be able to establish sustainable, valuable contacts," says Joachim Schulz in his conclusion. "However, whether the trade show takes place in its 28th year in the Euromoda Centre Neuss in 2015 or perhaps a new location is given a try re-



In his welcoming speech, bwg Managing Director, Joachim Schulz, welcomed all guests.

mains to be seen," says bwg. In addition to information on new products and trends, networking played an important role at the Trend which scored points once again with its casual atmosphere. The evening event on the first day of the trade show provided the optimal setting for this as there were plenty of opportunities to intensify the discussions held during the day and to establish new industry contacts.

FESTIVE SOIREE

385 persons participated in the festive soiree at the Apollo Theatre in Düsseldorf. In his welcoming speech, bwg Managing Director, Joachim Schulz, welcomed all guests. As there had been a lot of praise and positive feedback for the event held last year, the Apollo Theatre in Düsseldorf was again chosen as the venue of this year's evening event, explained Schulz, who addressed his words especially to the non-bwg mem-



The evening guests at the Apollo Theatre were treated to a three-course menu.

The festive dinner evening at the Apollo Theatre in Düsseldorf was highlighted by a stunning stage revue full of acrobatics, dance and magic. Artists, dancers, illusionists and a variety musicians provided excellent entertainment with the show "Stars of Hollywood".

bers present: In view of the challenging business conditions at the moment due to the issues of compliance and taxation, the amalgamation of companies is particularly important in order to work together to improve conditions for the industry. Only strong associations would be able to find a solution to the unfavourable conditions. Schulz pointed out the recent activities and appealed to everyone to support the association. On a personal note, Joachim Schulz thanked the new bwg Branch Manager, Judith Metzler, and industry veteran Klaus Beyer for their organizational work. Further thanks went to the Board and to all participating suppliers and distributors. Finally, Schulz congratulated the bwg board member Carsten Lenz, who spent his birthday together with the guests, and finally wished everyone a successful trade show.

"ENJOYMENT AND GOOD COMMUNICATION"

As desired by the bwg chairman, the rest of the evening included "a lot of fun, enjoyment and good communication." After a sophisticated culinary meal, actors of the vaudeville theatre presented a show titled "Stars of Hollywood" in keeping with the motto of the Trend. The stunning stage revue included acrobatics, dance and magic of a high standard. Artists, dancers, illusionists and singers made for a very entertaining hour before the guests continued the evening party with a get-together and relaxed networking in the foyer. A band played peppy dance music and the evening rolled along with cool drinks and high spirits until late in the night.

Contact: www.bwg-verband.de



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PROMOTIONAL PRODUCTS WEEK 2014

AN ABSOLUTELY ROCKING WEEK

Promotional Products Week 2014, which took place from 15th to 19th September, has been an absolutely brilliant week and has been hailed a fantastic success. That is the conclusion that the organizing BPMA has drawn.

The PR campaign reached an audience of 17.8 million, which was more than double the previous year, and the comprehensive social media programme saw significant increases across the board reaching a total audience of over half a million. More than 150 members were actively involved in promoting Promotional Products Week. Social media was at the heart of the campaign in 2014 and played a pivotal role in generating interest and excitement whilst at the same time letting everyone know about planned activities, what to expect and watch out for. All so-

cial media channels were actively pursued and content was issued and updated on a daily basis. There were significant increases in the number of people reached via social media as well as increases in 'followers and likes' giving Promotional Products Week a much larger share of voice. In addition, YouTube was prominently used as a media platform throughout the campaign to showcase some of the brilliant examples of promotional merchandise. And for all these people, who did not know yet that promotional products are some kind of magic, magician Jamie Raven turned three

There are a lot of target groups for promotional products.

items of merchandise – a t-shirt, pen and Rubik's cube – into individual magic tricks. The Week officially started with Student Day, which saw 25 Brunel students take to the streets of London pushing forward the message to passerby's that promotional products rocked. And the students themselves rocked it in pink. The group, with striking pink T shirts and Umbrellas, created quite a stir across some of London's top landmarks, starting in Russell Square with a Rubik's Cube challenge and then followed with a visit to Trafalgar Square, Houses of Parliament, The London Eye and Waterloo Station.

"DESKIES" TURNED OUT TO BE A BIG STRIKE

Research commissioned by the BPMA about what the nation keeps on its desks was launched during Promotional Products Week and produced some fascinating insights. Nine out of ten people admitting they had a branded pen on their desk. The 'deskies' challenge also showed what people liked to keep on their desks. This fun and unusual campaign generated much in-



terest with everyone taking pictures of 'deskies' and posting them online. Some more insights will be shown at the end of this article in a short summary.

PROMOTIONAL PRODUCTS MARKED BY THE SCOTTISH REFERENDUM

This was also the year Promotional Products Week coincided with the Scottish referendum. One BPMA member that benefitted greatly from the YES/NO campaign was a Scottish based promotional gift company. The company saw extensive orders being placed for merchandise by both sides of the highly charged debate. To further support the Scottish campaign, PSI member Hainenko donated double-ended highlighters. Scottish then-First Minister Alex Salmond, British Prime Minister David Cameron and British Labour Party politician Alistair Darling as well as more than 50 Scottish Members of Parliament and a wide selection of journalists were sent the 'referendum voting highlighter', to use the red marker for the UK and NO and blue for Scotland and YES.

POSITIVE NOISE ABOUT AMAZING INDUSTRY

Feedback from BPMA members has been particularly positive, saying that the activities of the BPMA really helped to raise the



brands profile. These included samples in the hands of major tabloid, broadsheet and trade journalists and key personnel at London marketing associations. Another voice said that it was such a good opportunity to "make some noise about our amazing industry." Gordon Glenister, Director-General at the BPMA and organiser of the Week commented: "It has been an absolutely brilliant week and response has been very positive. None of us could have missed the prominent use of promotional merchandise in the Scottish Referendum campaign. In fact, we have estimated £0.25 million has been spent on items, which is the biggest share of marketing budgets ever in a

During Promotional Products Week the fancy promotion team met some real originals.



political campaign." And he adds, "Plans and activities are already in the pipeline for Promotional Products Week 2015, which will coincide with the BPMA's 50th anniversary. As it will be a double celebration we want it to be much bigger and get the



Promotional products rock – in every aspect.

whole industry involved from the start.” The Promotional Products Week 2014 ended with the BPMA attending the COGs ceremony, the highly successful industry awards event, which recognises the important contribution made by marketing services to the success of promotional campaigns.

THINGS TO BE FOUND ON A DESK

During Promotional Products Week the results of the survey “What’s on your desk” were revealed. It delivered a strong message about the power of promotional merchandise overall and produced some fas-

cinating insights. At least, the survey results generated interest and excitement how brands and companies, regardless of size and stature, relied on and used promotional items as part of their marketing initiatives. The promotional product that reigns supreme among a great number of promotional merchandise on people’s desks is the pen (89 per cent). With a due distance one can find mugs (65 per cent), Post it notes and calendars (54 per cent each), notebooks (51 per cent) and mousemats (49 per cent). So, it is no won-

der that nearly every fifth person would choose the pen if she or he could only keep one of the items of promotional merchandise on her or his desk, followed by calendars (14 per cent), mugs and notebooks (13 per cent each).

SURVEY CONFIRMS EFFECTIVENESS OF PROMOTIONAL PRODUCTS

And it is far more than only being enthusiastic about having promotion merchandise on the desk. What really makes it interesting to see is that 83 per cent of the people asked say that they can name a brand or company/organisation featured on promotional products on their desks. And, what is more, 83 per cent of the asked group have purchased something from the companies that have supplied them with promotional products. Furthermore, it was revealed that three out of four persons keep promotional products themselves when they receive one. Finally, 96 per cent think that branded promotional products increase a company’s brand awareness. For more information about Promotional Products Week and the survey see www.bpma.co.uk.



To take “deskies” and posting them was the big strike.

<

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PIAP - Polish Chamber of Promotional Articles

www.piap-org.pl



LAPTOPS, SMARTPHONES & TABLETS

MODERN TIMES

The product group, whose innovations are presented on the following pages, shows that the promotional product industry is always moving with the times. The promotional products related to this topic demonstrate how effectively new media and three-dimensional advertising complement each other.

The new media technologies are booming. What once began with the radio and then continued with the TV is today a variety of media whose products boast rising turn-overs worth billions of euros each year. They include all electronic, digital and interactive media as well as multimedia context and online publications. From the wide range of product groups established in this subject area, we have selected three areas that also serve as effective promotional products and also clearly illustrate that the industry is always moving with the times. The interaction of the digital age (adequate devices such as laptops, smartphones and tablets) with three-dimensional advertising media is omnipresent and generates a desirable sustainable advertising effect through their daily use. A frequent interface of the two areas is the so-called “universal serial bus”, or USB, a universal, high-performance system for connecting a computer to external devices. Some of these devices actually emerged with the USB, including for example the USB memory stick, which is used as a popular useful promotional product in endlessly new shapes, colours and versions. <



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HANDY STAMPS

Since 1957 – that is how long the engineers and designers at Shiny have been tinkering with the stamp that has that certain something. Wallburg GmbH is now presenting the so-called Handy Stamps. They are mobile stamps for every situation, whether for leisure or business, as a gadget or control stamp: numerous possibilities present themselves with a Handy Stamp. Available in various colours and sizes, Wallburg will fulfil (“almost”) any customer request with the Handy Stamp.

49091 • Wallburg GmbH • Tel +49 7253 94460

info@wallburg.net • www.shinystempel.de

STANDING OUT FROM THE CROWD

Electronic gadgets are innovative, high-quality and the ideal advertising medium for the 21st century. Aided by KMS Medienservice from Cologne, promotional products distributors now have the opportunity to offer their customers individual power banks, speakers and headsets. As of August 2014, KMS has around 40 new electronic gadgets in its range. Power banks, for instance, which provide smartphones, tablets and cameras with electricity when out and about, offer companies a striking and lasting advertising space. These include, for example, HEJU Flat, a very slim power bank made of aluminium with the dimensions of an iPhone. HEJU Colorado, on the other hand, features a speaker and a portable holder for smartphones, while HEJU Domino is a tiny charger in the format of a domino. A particularly sustainable “eye-catcher” is HEJU Outdoor, a solar mat for charging all smartphones.

The new products additionally include modern headsets, headphones and trendy mobile accessories, such as Smartwallet HEJU, a self-adhesive holder for your identity card, driving licence and credit cards. Furthermore, portable speakers in the shape of a golf ball or cup combine usefulness with individuality. HEJU Dice, for example, in a cube shape, is small, compact and also very attractive in terms of price. As required, KMS will produce, print, package, send and finish all promotional products for promotional products distributors, thus offering them a convenient full-service package.

48108 • KMS Kafitz Medienservice GmbH • Tel +49 2234 9908-460

lm@kms.eu • www.kms.eu



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Abnahme	Stückpreis*
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Abnahme	Stückpreis*
100 Stück	3,99 Euro*
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MOBILE THREE-MONTH CALENDAR

In 1937, terminic invented the three-month calendar. Now the Bremen calendar manufacturer is also the first to make the three-month calendar “mobile” and bring it to smartphones and tablets as an app. As with the printed classic, the wall calendar, terminic is also placing considerable emphasis on a clear, well-arranged presentation of the calendar, ease of use and an extra-long planning period in the app version. The mobile three-month calendar enables individual appointment organization and its features include a year view with a zoom function and an innovative search function. Moreover, a Germany-wide school holiday calendar is integrated into the app. For more than 75 years terminic GmbH has been producing high-quality wall calendars with a three-, four-, five- or even six-month overview, which can be used as an effective promotional product and planning instrument across all sectors and can be sent to almost all countries of the world, with calendar sections in more than 30 foreign languages as the standard. The new app now adds a digital calendar variant to this diverse product range.

41308 • terminic GmbH • Tel +49 421 871450

info@terminic.eu • www.terminic.eu



FULL POWER FOR ON THE GO

With the power bank Endurance from Inspirion, endless telephone calls and surfing the internet for hours are no longer a problem. This mobile energy reserve promises unlimited use of your mobile phone even while on the go. If the mobile's battery is running low, the charging station provides the device with electricity. That means smartphones, iPhones and USB-operated devices are always ready for use even away from the mains socket. This energy bundle in mini-format impresses with a powerful 2200 mAh rechargeable lithium ion battery. Furthermore, the power bank has a power input of 5V and a power output of 5V/1000 mA. The power bank is charged via a USB cable. The device additionally features a red LED battery charge indicator and a blue LED operation indicator. The power bank with its stylish metal casing is available in four colours.

42907 • Inspirion GmbH • Tel +49 421 52270

info@inspirion.eu • www.inspirion.eu



17th – 19th March 2015

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HIGH-END TECHNOLOGY

Global Player Marketing probably has the “thinnest powerbank in the world” in its range. With a thickness of only 4.5 mm and the size of a credit card, the stainless steel charger is very easy to handle and can easily be taken anywhere – whether it be in a handbag, shirt pocket, trouser pocket or wallet. The powerbank features a digital battery gauge that lets you know how much of the stored energy is still in the polymer battery. Thanks to its strong power performance, the battery can not only charge small devices such as smartphones, but also digital cameras, MP3 players, tablets and iPads. Moreover, the energy-charged product can be refined with almost all printing and advertising techniques. In the event of a customised production, it is even possible to feature the customer’s corporate colour in the plastic line along the side. Upon request, the powerbank can also be anodized in colour. Optionally an elegant imitation leather case is available, which also features a slot for business cards.

47272 • Global Player Marketing Ltd. • Tel +49 6161-807238

sales@global-player-marketing.com • www.global-player-marketing.com

RECHARGE IN STYLE



POWERBANK SPECIALIST





TWO IN ONE

Packaging and cleaning cloth in one: the microfiber pouch by Kundenpflege. The microfiber pouches are not only ideal for storing and protecting smartphones, spectacles, mobile phones, MP3 players or other sensitive products, they are also designed to clean all smooth surfaces such as displays or spectacle lenses. The microfiber pouch is available in the standard size 170 x 95 mm. Other sizes can be supplied upon request for orders starting at 500 pieces. The pouch can be fully customised with digital printing, making this give-away a promotional product with high impact. A logo can also be embossed on the pouch upon request.

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

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



FITNESS, RECREATION AND STYLE

The B1 Talkband by Huawei combines fitness, recreation and style in one. The high-quality thermoplastic silicone fits around the wrist like a second skin. The sports activity functions include time measurement, step counter, distance measurement and calories burned. Furthermore, the Talkband also serves as a headset with quick connection. The most important information is shown directly on the 1.4 inch large and flexible OLED display. The wristband is UV-resistant, sweat-resistant and also hypoallergenic. The operating time is 144 hours (Bluetooth™ connected) or 336 hours (not Bluetooth™ connected) – depending on the typical usage. Talk time is approximately seven hours, whilst the charging time is only roughly two hours. The device is charged via USB.

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Copy deadline: 16.1.2015
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19	20	21	22	23	24	25
26	27	28	29	30	31	



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info@apd-gmbh.de
www.asiapinsdirect.de



GUARANTEED PILLOW TESTED

No frills or gimmicks – functionality is what impresses here. The tablet stand “Anywhere” is a smart chap made of a single piece of plastic and holds iPad & co. in place at two positioning angles. The tablet is always secure – flat and upright – even when enjoying breakfast in bed and, according to the supplier Troika, it’s “guaranteed pillow tested”. “Anywhere” comes supplied with a stylus and soft microfiber cloth for cleaning the display. Advertising is applied via printing on the tablet stand and/or stylus according to preference.

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



“DR. PÖMPEL” TO THE RESCUE

Simple, practical and a hit with the modern target group: the portable thanxx mobile phone holder “Dr. Pömpel”, available at Spranz. The suction cup featuring plunger design is made of silicone and is perfect for positioning smartphones. “Dr. Pömpel” thus keeps the current news, videos or emails in easy view. The practical helper comes supplied in a designer display box. Further products in this and many other categories can be found in the current Spranz collection.

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TRENDY NEON FELT

The NEON trend has also reached mbw and its tried-and-tested wool felt products. Customers can now choose a hip NEON-coloured highlight to adorn keychain bands, smartphone pockets and tablet cases. Five wool felt colours and three NEON colours are available to choose from. The robust coloured band is sewn on with yarn of the matching colour. The wool felt is made in Germany. Likewise, the entire manufacturing process of the NEON felt products is carried out in regional sheltered workshops. Advertising can be applied upon request.

42020 • mbw Vertriebsges. mbH • Tel +49 4606 9402-0

info@mbw.sh • www.mbw.sh



LIGHT AND SMOOTH

The innovative Zuluu Organic Touch Technology now allows smartphones or tablets to be operated like the swipe of a finger. The “Zuluu Organic Touch”, offered by Krüger & Gregoriades, combines elegant design and contemporary functionality and can be used with all capacitive touch screens. The rollerball pen made of aluminium/plastic writes lightly and fluidly and, due to its blue large capacity refill “Zuluu Z1”, offers optimum writing comfort. The conical tip is made of stainless steel. “Zuluu Organic Touch” comes supplied on a double blister card and is available in the colours white, silver and black. The refills can also be ordered separately in a twin pack (blue and black).

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

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



COLOURFUL TIPS FOR TOUCH SCREENS

It brings a splash of colour into the digital world. The high-quality Rainbow Stylus comes with exchangeable tips in seven bright and fresh colours, which also extend the life of the pen. “Colour your Click – at the next touch of the screen”, recommends Troika. The body of the Rainbow Stylus is kept in fine black (material: anodized aluminium). Promotional messages can be applied via printing or engraving on the front section of the stylus or centrally. Engraving is free of charge for orders of 100 pieces or more.

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

a.bauer@troika.de • www.troika.org





LIGHT UP THE DARK

Be well prepared for the dark season with the handy and compact LED battery-operated torch from the company Brennenstuhl. With the help of two super bright LED lights and special lens optics, even the darkest corner is lit up. Whether at home, in the car, when camping or doing handicrafts, or merely for the cellar – equipped with a 360° rotating hook, the torch can be used almost anywhere due to an integrated magnet in the stepwise adjustable swivel arm. The device can easily be re-charged via the micro USB port, as commonly found on smartphones, either using the supplied charger or the user's own charger. Refinement is possible upon request according to Brennenstuhl.

41141 • Hugo Brennenstuhl GmbH & Co. KG • Tel +49 7071 8801-171
werbemittel@brennenstuhl.de • www.brennenstuhl.com



ULTRA POWER (BANK)

Portable Power Bank is ideal as a promotional gadget. This fully customisable product can represent the very best of your business. A convenient, practical portable battery charger that is compatible with all devices: smartphones, tablets or digital cameras. Maikii offers both classic models in various formats and colours, as well as power banks which can be customised both in terms of shape and colour, called the MaiPower Bank. "We will customise your portable battery charger with your company logo or any shape you want, so recharging your devices has never been easier or more fun", says Matteo Fabbrini, managing director at Maikii's. "Have you got any ideas for Christmas? Contact us now", he adds.

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TRENDY EASY-SELFIE-KIT

Whether it be celebrities of all kinds, friends or relatives, neighbours or colleagues, the camera button is pressed at everything that meets the smartphone's eye. It ranges from a snapshot or group photo to a couple in the evening sun, and even Barack Obama photographed himself recently together with Danish and British political celebrities. The selfie is simultaneously a trend and a phenomenon. A well-made advertising medium that now further facilitates and refines the self-timer process is the new Easy-Selfie-Kit from micx-media. With it, the multimedia experts from Bielefeld offer various Bluetooth options. For example, as a key ring or integrated in various sets with a holder or telescopic stand. Thus, from a distance of up to ten metres, a selfie can very easily be taken via Bluetooth. There could hardly be a trendier digital advertising medium. Further information is available directly from micx-media.

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WORKS

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SMART POWER BANKS

Power banks can be of assistance everywhere where smartphones run on reserve. With the Maxco Power Banks, you are practically carrying energy right in your trouser pocket. The power banks come in various shapes, colours and capacities. They can be recharged either by using a USB connection on a PC or notebook, or by connecting a power adapter to an electrical socket. These portable recharging stations make for an ideal advertising medium because they are indispensable accessories for employees, travelling sales reps, businessmen and women, and any other target groups who travel a great deal. WP International GmbH has acquired the exclusive marketing rights of the Maxco Power Banks in Europe. Four series are available for selection: The "Apache" comes in three different capacities of 5200 mAh, 7800 mAh and 10,400 mAh and will really impress you with its typical "outdoor" surface. The 5400 model has an attractive price and is primarily suitable as a give-away. The flat and stylish "Razor" and "Landmark" series both come with different appealing and modern colour combinations. The premium product "Matrix" has a purist design and looks elegant in its high-quality aluminium case. Many other colour combinations are also available because the company works in close collaboration directly with the factory in China. More information is available directly from WP International.

49305 • WP International GmbH • Tel +49 208 3854818

kontakt@w-p-international.com • www.w-p-international.com



AN "ALL-ROUNDER"

Under item number 815-00.001, Spranz GmbH is presenting an "all-rounder" for the desk and for on the go in the form of the thanxx multi-holder Present&Organize. This smart item offers a perfect holder for mobiles. This means you can keep your eye on everything with your hands free, allowing you, for instance, to watch a film while out and about. An integrated earphone winder is included within the scope of delivery. The compact multi-holder additionally provides a large advertising space. More about this item and many themes can be found in the current Spranz collection.

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

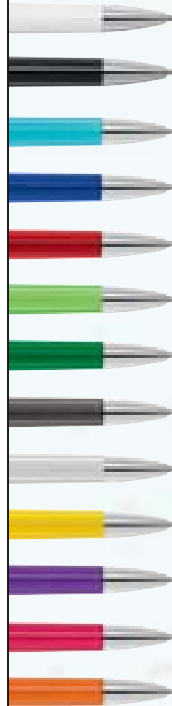


POWER TO GO

You will never get upset over an empty battery again with the "Malibu" power bank from Easy Gifts. The small battery has a capacity of 2200 mAh. This is sufficient for fully recharging all standard smartphones. The battery can easily be recharged at your computer using the USB cable included and all commercially available recharging cables can be used with the USB connection. Malibu can be personalised on one of the sides by means of pad printing.

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CHRISTMAS WOODEN USB FLASHDRIVES

Christmas holidays are getting closer, and as always, marketers and advertisers rack their brains over the question: “What present should they give partners or colleagues?” Dragon Gifts knows the answer. In the contest of the Christmas rush, the company recommends Christmas USB drives made of wood. If you need a small, but the most useful and practical gadget, the USB flash drive is the optimal solution, since the flash drive is one of the most desired and actual gifts. Thanks to wooden material and special Santa or Christmas tree shapes. Wooden USB drives shaped to one of the Christmas symbols are warm, vivid, durable, environmentally friendly, with the beauty and aesthetics will please partners and colleague. Corporate logo or individual design in a shape of the USB flash drive – everything is possible to manufacture. Logo printing technology can be very different: silkscreen, color printing, laser engraving, pad printing or stamping, etc. Gifts made of wood carry a special energy and emotions and will serve its owners for many years.

49304 • Dragon Gifts • Tel +7 982 6488275

info@dragon-gifts.eu • www.dragon-gifts.eu

TABLET PROTECTION ON THE BEACH

The tablet cover “Malta” from Easy Gifts offers special protection. With this practical plastic cover, tablets are protected from sand (e.g. when at the beach) or moisture and can still be used regardless of where you are. Due to its special fastener, the case can be closed watertight. The closing mechanism works really easily via a zipper and snap button. Easy Gifts prints the desired advertising on the black edge of the case and delivers “Malta” individually wrapped in a plastic bag.

47300 • Easy Gifts GmbH • Tel +49 911 81781111

info@easygifts.de • www.easygifts.de



A POWER STATION FOR SMARTPHONES

Bühring is selling recharging stations for mobile phones which are made out of wool felt in accordance to the Oeko-Tex Standard 100 – Made in Germany. The wool felt has been given the flame-retardant and minimal smouldering classifications. The front and back sides can feature different colours upon request and can also be stitched with decorative coloured thread. The bag can be hung over the socket when recharging the battery using an electrical socket. When placing an advertisement on felt, it is recommended to use screen printing transfers, a web label or embroidery. The delivery time is approximately four to six weeks after the sample and logo have been approved, and will depend upon the quantity and availability of the colour. It is also possible to sew a product code, which complies with the German product safety law (ProSG) and the Textile Labelling Act, onto the inside right-hand side of the slide-in pocket for a minimum order of 500 units (for smaller orders, a self-adhesive label is placed inside the pocket).

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

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- LED-Leuchte
- Robustes Metallgehäuse
- Input: DC12V-24V / Output: DC 5V
- Maximale Stromstärke: 2400 mA
- Schutz gegen schadhafte Überspannung
- Schutz gegen Kurzschluß
- Abmessung: 55 x 25 mm
- Gewicht: 58 g
- Veredelung: Lasergravur, Siebdruck

O-SQUARE

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www.osquare.de



SILICONE POWER BANK

In context of the Christmas Rush promotion, Dragon Gifts would like to represent a very versatile gift for the Christmas and New Year holidays: portable external battery made of silicone. It is a compact and easy to use gadget, which always helps you when your smartphone or tablet suddenly discharged and there is no connection to electric network available. Classic version of a New Year power bank is a gift in the shape as one of the Christmas symbols – Snowman. Batteries are available in three different colors: solid black, bright red and universal blue colors. This is a good solution for companies whose purposes are not only to remind about the company, but also to create a real Christmas mood. In addition, external battery, made in the shape of an aircraft or lipstick, cute kitten or bottles, will be associated not only with your brand, but also with a type of your company's activities and quality services. There are many other possibilities of shapes. More information are available directly at Dragon Gifts.

49304 • Dragon Gifts • Tel +7 982 6488275

info@dragon-gifts.eu • www.dragon-gifts.eu



TOUCH & CLEAN

Practically nothing can get done any more without a smartphone. For this reason, touchscreen gloves are an important accessory to wear so that you can use your device with ease even in the cold winter months. The touchscreen gloves from Maximex, which are patented in Europe, are brand new and exclusive. The gloves feature from one to several different microfiber surfaces as well as sensitive fingertips. Damaged or dirty displays can thus be cleaned without any hassle while using the touchscreen. The microfiber surfaces can be printed on using heat transfer in up to four different colours. The inside of the gloves are soft and warm and very elastic. Customers can select the sensitive fingertips to come in one of 48 standard colours, grey or black for a minimum order of only 500 pairs. For an additional fee, special Pantone colours are also possible. Additional advertising can be placed by web labels, soft PVC labels, or stitched labels. The direct embroidery or even weaving of course patterns is also possible.

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

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OFFICE HELPERS THAT DELIGHT THE EYES

The USB reading light "Z-Flex" from Topico will bring illumination and looks good at the same time. The small lamp with 16 white LEDs ensures the workplace is well-lit. The lighting angle can be individually adjusted to the user and his or her needs. And thanks to the USB recharging connector, this reading lamp with a built-in battery does not have to be plugged into a power outlet. The USB cable included can be easily connected to a computer and has a length of about 119 cm. There is an on/off switch on the side of the lamp. What is more, the Z-Flex has also proved itself as a perfect travelling companion inside a laptop bag, because it can be folded up to save space.

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Hundreds of millions of tablets are sold each year. People spend more and more time with their devices. Take advantage of that! Tablets stay safe with elegant iPad case TABLETO. Stand clip on the back makes this case ideal for watching films or surfing on internet. TABLETO has 4 additional pockets for business cards and small notepad. Give your customers personalized iPad case and let them show your logo wherever they move. Recommended technology – embossing. Available in black and white color.

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Kolor Plusz focuses on safety, quality and craftsmanship in the production.

The company supports and advises customers from the design to the finished product.



KOLOR PLUSZ

PROMOTION WITH COSTUMES AND PLUSH

Since 1997, the Polish company Kolor-Plusz has been producing plush articles with a great deal of dedication and passion. Their qualified staff have many years of experience in producing plush articles. Many of them have been working at the company since it was founded.

Kolor Plusz produces plush toys and figures in different sizes (from 15 cm to 2 m) as well as stable plush figures as advertising vehicles and promotional costumes. The company's portfolio also comprises key chains, backpacks, pencil cases, pillows, blankets, caps and slippers. Kolor Plusz's own production facility in

Koszalin boasts state-of-the-art machines. Production methods are continuously optimised using the latest technologies and the company's own innovative ideas.

SAFETY FIRST

The products of the plush article manufacturer are certified and made from materials that meet the European Standard EN71

concerning the safety of toys. Kolor Plusz places great emphasis on the safety aspect of materials and design. All materials used have the appropriate safety approvals and are suitable for contact with children. "We focus on design solutions which guarantee the durability of the article, a high level of quality and, above all, the highest safe-



Kolor Plusz specializes in the production of plush toys and figures in different sizes (from 15 cm to 2 m) as well as stable plush toys and costumes for promotional purposes.



ty level. Participation in an SMETA audit (Sedex Members Ethical Trade Audit) carried out by the British non-profit organisation Sedex guarantees compliance with European social and ethical standards," says Managing Director Mirosław Łapczuk.

COMPREHENSIVE RANGE

The product range of Kolor Plusz is continuously extended to include high-quality products. "We also execute large orders on the basis of individual orders and produce custom-made products, whereby our highly qualified staff ensure every detail is as perfect as possible. Products are optimised and projects are created in our own design department. Prototypes are developed under the watchful eye of the customer, thus ensuring that the best solutions are developed together," says Michał Sobolewski, the Key Account Manager.

YEARS OF EXPERIENCE

"Our promotional costumes and our plush toys and figures are the result of years of experience in optimising technologies, and they provide comfort even in the most com-

plex special designs. The costumes are extremely durable and at the same time are light. Thanks to sublimation printing, we can implement even the smallest details. The latest technologies allow us to apply all specified graphic designs or logos," explains the second Managing Director Maciej Raczkowski.

COMPREHENSIVE CUSTOMER SUPPORT

Starting with the choice of designs, materials and colours, through to project execution and production preparation, the customers of Kolor Plusz receive comprehensive support. "The creation of an advertising character or a mascot for a brand is a challenge that turns into sheer pleasure with our help. Together with our customers, we develop visual features and ideas to effectively communicate the value of a sales article. We offer a wide range of services, such as the development of plush figures for advertising purposes, starting with the development of prototypes and moulds, production and quality control,

right through to transport to the customer. Our collaboration with agencies in Germany, France, Spain, Poland and the Netherlands demonstrates the trust that is placed in our production and quality," emphasises Michał Sobolewski. (Incidentally, Kolor Plusz was also the official manufacturer of the mascot for UEFA EURO 2012.)

PARTICIPATION AT THE PSI

At the upcoming PSI Trade Show at stand G37 in Hall 12, Kolor Plusz will be presenting its products and services. The company's team is already looking forward to welcoming the visitors. <

KOLOR-PLUSZ

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biuro@kolor-plusz.pl
www.kolor-plusz.pl



50 YEARS OF TFA DOSTMANN

GREAT WEATHER FROM WERTHEIM

Anyone wanting to know what the weather will be frequently relies on one of approximately 1,000 measurement instruments from TFA Dostmann. The weather stations, thermometers, barometers and hygrometers of the family-run enterprise from the town of Wertheim in Baden-Württemberg are in demand throughout Europe. Founded in 1964, TFA is now celebrating its 50th anniversary.

When my father founded “Technische Fabrik für Armaturen” TFA in a backyard in the early 60s, heat and cold were still being measured exclusively by means of mercury in glass tubes,” says Axel Dostmann, who has been responsible for the com-

pany’s fortunes since 1993. These “maxi-minima thermometers” heralded the beginning of the success story of the company that has a total of over 230 employees in the Dostmann Group, an important and resilient employer in the Tauber valley today.

Idyllic location in the Tauber valley: The business premises of TFA Dostmann.

SETTING TRENDS

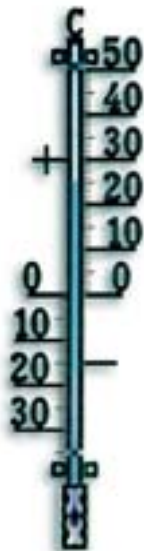
TFA has set trends and decisively shaped the market for weather instruments in the past five decades. Numerous TFA products have become real classics and are still produced today, virtually unchanged. Who isn’t familiar with the thermometer with free-standing numbers found on the wall of almost every home porch worldwide since the 1970s? Or the decorative Galileo Galilei thermometer that adorned almost every living room display cabinet in the 1990s?

WEATHER INFORMATION VIA SATELLITE

Among the technical highlights of TFA’s think tank is without doubt WETTERdirekt technology which revolutionized the market in 2007. Unlike other traditional instruments, these weather stations receive their forecasts and all important weather information by radio and satellite technology



The success story of TFA started with the first maxima-minima thermometers.



TFA set a decades-long trend with its house wall thermometers.



Axel Dostmann has been responsible for the fortunes of the company since 1993.



Adorned almost every living room showcase in the 1990s: the Galileo Galilei model.

direct from professional meteorologists. The latest generation even transmits the latest severe weather warnings of the German Weather Service.

A WEALTH OF NEW PRODUCT IDEAS

“A wealth of new product ideas and innovative designs” - this is the formula that sums up Axel Dostmann. The latest TFA product is a small measuring tool that is conveniently operated via an app on your smartphone. In addition to state-of-the-art high-tech instruments, the TFA product portfolio offers a wide range of measurement instruments for household, hobby and profession, including alarm clocks, timers and scales for several years now.

MODERN PRODUCTION „MADE IN GERMANY“

As a company that is firmly established in the region, TFA is committed to a high degree of in-house manufacturing at its modern production facilities for mechanical thermometers, barometers, hygrometers and compasses. Among other things, two

million measuring capillaries are adjusted automatically on a production area of over 6300 square metres each year. Using the latest manufacturing technology and traditional workmanship, quality products “Made in Germany” are produced here. With the construction of a logistics centre, the course has been set for an innovative future to celebrate its 50th anniversary: as of 2015, customer service will be further improved through optimized product availability and delivery. The sod-turning ceremony has already taken place.



Tempesta 300 receives its weather information by radio and satellite technology direct from meteorologists.

CONTACT:

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k.dostmann@tfa-dostmann.de
www.tfa-dostmann.de



Smarthy, a small thermo-hygrometer, can be conveniently operated via an app on your smartphone.



PETER ORTMANN - 25 YEARS

“WE ARE METAL”

When Peter Ortmann joined PSI with his company a quarter of a century ago, the qualified baker had already gained substantial experience in the industry. With skill and cleverness, he has navigated through an eventful life of promotional products in the past 25 years.

Born in Bad Salzuflen, Peter Ortmann's start in his professional life following his training to become a baker actually started with the dream to open his own bakery. At the age of 23, he had managed to save up quite a bit, but the bank considered this sum insufficient as equity capital to establish his own business. So he tried to realise his dream with the income from another job. As luck would have it, his side job was at the company Lediberg. And Ortmann did this work so well that he was offered a full-time job by the calendar manufacturer. As he had developed a liking for promotional products, he accept-

ed the offer and that is how he began his career in a new industry.

THE BEGINNINGS

“At Lediberg, I learned the promotional product business from scratch. At that time, I worked day and night for the company; I more or less lived there,” recalls Ortmann. But there was still the desire to be self-employed. This and the advice of a promotional product distributor (who, by the way, is still one of Ortmann's faithful customers today) led him to make the decision to purchase a stamping press, to register a business and accept his first job to manufacture leather bookmarks for a railway mu-

Place-name key chains – just some of the many ideas for metal products with a high promotional impact – are also jewellery and smart.

seum “at home in the living room”. It was not long before the press was supplemented by a pad printing machine, new orders, screen printing and other embossing facilities. The new company DAW specialized in custom-made metal products such as key chains, pins and accessories - and an eventful entrepreneurial life was underway.

COOPERATION AND FRIENDSHIP

An additional boost to the career of Peter Ortmann and his company came during his first visit to a PSI Trade Show in the early 1990s. There he got to know the Spanish entrepreneur Alberto Sanz, Sedesma. They got along really well and a week later Ortmann flew to Spain, visited Sanz's production site and concluded a co-operation agreement. A deep friendship was born and still exists despite the eventful business years that followed. Products were and still are produced in Spain; finishing and distribution are handled in Germany, thus guaranteeing quick and flexible delivery. “Large production runs are done in Spain while short runs are done more quickly here in Germany,” says Ortmann. The company grew, won major orders from large consignors and was successful with clever product ideas - such as the shopping trolley coin made of metal. Until an EU regulation, in the course of the introduction of the euro, specified that the chip had to have a hole. This greatly impaired the promotional design.

NEW IDEAS

With new ideas, however, Peter Ortmann was able to steer his company back on the road to success again. Today, the company Ortmann & Werbung is again a powerful partner for the promotional product trade - including 25 years of experience.

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DAGMAR KORNHAAS

THE FELT ARTIST

Dagmar Kornhaas has found her calling in the design of felt products. Since founding MaxxPromotion in 2008, she has been constantly increasing her expertise and her product range with regard to this versatile material. Openness and honesty have opened many a door for her, patience and awareness have kept them open. The portrait of an extraordinary woman and entrepreneur.

We met Dagmar Kornhaas on a Monday at the company headquarters in Hof. The owner of MaxxPromotion received us warmly, she seemed relaxed and in the best of moods. The weekend was still having its effect, was the first thing she mentioned. She had spent two days working

in her garden and for her that is like immersing herself in a different world. She can find such release and tranquillity that she often returns to her workaday life with a feeling of coming home after unwinding on a long trip. She needs patience and awareness, she said, to occupy herself so

intensely with something that she entirely loses herself in it. Patience can be learnt, she said, but there is also great happiness in seeing more than others. This casual opening to our conversation already revealed a great deal to us about this queen of the impressive felt empire, whose in-

tense colours not only delight visitors, but herself, as well. Even today, six years after founding the company, she still finds joy in “these crazy colours” that strike us from the sample shelves as soon as we enter the company: bags, folders, covers and many smart felt items draw visitors’ attention. In the felt warehouse a veritable rainbow opens up before our eyes. This is where genuine wool felt is sorted by qualities and shadings – a total of 73 colours in all – waiting in rolls to be processed. Rarely have we met an entrepreneur who lives so deeply in her work, is so lively and so brimming over with exuberance as Dagmar Kornhaas with her hearty, infectious laugh. Full of expectation and positively attuned, we then listened to the story of the colourful land of felt and its boss.

MAKING A VIRTUE OF NECESSITY

Dagmar Kornhaas was born and raised in Hof, where she also trained to be an industrial business management assistant. She gained career experience in the mineral oil and construction industries and lived for a while with her family in Nuremberg. In 2001, back in Hof, she joined an advertising company offering mouse pads, coasters and printed promotional products of all sorts. Here she was so successful that she was soon given power to act and sign on behalf of the firm and there were even plans for her to take over the company. As the takeover approached, however, they could not agree and the sale fell through. This was a great disappointment, but it was also in a way liberating. “Then I’ll just found my own company,” Kornhaas decided, and set about doing just that without delay. MaxxPromotion was launched with a not too large product portfolio and some equipment for digital printing, laminating and transfer printing. The company immediately became a PSI member and shortly thereafter an exhibitor. “PSI really helped us get started. Even today, trade shows, including the PSI, are the most important marketing tool we use,” says Kornhaas. The crisis of 2008 was the first test of the company’s mettle, but was passed success-

fully thanks to quick and uncomplicated order processing and immediate delivery.

THE DISCOVERY OF FELT

So everything got off to a fine start and the young entrepreneur became increasingly bolder. Looking for new products, she stumbled upon felt rather by accident, which was used at first only as a material for the bottom of mouse pads and for key chain pendants. However, contacts with the local felt factory in Hof grew stronger and at every visit she was more and more entranced by the variety of colours and sheer endless possibilities of this awesome material. Soon felt items became the focus of her range, and a challenge which kept stimulating the creativity of the still young company. More and more new products were created, and the ideas for them often came from customers. “The wishes of our customers are our growth engine. By taking our orientation from them, we continue to develop and grow,” explains Kornhaas.

EVERYTHING FROM A SINGLE SOURCE

From the very outset, the company punched its coasters and key chain pendants itself, but the sewing work was outsourced. When problems arose in the course of a large order for 20,000 cellphone cases, the company began drawing on its own resources. One of the employees is a trained seamstress and was ready to put her skills to use – the first sewing machine was bought and a second soon followed. Now it was possible to meet their own high quality standard, be flexible and above all quick-

ly produce samples. As far as finishing was concerned, MaxxPromotion was soon able to stand on its own feet. Today items are not only produced entirely in-house, but also customized by means of embroidery, flock-coating and screen printing. In the area of felt, smartphone and tablet cases, as well as key chain pendants, are among the top sellers, along with items for the food service sector, such as bottle coolers. And then there are still the mouse pads which alone keep two employees busy.

ON A GROWTH COURSE FROM THE START

Of course, at this rapid rate of development it was obvious that space would soon be at a premium, so Dagmar Kornhaas went looking for a new building as early as 2010. Just as she had decided not to build, chance produced a favourable purchase opportunity. Today’s headquarters building, a 200 sqm former dental laboratory, was bought and expanded right away by adding 400 sqm. “In only half a year, it was all ready for us to move in, but the construction project in addition to daily business cost me a great deal of strength and nerves,” Kornhaas remembers. Sometimes she wonders how she managed it all and how she was able to keep the firm on a growth course from the very start. “I think it is related to how open and authentic I am. Even though there are occasional glitches, I always talk honestly to my customers and do not allow myself to panic. And even when something does go awry, I always remember it’s not the end of the world,” is her estimation. The way she always keeps an eye on the risks when making decisions and always exercises caution shows that she is down to earth and realistic. This also fits with the fact that she liked to do everything herself at the beginning and therefore can operate every machine. When additional staff are hired for the end-of-year business and



DAGMAR KORNHAAS IN PERSON

What was your first thought this morning?

The view from my window: the sun is shining, what a beautiful morning.

When is your day a good one?

When it runs smoothly and harmoniously.

What gets you in a good mood?

A good order situation, a nice weekend and the prospect of a holiday.

And what drives you crazy?

Superficiality and dishonesty.

What are you most likely to forgive yourself about?

My chaotic nature.

When do you lose track of time?

When hiking in the mountains or reading a book on the beach.

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

To Ireland and then four weeks of running.

What do you like spending your money on?

On business investments. And privately on clothes, a comfortable home and travelling.

Do you let yourself get seduced by advertisements?

I think so - a definite yes.

When is a promotional product a good promotional product?

If it has quality, has been well thought out and is sustainable.

What is the best promotional product you have ever received?

A USB stick in the form of a mini car key as a token of appreciation from a car dealership, combined with a sophisticated concept.

What do you find irritating in relation to promotional products?

If they are of poor quality, are conceptually not fully developed and therefore belong in the rubbish bin.



the working hours get longer, the boss can also be found working at production up to 11 p.m. "We are all in the same boat and every cog in the wheel has to fit into every other one," is her conviction, which she puts into practice every day. What is more, MaxxPromotion is to remain a "down-to-earth company" in the future, as well, one in which she as boss nonetheless takes an interest in the concerns of her employees. Every year on the company anniversary, there is a party or an excursion for which she comes up with an idea for something special.

MADE IN GERMANY

In MaxxPromotion, Dagmar Kornhaas has fulfilled her motto, "be different from the others, more versatile". The quick-change artist that is felt – a quality natural material, with a nearly unlimited range of colours, that constantly inspires new products. That is why it is also ideal to make special customer wishes come true. Many custom products are so successful that they are taken into the regular product range. Product development incorporates the suggestions of the whole team, the design department turns them

into blueprints and samples. The fact that all the felt products, from raw materials to packaging up to finishing, are made in Germany is a strong argument which also convinces those who think in terms of sustainability.

EARNED RECOGNITION

MaxxPromotion earned the recognition it deserved when it received the "Mittelstandslöwe" ("SME Lion"), a prize awarded by the Chamber of Commerce and the Sparkasse savings bank in 2012. For the nomination, an image film was shot which impressively showed what the company can do. Today, Dagmar Kornhaas can still rejoice at the esteem this award signifies. Back then, she spontaneously organized a large party which all twenty employees are happy to look back on. All the better is the fact that the prize also met with great resonance from the company's customers and in the region. <

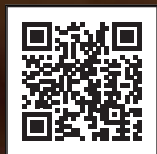


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Multiflower put together the "Coffee Time" set especially for coffee drinkers. In addition to ground coffee and two pocket-sized coffee pralines, it contains a measuring spoon and a candle with a coffee mug design fit for the occasion. There is space for an advertising imprint on the 35 by 30 millimetre standard motif. The label (42 by 70 millimetres) can be given a special design for a minimum order of 250 units.

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SKIN-CARE IN A STYLISH JAR

The company i.p.a. Cosmetics is selling high-quality aloe vera skin care products, like hand cream, day cream or night cream that come inside attractive packaging. The white or frosted-transparent jars have plenty of space on the 4-colour print label for placing advertising. i.p.a Cosmetics is a leading cosmetics manufacturer of high-quality home brands which are for sale in pharmacies. The company has many years of experience, making it an absolute expert for cosmetic products which are gentle to the skin.

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MY M&MS – AN ABSOLUTE CLASSIC!

Who doesn't know the small round chocolate drops? They are a classic treat among sweet snacks and are perfect for any occasion. The special thing about the colourful My M&Ms is that they can feature personalized logos, images and advertising messages. The little My M&Ms packets weigh about 10 grams, are 100 by 44 millimetres in size, and can be filled with M&Ms in three different colours. You can select from up to 16 colours. The company Kalfany Süße Werbung packages the My M&Ms in personalized advertising packets. This product has an advertising effect that really tastes great.

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A CROWN FOR EACH CUSTOMER

Stylish pencils with fully dyed black wood, decorated with an attractive metal crown in shiny silver or gold: that is the way to enchant customers. With the addition of customized promotional printing, the result is not only a stylish promotional product. The customer is symbolically made king. An unusual promotional product that is well suited to the end of the year – a crowning conclusion. In addition to this, there are further attractive European-made pencil creations, colouring implements and packaging available.

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DAUNENJACKEN



2509 MATT 2508 MAGGIE

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Die Jacke wird mit Staubeutel geliefert, der separat veredelt werden kann.

Obermaterial: 100% Polyester
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Farben: schwarz, navy
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JUST BREATHE DEEPLY

Pass on a good relief. Thanks to the expansive product line at Dr. Junghans Medical, an inhaler can be turned into a promotional product very easily. The pleasant steam from the gently boiling water in the inhaler will quickly and safely make its way into the airways. The lower part of the inhalation device can be easily separated from the upper part by turning it a half turn. This enables you to quickly refill and empty the inhaler without any hassles. The optimal shape of the mouth-piece facilitates the effective and beneficial use of the inhaler. The inhaler can be personalised by placing an imprint on the upper and/or lower attachment. It is also possible to personally design the outer packaging.

49287 • Dr. Junghans Medical GmbH • Tel +49 34345 5601-0
a.junghans@dr-junghans.de • www.dr-junghans.de

A PERFECT DUO

It knows how to impress people in two different ways: the Duo bottle from FranCos – Image Cosmetics & More. This two-in-one bottle combines two high-quality body care products with each other in two decorative bottles with a pump dispenser that are attached to each other. The premium body care duo can contain 150, 240, 300 or 500 millilitres of body care products. Currently on offer are the following combinations: “Cream soap + Aloe Vera hand lotion”, “Aloe Vera hand lotion + Antibacterial gel” and “Antibacterial gel + Cream soap”. A personalised advertisement can be placed on the bottles by means of 4c labels.

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REAL CLASSIFIED DOCUMENTS

Storing voluminous documents is always a current topic of discussion. Documentation, contract documents or official documents are just a few examples. The Eichner document cases and collecting boxes offer a solution for this. Up to 500 pages of DIN A4 sized paper can be filed away inside. Several different closure types, like snap fasteners or Velcro fasteners, guarantee that all your documents will be safely stored. You can also select different materials and filling heights for the storage containers, or choose to have these products come with a carrying handle, push fit clasp, pen holder or front pocket.

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GOOD OLD ST NICHOLAS

The Gubor St Nicholas is available in customizable advertising outfits. Apart from the display, the range includes a box with an opening at the front. This creates more options for communicating the promotional message. The chocolate man weighing 20 grams will gain fans in any campaign in the pre-Christmas period right up until Christmas Eve. As a giveaway at the POS, at events, as a small gift from sales reps or as a token of appreciation for your employees: this treat made to Gubor quality standards will provide for a smile, enjoyment and plenty of attention. Complete with customized 4c digital printing, the scale of quantities starts at 420 units for the variant in a box and 530 units for the one with the cardboard sleeve.

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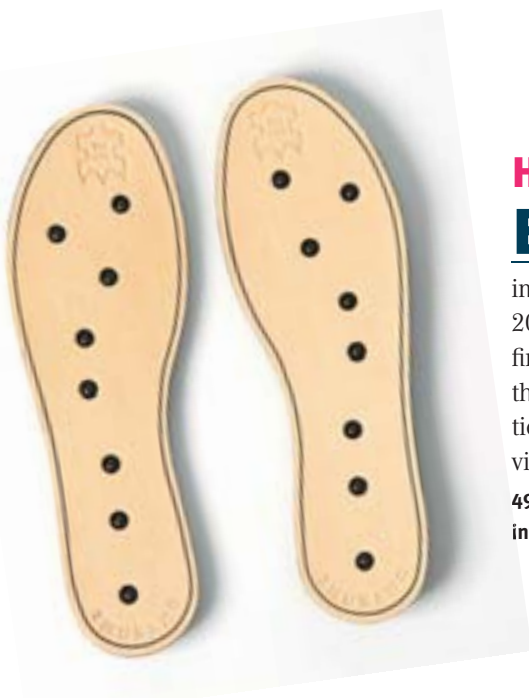


HEALTH AND A SENSE OF WELL-BEING

Based on knowledge going back more than 5000 years, an innovative premium wellness product called “Shukang” has been developed. The product was introduced to the PSI Network by Innovartis GmbH with great success as of June 2014. “Shukang” leaves a lasting impression on the customer. The patented world first in the field of insoles daily enhances the wearer’s physical sense of well-being through several massage points that can be individually adjusted. Detailed information on this can be found on the website www.shukang.de. Furthermore, a product video is available under PSI number 49298. The minimum order quantity is 50 units.

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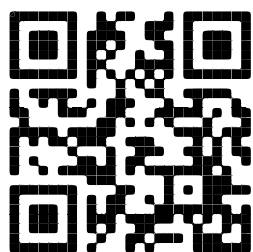
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LUMINOUS GOLF BALLS

High-quality golf promotional products underline the impact of a sustainable presence. The specialists of the golf distributor Leopold Hilbrand are also aware of that. In keeping with the season, the specialists are offering atmospheric candles in a golf ball look. The golf ball candles are available in two different sizes (Ø 70 and 45 mm). They weigh approximately 190 and 50 grams accordingly. The candles are handcrafted in Germany and individually packed in a transparent bag with clip and are available immediately. They are personalized by a logo sticker (Ø 25 mm).

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sual communication, the trade show provides an effective orientation in a market full of different requirements and business models. The six themes are clearly structured in the halls in terms of appear-

ance and content, thus ensuring a clear orientation for the different target groups. With “technology and materials”, the viscom targets machine and material buyers, sign makers, print service providers and furnishers, and with “application and marketing” it targets manufacturers of brand products, marketing decision makers from the trade and industry, agencies, creative people and designers. Crucial for exhibitors and visitors to the



viscom is the blend of a classic trade show with application-oriented special shows such as the relevant European awards “Digital Signage Best Practice Award, Best of, Superstar, designmaker and European Wrap Star” as well as valuable lectures that complement the trade show in a pioneering and visionary way. The viscom brings people and ideas together and provides new know-how for good business. And it answers the questions: “What is possible?”, “How is it done?” and “Who can do it?”. In short: Inspiring your business. www.viscom-messe.com <

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THE YEAR-END SPURT - PART I

It is always difficult to draw an interim conclusion in the current year. We are now in the final spurt of the year-end business in 2014. Everyone is busy, many of us were recently in Asia. Conversations indicate that a positive mood prevails. The industry barometer of the German association of promotional product suppliers (BWL) recorded that almost 60 per cent of companies had reported increased sales in the second quarter compared to the same period last year. An impressive result for the trade and suppliers alike. A comparison with the first quarter of 2014 shows a similar result that is actually even better. This means that the industry is continuing to experience an upswing, despite all the threats and challenges.

Of course, it is not as simple as that. The figures only apply to Germany. In other European countries, the mood is not necessarily so upbeat. Nevertheless, there are other indicators of a positive trend. 98 per cent of the stand area at the PSI Trade Show in January had already been booked by September. And all major suppliers will be returning.

The positive trend also reflects something else: The importance of the permanent willingness of a company to change to compete successfully in the market today. The innovations of this year's trade show have been consistently expanded. We are continuously developing new ideas based on what has been learned. The new reality is "standing still means go-

ing backwards". This is not new, but it is more relevant than ever, particularly for our entire industry which is always in rapid motion.

Especially the trade has to face new challenges. Insolvencies and sales are topics people prefer not to talk about. Yet they are still very much part of our everyday life. The trade is also exploring new ways. Whether it be the systematic road to the Internet or changing to the supplier side. An increase in the latter was noticed by the PSI this year. Traders who focus on importing and thus become a hybrid. The number of companies pursuing an international growth strategy is also increasing. This too is a successful model, provided it is affordable and does not stifle cash flow.

A recent British study clearly confirmed this statement. According to the study, smaller trading companies see the greatest challenges in the issues of cash flow, declining margins, new customer business, competition and a lack of resources. There are also other challenges that are already reality but have not yet been noticed or are still considered to be irrelevant. Suppliers often have a completely different view on the subject of challenges. The trade and suppliers do not agree concerning this matter. But more about this in the next part of the year-end spurt.



»We have systematically expanded the innovations of this year's show for the PSI 2015.«

Best regards,

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

PRELIMINARY EXHIBITOR LIST OF THE PSI 2015

7TH TO 9TH JANUAR 2015 IN DÜSSELDORF

We are glad that the following new companies have decided to participate in the PSI 2015:

blue = TEXTILE AREA

pink = PSI Technology Forum

green = HALL13-Area



PSI NO.	EXHIBITOR	HALL/STAND	PSI NO.	EXHIBITOR	HALL/STAND
49279	2had GmbH	12K03	49349	KPK Group sp. z o.o.	12A10 TF
49353	4Qtrade GmbH, GF: Julia Brodbeck	12L18	49299	KULTexpress GbR, Marc Altenburger, Dirk Kreuzer	12L02
49356	8 Pandas Deutschland c/o brandpartner GmbH	12L42	49292	Laurige Duron Sarl	12L26
49347	ADAPT, Anthony Driman	11G31	49367	LBX Asie	9F43
46059	Afkim Ltd.	11B20	49326	Legra Sp. z.o.o.	11C47
49365	AGA B. Orzechowska P. Orzechowski SP. J.	9D27	48956	LimeBOX, Joanna Suchecka-Lipka	11B21
49278	Aglika Trade Ltd	10F66	49314	LOQI Store GmbH	10H50
49337	aiia LLC, Partnership	11C41	49341	LUDGER VOSS // Inh. Herr Voss, funny-look.de	12L16
48914	Arcade Productions srl	9H22	49350	MADISON NEW YORK	10K49
46726	Ari International Trading GmbH	9G52	47096	Makito Promotional Products, CATAL IMPORTACIONES S.L.	10G04
49333	ARTOS PRODUCTIONS GmbH	12L28	46913	MALGRADO fashion & promotion GmbH	10G74h
49276	Artstore Rafał Marcinów, Baldimo	12K27	49315	Marnati S.A.S.	11G45
48898	b & a Vertriebs GmbH, Promotionkicker	9C22	46386	Matterhorn Sverige AB	12B05
49250	Bestron Nederland BV	12D19	49360	[matw] menatwork GmbH & Co. KG	9H09
49300	biobutton - buttons4you Hannes Schmitz, Einzelunternehmen	12N24	49330	MAYA BASIM VE PROMOSYON ÜRÜNLERI SAN.	
49381	Bobbie Europe, Cooper Trade BV	11B12		DIS. TIC. LTD. STI	9H01
49348	BOOGIE	12A33 TF	49351	MER Plus Janaszek Sp. J.	12E39
49334	Bric's Spa	10F28	49355	Miniprop GmbH	12L44
49376	CPS GmbH (FRESHTIS)	12L14	49338	M&M Uhren GmbH	12L48
49216	CPU Europe BV	9G08	49320	mood rooms e.K., Inhaber Clemens Hübschmann	11D75
49317	CTWO Products AB	11G12	49388	MyBoomBall, Peter Dombrowsky	12N32
49313	DARA, Izabela Kolodziej	12K18	49312	Neuber GmbH & Co. KG, Innovative Solar Technologies & Solutions	12L46
49374	Daydream GmbH	10G74f		Nici van Galen BV	12K15
48840	DELSEY Reiseartikel und Lederwaren GmbH	10G75	49339	Njoy the music, MAJA Beheer B.V.	12K29
49340	DOIMO FLAIR DISTRIBUTION, Giovanni Doimo	12K05	49323	Nomar, Maria Skrzypek Nowak	12C17
49048	Doyuk Technology & Promotion	9K31	48835	Numiscom GmbH & Co KG	12No8, 12N10
48332	drinks gmbh	9L42a	49383	Omnia Ingredients GmbH & Co. KG	9K27
49302	Dry 2 Go GmbH	12K16	49259	ORANGE BUY GmbH	12L03
48915	EMAGNETS, Magdalena Pliszka	12M22	49301	PLUS Europe GmbH	9L19
47306	EMCO Bau- und Klimatechnik GmbH & Co. KG	9G40	48564	Horst Pöppel Spieleverlag	12L30
49306	Erzi GmbH	12K09	49357	Portica GmbH	12A35 TF
46089	F.P.H.U. Eudarcap, Dariusz Kobos	10D19	49310	Pretty Arts Import and Export Company Ltd	9L23
49392	feelfelt, EntryMedia Sp. z.o.o. Spółka Komandytowa	12M14	49368	Prinopa GmbH	12M28
49354	Fifty Five OHG	10G74k, 10G74n	48248	Printfield Sp. z.o.o.	10G74b
49370	Fluhrer Verlag GmbH	12N48	48126	Promodoro Fashion GmbH	11H36
45661	Fröhlich GmbH	9L42e	45471	PROMOLUCHS J. Hörmandinger	10G32
49385	Fuchs-Display GmbH	12N44	49226	Prosy Packaging GmbH	12N46
49322	Garland Bridge (Europe) Ltd t/a Moon Corporate Wear, Bobby Sanan	10G74a	49239	PSL Europe B.V.	10G15
49318	General Bikes International BV	12K40	45582	R3D, LDA	12H57
48575	GEOMAN, Kaliman Mechkarov	11B25	49361	Rudholm & Haak AB	10F43
49371	Goliath Toys GmbH	9L09	43957	Ruth GmbH & Co. KG	9L31
49359	Graffiti Print, Saturnin Zukowski	10F68	49393	Somest OY	12N16
48623	GSE Gesellschaft für Soziale Dienstleistungen Essen mbH	12A38 TF	49286	Stainer Schriften und Siebdruck GmbH & Co. KG	12K07
49342	HanseFlag GmbH	9K51	44818	Step Yazim Gerecleri ve Kalip San. Tic. Ltd. Sti.	11E63
49281	HARKE PackServ GmbH, - HARKE Imaging -	10G44	49387	Stickerfaces GmbH	12L38
49335	HERMANN MEDIA, Maritim Verlag / HM Faktory	12L49	48724	STRAX Germany GmbH	10G45
49324	HERMEY GmbH & Co. KG	12G54	49382	Studio 55 International GbR	12A21 TF
49271	IKON EOOD, Iliyan Kotsev	10F42	49366	Suze Örne Konfeksiyon Tekstil Sanayi ve Ticaret Ltd. Sti.	9F35
47996	iMi Partner A.S.	10G74e	49352	Sweetie-Toys Plüschtiere GmbH	12L34
48038	inCrystal, Sandra Vavelidis	11E25	49327	Telekom Deutschland GmbH	9K14
48048	Innocom GmbH	12K13	49380	The Sourcing Department, LLC	9K21
49298	Innovartis GmbH	12K14	49389	Traphycop GmbH, Kateryna Kirik B.Sc. VWL	12N40
45228	in.takt musik und medien marketing GmbH	10D14	49345	T.W. Lederverarbeitung GmbH	10D10
49336	IntelliSpot® TV / Mediareload GbR, Darko Vitek & Adrian Sangeorgean	12K31	49293	VierSiebenEins Kommunikation & Medien GmbH, Geschäftsführer Alexander Schwind	12N50
49303	interfon adress Gesellschaft für AdressenResearch mbH	9H41	49390	Walser GmbH Vertrieb und Produktion	10G74m
49262	iTech-Graphic GmbH	12K48	49075	Wandler, Inh. Dr. Regine Kiefer	12L20
49379	JB ERRE SRL	10G740	49378	WARIMEX GmbH	11G37
49372	JS-Trade, Inh. Jürgen Schebler	12N05	41898	Wenger S.A.	11B28
49391	Just Spices UG	12N28	49104	Werbemittel-Händlerservice Frank Trimbom	12M36
49207	Just Style It BV	10G74c	49362	Westerwald - Brauerei H. Schneider GmbH & Co. KG	11E19
49272	kinderleicht GmbH	12L01	49269	Wiha Werkzeuge GmbH	11C13
49319	Klaus Stephan GmbH	12L40	49363	mWills, Inhaber Michael Wills	12M54
49329	KNAKKE, CEO/ Inhaber Mario Neugärtner	12N22	49305	WP International GmbH	12M01
49311	Knete.de, Inh. Frank Trujic	12K17	49316	Zorel Tekstil, Imalat Pazarlama Sanayi ve Ticaret Limited Sirketi	10F09
44318	kochmesser.de Import GmbH & Co KG	9L07	47517	Zuckersucht GmbH	11H76
48926	Kolekcja, Halina Namisl	12K20			
43572	KORE S.P.A.	11C65			

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7TH TO 9TH JANUAR 2015 IN DÜSSELDORF

We would like to thank our longstanding exhibitors for their loyalty! The following companies exhibit again at the next PSI:

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PSI NO.	EXHIBITOR	HALL/STAND	PSI NO.	EXHIBITOR	HALL/STAND
49009	12M ALICJA W SOWSKA	11C61	40710	BULLYLAND GmbH	9K18
PSI Verband	2FPCO	12D56	45956	burger pen AG	9D52
47187	Abanicos Aldaia Internacional, Manuel Guerrero Del Moral	9H07	46531	Businessball B.V.	12D33
47670	Abanicos Jose Blay S.A.	9E03	49016	Camblock, Heylblau Labs e.K. Thomas Mühlhoff	12K41
48989	a.b.m. Italia S.p.A.	10D21	43811	CDH Computer Division Heinemann GmbH	9A18
48055	Acar Europe GmbH	11F25	47456	Cemertas Promotional Textiles, Industrial and Foreign Trade Company Ltd.	9B01
44329	aditan Werbe- und Organisationsmittel GmbH	12B01	47791	CHILI CONCEPT SARL	11B16
43999	ADOMA GmbH Kunststoff- und Metallverarbeitung	12H53	48760	Chocolats Camille Bloch SA	12D38
46850	ADV PAX Lutec Vertriebs GmbH	9E28	48316	CHOCOLISSIMO by MM Brown Deutschland GmbH	10K06
44897	AERO d.d. Celje, kemica, graficna in papirna industrija	9C10	42811	CITIZEN GREEN, BOOMERANG S.A.	12G46
45448	Aetzkunst GmbH & Co. KG	9C14	48658	CITRON btl, Magdalena Owczarska	10C28
48751	AFISA, Asoc. Fabric. Import SA	9B52	46851	Classic Line Warenhandels GmbH	9K03
49267	Agentur Vorsprung, Peter Häusser	11D52	48748	Claymore, Willemen Koffers B.V.	9G51
49005	AHELYA CANTA REKLAM HIZMETLERI		40511	Clipper B.V.	11A66/B73
	SAN. VE DIS TIC. LTD. STI.	9E17	48345	CMA Global, Inh. Young Sun Kim	9G32
48934	Albert Mebus GmbH & Co. KG	11F14	8580	Colijn Muller B.V.	12C39
48939	Albo Trade srl	12K23	48344	Color Print Ltd.	9L41
49035	Alémundo Com de Brindes, Lda	10D63	46789	CoMo Europe B.V., CoMo Europe Niederlassung Deutschland	9C23
49089	Alfamax Technology Company Ltd.	12C14	47307	Comodo M. Malczynski R. Badowski sp.j.	10D11
47800	ALFA PROMOSYON TEKSTİL PAZ. SAN. VE TIC. LTD. STI.	9C27	46835	Concert-Merchandising GmbH	9L13
45590	aloga gmbh	11B30	49112	Consilio Jakub Michalski	12K30
45753	Anda Present Ltd.	11H22	48425	Kambukka BVBA	11G19
44291	Araco International B.V.	11F24	41421	Coolike-Regnery GmbH	9E31
48983	Arem Italia Srl	10H49	45939	Corthogreen bv, Greengifts & Seedpromotion	10H03
45456	Aristos International GmbH	11G34	48908	Cosmetic Service GmbH	9D17
48309	Manufacturas Arpe, S.L., ARPE	11C63	48842	Cottonland - Textiles, Open Vision - Publicidade Lda.	10H07, 10H09
45895	Artihove Regina B.V.	10G68	48445	CTP S.R.L.	9E21
47506	Condom Message, ASHA INTERNATIONAL	9A41	49406	Cuka Design, S.L.L., Sonia Rojas	9F41
45428	Asia Pins Direct GmbH	9L51	48985	CU Kunststoff GmbH, Kunststoff Kreativ	12N34
47525	A-Solar B.V.	11G33	47595	Cupprint Europe GmbH, freie-produktioner	
41169	ASS Spielkartenfabrik Altenburg GmbH	11F65		Münster/Osnabrück GmbH & Co.KG	9G18
46148	ATUT & PRIMAR s.c, Golab, Rackiewicz	11A63	48936	D2 Tekstil Sanayi Ve Ticaret Ltd. Sti.	10C40
46204	Axpol Trading Sp. z.o.o. Sp.k.	10K25	42819	Gustav Daiber GmbH	12D14b
46781	AXXEL Sp. z.o.o.	9D18	PSI Partner	dedica - Dr. Harnisch Verlagsgesellschaft mbH	9H05
48973	Axxel Lenticular, Adam Jastrzebski	12K34	46660	DEONET GmbH	10K31
47411	badge4u, Wojciech Pawlowski	12B39TF, 9A31	49396	Deutschland-Fanshirts, Inhaber: Philipp Reuter	12N42
41338	Bären-Luftballons GmbH	9D09	49090	Die Stadtgärtner, Inh. Derk Niemeijer	12K46
47397	Bagco Ltd.	9H03	48471	Mr Disc, Digistor Deutschland GmbH	12H27
48049	Bahar Tekstil San. Ve Tic A.S.	9C03	41734	Giuseppe Di Natale S.p.A., Arti Grafiche Cartotecnica	11H71
48407	Hispanica de Globos S.L., BALLOONIA	9F14	47097	EMBALAJES PUBLICITARIOS NT, Diseño y Aplic. del NT, S.L.	10E60
48350	Barbara Hofmann Cosmetic-Pinsel GmbH	9D31	48615	DIZAYN ETIKET San. ve Tic. A.S.	9F18
45434	Bartl GmbH	9A40	46488	DOCTIME GmbH	11F42
45934	bb med. product GmbH	9C32	40723	DOM POLYMER-TECHNIK GMBH	11F20
47455	BD Group d.o.o.	10C61	41752	doppler - H. Würflingsdobler GmbH	11E41
48731	Beseda, Adrian Bereszynski	9D35	48489	Dorling Kindersley Verlag GmbH	11F51
46839	Bio Laboratories Ltd.	9F28	46897	Dosenspezialist GmbH	11A54
49113	BIVALVIA Ltd.	12K32	49304	Dragon Gifts, CLA Magellan, LTD	10K16
49002	BLI Holdings Ltd., TwistKey	12N30	45720	DreamPen, Polish Ball-Point Pens Producer	10E35
41435	Böckling GmbH & Co. KG	9B14/9C13	48061	Drechserei Kuhnert GmbH, Erzgebirgische Holzkunst	9L37
44120	Sport Böckmann, Ihr Partner für Sport und Freizeit	10G74d	44886	DreiMeister Spezialitäten, Hans Schröder GmbH & Co. KG	9C51
47698	BOFA-Doulet GmbH	11A22	47414	DRIINN, BOBINO B.V.	11A30
48718	BOHEMIA SPORT LION, spol. s.r.o.	9H28	48122	Dubis Promotionartikel-Service GmbH, Nobel Business Center	9G17
48401	Bon Göüt, Eli Katzenstein	11C45	48952	East West Packaging B.V.	12N04
48043	Boogaard Textiles B.V.	10K21	47300	Easy Gifts GmbH	11D64a
48778	BOOKMAN AB	9F32	47503	Eco Promo, Everything Environmental Ltd	9L27
45767	Bottle Promotions, a Tacx International Company	9K32	48395	ECUMENICUS di Secchi Sergio	10F52
48361	BrandCharger Europe VOF	10G13	41387	EHRENBERG GmbH	9F04a
46304	The Brand Company, S.L.	9G31	41369	elasto form KG	11F54
46116	Brand Promotion CZ s.r.o.	10G26	44127	Elektronika SM-Handels GmbH	10E43
46905	Brauns-Heitmann GmbH & Co. KG	9A25	48996	ELITA Spółka Jawna, Jerz i Staszalek	10G05
48876	Bremer HACHEZ Chocolate GmbH&Co.KG	10D06	44736	ELITE Srl	10F19
41141	Hugo Brennenstuhl GmbH & Co. KG	10G45	42200	e+m Holzprodukte GmbH & Co. KG	11A19
40567	BRUNNEN - Baier & Schneider GmbH & Co. KG	11D03	45997	emotion factory GmbH	12D29a
48383	BSC SPA	10E27	42692	EMSA GmbH	11G17
48045	B-TOKEN BVBA	9K08	47403	Ender Tekstil, Sanayi Ve Ticaret Ltd STI	9D28
47952	Büyüksöy Bayrak, Ve Semsie San. Tic. A.S.	9G01			
49119	Built by Doctors Lda	9B31			

PSI NO.	EXHIBITOR	HALL/STAND	PSI NO.	EXHIBITOR	HALL/STAND
47737	ENDULZARTE, S.L.	9F31	47349	Hypon BV	11A13
49081	ENTRADA Textile Dienste GmbH, Geschäftsbereich Matten	12L32	45302	ICO JSC	9D39
49404	ERREENNE Srl	9K02	44411	ID®, REXHOLM A/S	10C44
41768	ESC - Europa-Siebdruckmaschinen, Centrum GmbH & CO. KG	9B04	48090	Idepa - Industria de Passamanarias, Lda.	9G42
41022	ESCHA GmbH	11H23	PSI Partner	IFEMA Feria de Madrid	12A01
40684	ESKESEN A/S	9F24	46028	IMAGE GmbH	12G38c
48762	Essential Elements AG	12H55	48513	Image Kompagniet APS	10D25
47057	ETITECNIC.	9E42	44740	Impliva B.V.	10G02
49245	Euronatal LDA	11G41	48692	Industrial Wear srl	10G03
41857	EUROSTYLE - Emil Kreher GmbH & Co. KG, Lederwarenfabrik	11D41	44898	Jaan Ingel AB	9K28
45339	Everts Pol Sp.z.o.o.	9E27	48282	Inoxcrom Internacional S.L.U.	10F41
49403	Exprod Sp. z.o.o., Dmytro Pecherskyi	10G70	46924	INPRO SOLAR SYSTEMS, Inh. Georg Huber	9K04
48749	EXTRAGOODS Handelsagentur, Horst Ballé	11B19	42907	Inspirion GmbH	11Do4/11F21
47094	Extrapack OOD	11G14	43540	International Area	12D56
47558	E-Z UP Europe B.V.	10D18	45893	Intraco Trading bv	10C76
49205	Fabryka Zabawek Pluszowych Kolor Plusz, Mirosław Lapczuk & Maciej Raczkowski	12G37	45893	i.p.a. Sweets GmbH	11D02
43144	FARE - Guenther Fassbender GmbH	12D14	46848	Ipeknur Textile Clothing Co. Ltd.	9G02
47960	Feniks Sp. z.o.o.	9H42	46922	Istanbul Tekstil, ve Promosyon Ürünleri, San.Tic.Ltd.Sti	9D05
48984	Feuer & Glas OHG, Inhaber: Mario Crisolli, Susanne Kress	12C03	48357	IVB TransferDruck, Inh. Norbert Koch	9B27
46874	Kokoladovny Fikar s.r.o.	9A04	47696	Jamara e.K.	12D05
48797	Firma A&J Agnieszka Polak	9K13a	47258	Jasani LLC	11A67
47964	First Editions Ltd.	9E49	46742	JHK Trader S.L.	9A52
41002	Alfred Fischer	9E18	49115	JOBET GmbH ein Unternehmen, der Halbmond Teppichwerke	10G01
48315	fischertechnik GmbH	10C01	41990	Joytex GmbH & Co. KG	11F04
48158	Flameclub Europe BV	11C53	41170	JÜSCHA GmbH	9F50/G49
49223	Flexible Innovations Ltd.	12A16 TF	41545	JUNG BONBONFABRIK GmbH & Co. KG	12D29
44294	Hermann Flörke GmbH	11C49	46091	Kaai Kalender GmbH	10C18
44389	Floringo GmbH	10C22	42706	Kalfany Süße Werbung GmbH & Co. KG	11D34
48900	FOHA, Krystyna Glowacka Pasternak	9E41	48417	Kamp Europe BVBA	10K03
49397	Foremost Magnets Ltd	12L18	46232	Kandinsky Deutschland GmbH	10C21
47463	Francois GmbH, Image-Cosmetics & More	12G02	48037	Karcher AG	12G48
49201	Gebr. FALLER GmbH	10G76	48966	Karl Loy Bandweberei GmbH, Geschäftsführer Till Hackenberg	10F01
41615	Geiger-Notes AG	11D63	47464	Karlowsky Fashion GmbH	12D30
47324	Get Impressed srl	11F34	40043	KASPER & RICHTER GmbH & Co. KG	9C37
47578	Gimex melamine plus GmbH	9D41	46131	KHK GmbH	12G47
45737	Giving Europe B.V.	10E34	47903	Kimpeks Tekstil San. ve. Tic. Ltd.	9H13
47893	GK Handelsplan GmbH	11G52	49007	KKM Thüringen Live GmbH & Co. KG, Fanflosse Vertrieb Deutschland	12K19
49096	GMVV SARL	12K47	43358	Kleen-Tex Industries GmbH	12H15
43242	Göckener GmbH	9C52	41614	KM ZÜNDHOLZ INTERNATIONAL, Karl Müller GmbH	11G39
PSI Partner	Göller Verlag GmbH	11K76	47508	Hans Knipf GmbH & Co. KG	10K38
40969	Jakob Göschl GmbH	9D08	47607	Knirps Media GmbH	11D42
48349	Gold Puzzle Collection, A.O.S.B.	9F01	41119	Knops Acryltec	10F03
45829	Goldstar Europe, National Pen Limited - VP Marketing Europe	11H66	47732	PHU KODER II S.C. Leokadia i Waldemar Sikora	9C28
44615	Golfball Bussjäger, Florian Bussjäger	9C41	44071	Könitz Porzellan GmbH	10C08
46517	Gorenler A.S.	9D02	42087	Kössinger AG	10D72
46895	Gottschalk V.O.F.	11B52	47639	Köksal Canta ve Saraciye San. Tic. Ltd. Sti	10G32
43808	Goudsmit Magnetic Design B.V.	10F24	47406	koziol »ideas for friends GmbH	12D30
48266	Gourmet Leon Feinkostmanufaktur	9L35	48223	KDM Handels-GmbH	9C31
47197	GPE A. Ardenghi srl	9H04	46770	KREITER GmbH	9D10
47265	GRASPO CZ, a.s.	11G04	47203	Krüger & Gregoriades Im- + Export GmbH	9B50
46548	Great Central Plastics Limited	9F13	44546	KV&H Verlag GmbH, Harenberg · Heye · Weingarten	11H62
48277	Green Earth Products, Inh. Helga Nederhoed	11A42	49107	Kynäexpert Oy, CEO Leo Kostylev	10K40
49399	Guarantee Advertising Gifts, Ioannis Koufopoulos	12N12	47361	Lainas Products , Printing Company	11F75
43990	Guidetti Carlo Ombrellificio, di Eredi Guidetti S.N.C.	9K38	48994	Landway International Corp.	9D13
46944	Gutting Pfalzndel GmbH	11A74	45736	L.A. Larsen A/S	11A26
43756	Häusser Europe OHG	10E64	44678	L&D Aromáticos, S.A.U.	9E32
45107	Franz Hagemann GmbH & Co. KG	12B09	48925	Leber Sp z.o.o.	10H11
49079	Haid Werbeagentur GmbH	12G38b	42438	Lediberg GmbH	11D29
45666	Halfar System GmbH, Rucksäcke und Taschen	12D14a	47073	Leniar Sp. Jawna, WYTWORKIA SZABLONOW KRESLARSKICH	9K39
48816	Hand Bags ABC GmbH	11G13	40717	Lensen Toppoint B.V.	12K01
42765	HAPPY bvba	11A14	41248	Leser GmbH	9E45
44954	happyROSS GmbH	11F43	44742	3e Degré SAS - Les Parfumables	11A39
42688	Hat's Company GmbH & Co. Warenvertriebs KG	10G745	46175	LEUCHTTURM ALBENVERLAG GMBH & CO. KG	11H13
47160	Hauff Schreibgeräte GmbH	9E40	48484	LE COLOR, Levent Ofset AS	10E09
41756	HAWECO, Import GmbH	11A34	45457	Lexon S.A.	10E75
48313	Headwear PL Sp. z.o.o. Sp. J.	11A18	44862	Licefa Kunststoffverarbeitung GmbH & Co. KG	10E14
46712	Heibro International BV	10K44	47192	Linarts s.r.o.	11A58
41054	heidemann plastik GmbH & Co. KG	10D42	47965	Listawood, AT Promotions Ltd.	10E24
44145	helo © Heckelmann Holz und Kunststoff GmbH + Co. KG	9K07	42487	LM ACCESSOIRES WERBEMITTEL & EXCLUSIVANFERTIGUNGEN GmbH	12Bo2, 12Bo6, 12Co5
41583	HEPLA-Kunststofftechnik GmbH & Co KG	11D01	43208	LoGolf Line B.V.	10H01
46706	Herbalind GmbH	12A04	46104	logolini Präsenze, Fickenschers Backhaus GmbH	9C42
41275	C. Jul. Herberthz GmbH	11E62	48849	LOOPS CONDOMS	11B17
41016	Heri-Rigoni GmbH	10E53a	46751	Fair Squared GmbH	12No3
46235	HERKA GmbH	12B18	48100	Lufi Expressz Kft.	9D22
45918	Herzog Products GmbH	11H46	48754	Lutuf Inanc Textile Ltd.	9H31
48183	High Profile Plastic Parts Ltd.	9F03	46414	Lynka Sp. z.o.o.	10D36
45818	Golfvertrieb Hilbrand	10G43	40909	MACMA Werbeartikel oHG, Import-Export MaCookie	11D64
42919	Siegfried Hintz - MAG-LITE Generalimporteur & Alleinvertrieb Deutschland	11D44	47002	Macseis Corporate Services Ltd.	9A17
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FROM GERMAN LANDS

Promotional products “Made in Germany” is on the list of cover topics for our December issue. The term was created at the end of the nineteenth century in Great Britain, where the designation of origin was initially introduced to guard against cheap imports in the course of industrialization. What at first was intended to bring German products into disrepute inspired a quality offensive in Germany at the end of the century, so that “Made in Germany” soon turned into a mark of quality. After the Second World War, it became synonymous with Germany’s “economic miracle” and is still effective today as a testimony to reliability and high quality. In addition, this issue will be presenting you with products that factor in sustainability and fair trade. **Please give some thought now to the product theme of the January issue, which will be putting the spotlight on the new products at the 53rd PSI Trade Show and send your product presentations (image and text) no later than 13 November 2014 to: Edit Line GmbH, Redaktion PSI Journal, E-Mail: hoechemer@edit-line.de.** <



THAT CERTAIN DIFFERENCE

Are promotional products outdated? Not if you value French opinions. However, they want their promotional products to be of high quality. This was the result of a study commissioned this year by the French association of promotional products communication experts, 2FPCO. We are presenting the most important findings of the study. <



NEW PRODUCTION FACILITY IS OPENED

The promotional ceramic specialist Mahlwerck Porzellan from the Bavarian town of Kolbenmoor has opened a new production site in Teplice, Czech Republic. The company is responding to the increased demand for high-quality porcelain products in the promotion area. The completely new, modern premises on the outskirts of Teplice were adapted specifically to the production process. <

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