Düsseldorf · G-30212

# **PS**1

POWER FOR PROFESSIONALS
International Magazine
For Promotional Products
OCTOBER 2014
Volume 53

# JOURNAL



Mirco Häßlich Moll logistic A Different Start Into The Industry

Matteo Fabbrini Maikii USB-Sticks And More



### **Product Guide**

Watches, Jewellery Sales Promotion, Give-aways

#### **Poland**

A Market With Potential

#### **Smartwares**

More Than
Just T-shirts

### **PSI 2015**

Optimal Use Of Platforms



# PSI 2015 FOCUSES ON TEXTILES CHIC ADVERTISING

Clips

Manufacturers since 1987
N°1 in advertising carsunshades

Winter Ice & Sunshades

# Winter Shield

by clipy



waterproof

# The car protected, and the ad visible!!!



CONTACT US

www.clipy.com | info@clipy.com | +34 915 238 206



### **EDITORIAL**

### THE ELEVENTH HOUR

hen talking about industry associations, some have no desire to talk at all, others get agitated, others could not care less and then again others get involved as best they can. Usually things are not going well. At least that is the impression one has if we look at the landscape of our industry associations in Europe. Some have too little money, some too little drive and elsewhere both apply. Of course there are good organizations, but I have the impression that the number is gradually decreasing. You do not even receive a reply from some "branches" despite repeated letters. Even phone calls remain unanswered. It looks very bleak at a European level at the moment. Following several misconceptions and weary campaigns, there appears to be a lack of energy and desire.

In Germany, Europe's largest market, the associations are currently occupied primarily with themselves. Despite having an ambitious goal: For almost a year now, dis-

tributors, suppliers, brand owners and the PSI have been meeting in an attempt to form a unified association. Anyone who has drawn up policies or performed association work knows this is an extremely difficult process. Three associations and the PSI want to pool money, know-how and organizational power and move into the future as a new unified association with a full-time managing director and central office staff. The new entity should be financially stronger, more stable and more efficient. There should continue to be an honorary board. It too should be better supported by the new central office and therefore more efficient. The merger could be finalised later this year if everyone continues to give his entire support. This is far from being a matter of course because beaten paths must be abandoned. Objectives and options must be realistical-



Manfred Schlösser

ly assessed and each player must selflessly agree to fit in. There is no room for vanity. Let us hope it succeeds, because time is pressing. Never has the promotional product industry been faced with so many problems. Compliance rules are making life difficult for the industry, particularly with regard to large enterprises and government agencies. Taxes reduction and obscure rules deter some customers. Therefore, we can only hope that many organizations experience a jolt which has its strongest impact at European level. "Business as usual" is no longer possible. Many problems in Europe today are identical, so they must also be dealt with at a European level. But a strong European association requires strong countries as its foundation. Not everybody seems to be aware of that yet.

In this spirit

Manfred Schlösser

Editor-in-Chief PSI Journal Your opinion: schloesser@edit-line.de

# Let the touch do the talking.



DS8 Soft Touch

Ergonomic design, velvety-soft body surface and exclusive Floating Ball® refill technology for an extra soft writing experience. Now optionally with your imprint on the barrel and side cap, printed in black, white or silver.

### soft touch°

by prodir

Personality pens. Swiss made.



Prodir GmbH An der Molkerei 8 D-56288 Kastellaun Hotline: 06762 - 4069-0

**Prodir sa** Via Serta 22 CH-6814 Lamone +41 91 935 55 55

www.prodir.com



- The leading French brand available in 58 countries
- Largest & biggest stock in Europe
- One of the widest collection designed in Paris
- State-of-the-art supply chain and services
- Products certified in conformity with European regulations











T-SHIRTS | POLO SHIRTS | SHIRTS | SWEATERS | SWEAT-SHIRTS | FLEECES | SOFTSHELLS | BODYWARMERS | WINDBREAKERS | PARKAS | BERMUDAS | TROUSERS | APRONS | TOWELS | CAPS | BAGS | TIES | TEAMSPORT



### Sweet hristmas









Jacquin Arrayo 9, Oficinis • 28033 Modrid • SPAIN Tel.: +34 91 383 40 41 • Fax: +34 91 383 35 28 export@@c-ch.com www.c-ch.com







#### DECORATIVE ACCESSORIES ENHANCE ADVERTISING 40

Beauty is in the eye of the beholder. And appealing advertising is beautiful. What is even better is if people can catch on to it. What is most beautiful is when it enhances advertising with adorning elements. This applies to watches as well as to jewellery such as ornamental promotional products. We have compiled a selection for you. And not only this one. Giveaways play a well-established role in this issue, too – from page 70 on. After all, they can achieve a remarkable impact when they are smartly integrated into an intelligent marketing campaign.



TRENDS & BRANDS	The trend towards trend	6
	A genuine brand	8
FOCUS	Promotional textiles: Chic advertising	12
PSI 2015	Optimal use of platforms	26
WATCHES AND JEWELLERY	Decorative accessories enhance advertising	40
INDUSTRY	Companies, events, markets	54
	KSI International: Committed to tradition	58
	S&P Werbeartikel: Tennis meets promotion	60
	Poland: A market with potential	64
SALES PROMOTION AND GIVE-AWAYS	Deliberate targeting	70
COMPANY	Smartwares: More than just simple T-shirts	94
	Maikii: USB flash drives and more	98
	TLN Trade Company: Promotional products as a life mission	64
PORTRAIT	Mirco Häßlich: Different start into world of promotional products	104
NEW ON THE MARKE	Promotional product innovations	108
OPINION		126
IMPRINT		128

#### **PROMOTION TEXTILES: CHIC ADVERTISING**

12



The PSI Trade Show has experienced many sensations and trends since its beginnings. But there has rarely been a trend as extensive and lasting as the textile boom. Over the years, no other product segment has impressively shown what quantum leaps the industry is capable of. Reason enough to focus on promotional textiles at the PSI 2015. Our information and opinion platform will prepare you for the big presentation of promotional textiles.

#### PSI 2015: OPTIMAL USE OF PLATFORMS

26



A glance at the calendar reveals that the PSI 2015 is due to start in three months. This means we are now entering the final phase. What still needs to be done? What should exhibitors be aware of and keep in mind? What is new at Europe's largest industry event?

#### **POLAND: A MARKET WITH POTENTIAL**

64



Promotional products are effective and attractive advertising media. This is the assessment of 81 per cent of the marketing specialists interviewed in the current study conducted by the Polish industry association PIAP. Thus, the third edition of the survey reaffirmed the importance of promotional products in the context of market communication in Poland.

#### **SMARTWARES: MORE THAN JUST T-SHIRTS**

94

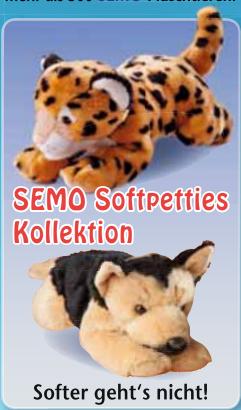


The Stedman brand was established more than six decades ago in the United States. As early as 1953, the Stedman Manufacturing Company in Asheboro, North Carolina produced sportswear and underwear for men and boys. Today the supplier Smartwares Printables GmbH follows in the footsteps of the Stedman founders and continually develops their ideas.



# Frische Ideen in Plüsch!

Wählen Sie Ihre Favoriten aus mehr als 500 SEMO-Plüschtieren!





Entwickeln Sie mit uns Ihre ganz eigene Imagefigur!

#### **TRIGON Deutschland GmbH**

Kränkelsweg 28 · D · 41748 Viersen
Tel. 0 21 62 · 53 00 8 · 0 · Fax 0 21 62 · 53 00 8 · 20
F-mail: info@semo.de · www.semo.de

TRENDS & BRANDS PSI Journal 10/2014 www.psi-network.de



#### CONTEMPORARY HIGHLIGHT

"Bodenschatz" brand wallet Boschagroup GmbH & Co. KG PSI No.: 41855 www.boschagroup.com







**ULTIMATE MUST-HAVE** 

Brush on four wheels Frank Bürsten GmbH PSI No.: 41853 www.frank-brushes.de

#### **GROWING CUSTOMER RELATIONS**

"Camilla XS Sonne" designer watering can Multiflower GmbH PSI No.: 45974 www.multiflower.de

#### THE TREND TOWARDS TREND

"The trend is your friend", says an old stock market adage. And, in fact, the term "trend" was first used in the 19th century in connection with share and stock market prices and describes nothing more than a change in movement. However, the trend did not become a trend itself until the 1990s. And with that many new concepts found their way into everyday language. There are trendsetters and trend scouts – and even colour trend scouting. By the way: One of the trend colours in the autumn of 2014 is yellow. A colour that is evidently also all the rage among promotional products.



#### FAITHFUL SHOPPING COMPANION

"fleur black" carrybag Reisenthel Accessoires PSI No.: 47182 www.reisenthel.com



#### NOBLE ENJOYMENT FROM TRADITION

look tasty "coffee nut" J. G. Niederegger GmbH & Co. KG PSI No.: 46376 www.niederegger.de



Victorinox AG PSI No.: 44281 www.victorinox.com

#### TO CHROME WITH LOVE

"Collection H2010-KS" twist ballpoint pen **HAUSER GmbH** PSI No.: 47570

www.hauser-writing.com

#### A GENUINE BRAND

As the saying goes, behind every great man is a strong woman. And behind every major, successful product lies a brand. Brands achieve recognition values. A brand product is therefore a product that is defined by its name, its quality, a corresponding logo and other unchangeable characteristics and is therefore not easily replaceable. Brands mostly have die-hard fans. There is even a virtual brand museum. The brands on this page are newsworthy and very genuine.





# MICROFIBER SPECIALISTS



CLEANING **CLOTHS** MOQ **500** pcs



ADVERTISING **CUSHIONS** MOQ **50** pcs



We are manufacturers we are creatives!

Communicative products



**Protect & Clean** 

**Arpe presents the new soft sleeves** with a padded interior lining that prevents scratches and protects delicate surfaces.

Totally customized, washable and with the best microfiber lining on both the interior and exterior. Pleasant to touch, top quality digital print, and from just 250 pieces.



FOCUS PSI Journal 10/2014 www.psi-network.de



#### **PSI 2015 FOCUSES ON TEXTILES**

## **CHIC ADVERTISING**

The PSI Trade Show has experienced many sensations and trends since its beginnings. But there has rarely been a trend as extensive and lasting as the textile boom. Over the years, no other product segment has impressively shown what quantum leaps the industry is capable of. Reason enough to focus on promotional textiles at the PSI 2015. Our information and opinion platform will prepare you for the big presentation of promotional textiles.

n a sense it was easier in the past: There were fewer products so making a choice was easier. Even as recently as 15 years ago, it was not difficult to completely satisfy customers in the textile sector with just T-shirts, sweat shirts and caps. The world has since changed significantly: Anyone who leafs through the catalogues of textile suppliers today usually finds colourful, creatively designed print products showing textiles as desirable lifestyle prod-

ucts – in keeping with the times presented by attractive models. At the same time, catalogues are professionally designed sales aids that offer the customer a great deal of information and the necessary overview. The presentation is usually complemented by an equally well-designed online section to which a shop is attached.

#### SURPRISES EVERY SEASON

Not only fashion-conscious distributors experience surprises year after year in

connection with their suppliers' assortments; Time and time again, the suppliers expand their product ranges with a great sense of themes and niches. It seems that even the classic T-shirt is being repeatedly reinvented: Materials, colours, finishing, processing, and cuts - the manufacturers are masters playing in a virtuoso manner on the keyboard of fashion and design. They skilfully adapt the latest fashion and textile trends for the promo-

tional product industry, of which only a few segments appear as modern, dynamic and chic as the textile sector. Driving the ever-expanding product diversity in promotional textiles are the ground-breaking new developments of the textile industry such as functional materials and special finishes such as those against sun, wind, water or odour used for sport, leisure and outdoor models.

## TARGET GROUP-SPECIFIC COLLECTIONS

One of the most striking developments in the textile sector is the segmentation of the portfolio for various target groups, which can thus be addressed more specifically. In addition to the classic business outfits, special collections have been around for years, including for runners, walkers, cyclists, fitness enthusiasts and winter sports fans. More and more target groups are being defined, models are being created for ever more applications there is even comfortable and practical home wear for chilling on the couch, complemented by the cuddly blanket for the fireplace. An enormous increase in significance has been recorded in the areas of corporate fashion and workwear which are not only offered by specialists (manufacturers and wholesalers), but can also be increasingly found in the product range of textile all-rounders. Workwear requires special know-how of the occupational areas which determine the requirements applied to a garment. For instance, anyone who wants to functionally outfit chefs or service personnel needs to know exactly what goes on in restaurants or kitchens and what details are practical and useful or unnecessary for a chef's jacket or a catering apron. The textile industry has a lot to offer even beyond jackets, trousers and shirts: Ties are certainly the classic accessory, closely associated with scarves, shawls and plaids in all variants. Effective advertising can also be achieved with terry goods and home textiles. Traditional all-rounders with an almost infinite potential for transformation are caps - always trendy and versatile.





www.psi-network.de





#### THE FINISHING MAKES THE DIFFERENCE

Finishing plays a prominent role in textiles. Whether it be printing, flocking, embroidery or transfer processes, the design and quality of individualization are largely responsible for the look of a garment and are critical in determining whether it will really be worn in the promotion area - and for how long. Bleached and partly illegible motifs spoil the appearance of any garment and spell an immediate end to the unsightly garment. In the professional sector, the finishing transports the corporate identity of a company and is therefore a factor that can crucially influence its image. Therefore, quality and precision are particularly important here. Anyone interested in learning about the techniques and their applications can obtain

information at trade shows and discuss details with their textile suppliers. The PSI 2015 offers a separate area for these topics (more on this in the next section.) The supply chain in the textile market is structured similarly to the rest of the market: Outright manufacturers usually do not finish; they deliver their unbranded goods to wholesalers who either finish themselves or cooperate with a finishing company. It may also be the case that a distributor has his own printer nearby whom he directly commissions. As part of the custom design, motifs are usually created in close cooperation between the distributor/consultant and the industrial customer. In accordance with the communicated objective, this results in perfectly coordinated product lines in which textiles play a prominent role.



#### TEXTILE AREA AND TEXTILE FINISHING AREA AT THE PSI 2015

# TEXTILES COME UP TRUMPS

At the PSI in 2014, about a third of the exhibitors had promotional textiles in their product portfolios. Textiles were thus a major trade show theme last year. According to the official visitor survey, 40 per cent of visitors were interested in textiles in the future. Therefore, PSI will be expanding its trade show concept in 2015 for the colourful world of fabrics. You will be surprised how diverse the world of fashion presented in Düsseldorf will be.

pecific information and advice, demonstrations of various finishing processes and all sorts of fashionable innovations - the PSI 2015 offers visitors who are interested in promotional textiles an assortment tailored to their individual requirements. The new clearly structured hall appearance is particularly evident in

Hall 10 because this is where the visitor benefits from a unique textile orientation.

#### TEXTILES AND FINISHING: A STRONG DUO

Two new sections devoted exclusively to textiles will be centrally located at the corridor connecting Hall 11: The Textile Area and the Textile Finishing Area. The branded Textile Area - not too big, the stands are

affordable and extremely eye-catching - offers new, small, smart, trendy textile companies the opportunity to optimally put themselves in the limelight. To this end, the PSI has put together special starter packages for textile manufacturers. They make participating easy - with an optimal cost-benefit ratio. But that's not all. After all, anyone who wants to make promotional products from textiles must also be familiar with finishing techniques and know where to find a service company or machine. The PSI 2015 makes this particularly easy for visitors: The Textile Finishing Area provides an area for textile finishing located directly adjacent to the Textile Area. So everything that belongs together thematically and spatially can be found in Hall 10. For example, Charlie Taublieb with his popular and instructive textile printing demonstrations is moving to the Textile Area. The combination of textiles and finishing in Hall 10 makes a lot of sense, means short distances and maximum trade show benefits.

#### CATWALK IS EVEN MORE CREATIVE

The fact that advertising and fashion are closely linked is particularly evident in the textile sector. It was therefore no surprise that the PSI Catwalk, the creative stage for fashion and accessories, was a real highlight of the PSI 2014. Wherever a catwalk is and whatever is presented on it, it reflects the dazzling world of fashion shows whose fascination one cannot escape. A presentation on a catwalk is more than just a product demonstration; it is always a show that thrives on the attractiveness of the models. A great effect that exhibitors can also take advantage of again at the PSI in 2015. PSI has developed an expanded concept for the PSI CATWALK which this time will be located in the centre of the Textile Area. With even more glamorous shows and professional presentation, the CATWALK will be an even more effective platform to introduce fashionable products in the hall. An experience for the senses!

More information on all textile ranges can be requested from Nina Schiffhauer, nina.schiffhauer@reedexpo.de,

Tel. +49 211 90191-212









"Exhibiting at the PSI, the undisputed leading trade show for promotional products, is a matter of course."

Rolf Daiber, Daiber

#### TEXTILE PRESENTATIONS AT THE PSI 2015

# EXPERIENCE TEXTILES HAPTICALLY

As Europe's leading marketplace for promotional products, the PSI is a first-class marketing tool. Meeting new and existing customers, presenting news and initiating projects — these are the most common aims for the trade show. In the case of textile exhibitors, the trade show has another important dimension: haptics. After all, it is important to feel textiles in order to really evaluate them. And therefore there is no alternative to PSI.

magine walking from shop to shop in search of the latest autumn fashion. We see cuddly sweaters, dresses made of flowing fabrics and shimmering silk scarves. The first impulse when looking at these things is to let them slip through your fingers. Is the sweater really soft? How does the dress feel? And the thick, rustic-style jacket that looks warm - is it perhaps scratchy? We all know these thoughts and usually cannot resist the impulse. With their wide array of materials, textiles literally beg to be touched in order to experience them. At trade shows, the presen-

tation of products with a very versatile array of materials is particularly important. This is where the visitor has the opportunity not only to see but also to 'grasp' them. Do you know exactly what a fleece jacket made from 190 gram fabric feels like compared to one made from 280 gram fabric? And can you distinguish between the different qualities of silk? Attending the PSI is a must if you want to learn this or to show your customers. Whether it be in front of or behind a stand. Here is what several textile exhibitors are planning at the PSI 2015.

he PSI in Düsseldorf is the recognized leading trade show for advertising and promotional products, and exhibiting our collection there is a matter of course. Considering all the discussions on changes or new concepts, PSI is the ideal place where we can compactly and competently discuss our collection with our customers and get new projects off the ground.

## UNBEATABLE: PERSONAL PRODUCT EXPERIENCE AT THE TRADE SHOW

Our products and our brand primarily embody innovation. Although classical catalogues are still the most popular sales support for our distributors, 'experiencing and feeling' - and I mean that literally - is still vitally important for clothing, caps and accessories. We frequently notice that our sales partners try out our textiles at the trade show to 'experience' our products first-hand. This is much more important than any sales or marketing campaign on paper. Personal product experience is much more convincing. And someone who is convinced himself is more likely to convince his customers and present our products more effectively.

#### FASHIONABLE PROMOTIONAL TEX-TILES INTERPRETED IN AN ENTIRELY NEW WAY

What's new at our stand? Over 60 new products that will surprise the market in a totally different way, as well as 30 products that are particularly popular among our customers, which we will be complementing with the latest colours of the season. As in recent years, our design department has interpreted the topic of promotional textiles, caps and accessories in a brand new way with the latest fashions. We will also be presenting the second edition of our Journalog at the PSI. This informative, vividly designed newspaper format bundles our new products in 2015. We are sure that we will be providing our distributors with a tool that will appeal to the industry. And of course this will be in addition to our new main catalogue called "desire 2015".

# "We will be exploiting the many possibilities of the Textile Area and are looking forward to the PSI."

Dr. Ludwig Schreiner, Floringo

e have been exhibiting at the PSI for the past 16 years and are particularly delighted that there will be a special focus on textile products at the trade show this time. We are eagerly awaiting the trade show and hope the PSI 2015 will be enthusiastically received and a resounding success!

## DEMONSTRATING MANUFACTURER COMPETENCE

Meeting new customers is particularly interesting for us if we can convince the visitors of our expertise as a manufacturer. To this end, the Textile Area offers various tools and options that will in any event be useful. We already have some concrete ideas but we want to keep them to ourselves at the moment.



#### TERRY: ADDED VALUE EVERY DAY

As a manufacture of terry products, we not only rely on appearance but also on haptics. We therefore not only place great emphasis on a creative stand design, but we also offer visitors the opportunity to grasp and feel our products. We also want to emphasize that our contemporary terry textiles are ideal for lots of customer groups and are extremely versatile: they are imaginative, sustainably produced, ever present and demonstrate their added value every day - in a pleasant way. We will be providing customers at our stand with refreshments and baked products that are typical in our bavarian region.



"PSI as a contact forum and sensual experience "
Andreas Schmidt, V. Fraas GmbH

he PSI Trade Show is not only an important platform for exchanging information and ideas with existing customers, but also a contact forum to gain new customers. As a manufacturer with many years

of expertise in manufacturing and selling textile accessories, we can fulfil the requirements of our customers very quickly and individually thanks to our production in Germany. In our Corporate Accessories section, we offer textile accessories such as scarves, shawls, hats, gloves and blankets - individualised and entirely in keeping with the PSI motto: "Style your business!"

#### **EXPERIENCE TEXTILES HAPTICALLY**

The particular advantage of our participation at the trade show lies in the fact that the customer can experience the products at our stand from a haptic perception. Interested visitors can feel how soft a cashmere scarf, a pure silk cloth or a blanket made of soft inimitable cashmink and the quality brand of V. Fraas are - impossible

in the digital world of the Internet! In addition, customers can exchange information directly with experts at our stand and discuss individual promotional ideas.

## DEMONSTRATING EXPERTISE AND EXPERIENCE

Participating at a stand at the PSI gives us the opportunity to point out our expertise in the textile sector gained over many decades: Our own production in a tradition-steeped company, combined with innovation and an affinity to fashion - these are the values that can get across to the customer at the PSI. Every year at V. Fraas in Germany, 10,000 blankets, among other things, are made with great attention to detail and are especially cuddly and soft-from the yarn to the fringe, all these plaids are "Made in Germany".

"Proximity to customers and attracting new customers are oiur most important trade show objectives."

Cem Ertas, Cemertas Promotional Textiles

e have been exhibiting at the PSI every year since 2009. We consider participating at the PSI in 2015 to be a good opportunity to present our products in the best light and to meet existing and new customers. As textile manufacturers, we place great value on being able to provide personal advice to our customers.

#### **COMPETENT PARTNER**

Accordingly, proximity to customers and attracting new customers are our most im-

portant trade show objectives. For us, participating at the PSI means belonging to the European market for promotional textiles. Visitors can expect an open-minded team that will present our high-quality products over a cup of coffee and assist in finding something appropriate at our stand. As we have a wide range of products on offer and boast many years of experience as a manufacturer, we are sure we are a competent partner in the textile sector.



"We seek personal communication with our customers and look forward to establishing new contacts."

Renate Hoess, Topkapi Tessuti

e have been exhibiting at PSI every ry year since 2005 and will be participating at the PSI again in 2015.

#### **GETTING TO KNOW CUSTOMERS**

Personal contact is particularly important for us. We want to get to know our customers, to become acquainted with the person with whom we might otherwise only communicate by e-mail or on the phone. Personal exchange enriches our

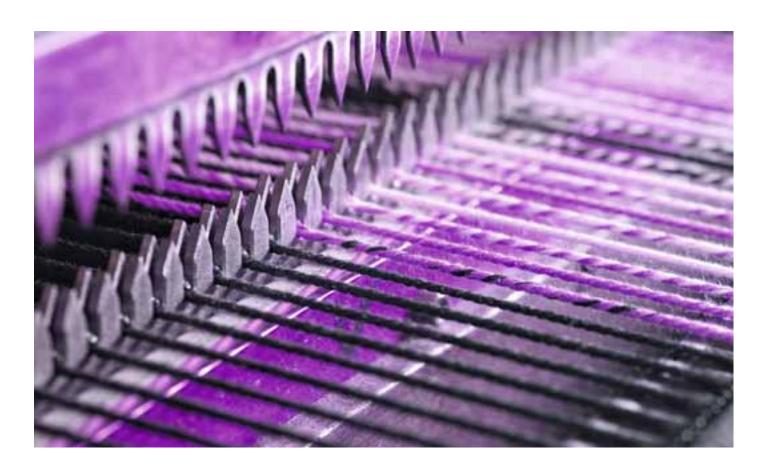




daily work and enables our contacts to become more informal. And then of course we hope to establish contact with one or more interesting new customers, especially from countries where we do not have many contacts, if any at all. We have already made many an amazing discovery.

#### NEW PRODUCTS DIRECT FROM ITALY

What awaits visitors at our stand? I would like to quote a customer who visited us this year: "I felt as if I were on a lovely garden terrace in Italy when I visited your stand. I wish I could have stayed longer and relaxed ... "Over a cup of real Italian cappuccino, we enjoy presenting products in the latest designs and colours - direct from the Italian production plants.



#### **TEXTILE QUALITY MANAGEMENT**

# ON THE SAFE SIDE

Colourful, easy to clean, stain resistant, wrinkle free - we expect all this and more of our clothes - and of course also of promotional textiles. The fact that these properties can only be achieved through intensive chemical treatment is something that consumers and advertisers are not always aware of. As textiles are more or less directly in contact with the body, minimizing contaminants is a goal which must be strived for right from the production phase.

ofteners, optical brighteners, preservatives, mould blockers, anti-fungal agents - they all release substances that irritate the skin and cause allergies and eczema when wearing a garment. A recent study by Greenpeace even warns of chemicals in children's fashion. According to the study, phthalates, PFC, organotin compounds, antimony and nonylphenol ethoxylates (NPE) were not only detected in cheap clothing. Worrying levels of these substances were also found in products of higher quality fashion brands. The use of these and other chemicals is not only dangerous for the wearer of the clothing, but also for producers and the environment. Time and time again, the textile industry is rocked by scandals which relate not only to discoveries of poison in the material, but also to dangerous and discriminatory production conditions throughout the entire supply chain.

#### POLLUTANT LIMITS THANKS TO PSG

The Product Safety Act (PSG) is a binding framework which every reputable compa-

ny should comply with and that already ensures a basic standard. At least there are limits to be observed for potentially harmful substances. Greenpeace emphasizes, however, that in most cases it is not clear from which concentration and to what extent pollutants affect the body, something which the significance of limits generally questions. Certifications and labels beyond the PSG seem to offer even more safety in relation to contaminants, particularly as they also target the sustainability and social compatibility of production as well as fair terms of trade.

#### SEALS DOCUMENT RESPONSIBILITY

Aspects of sustainability in the price-sensitive promotional product industry are becoming increasingly important. Any company wanting to give gifts to its customers wants to be positively remembered. This is only possible with products which have been produced responsibly. More and more manufacturers are discovering that codes of conduct such as BSCI can be of help. The four most common seals that are specifically or indirectly connected to textiles will be presented on the following pages. What do they stipulate and what do they achieve? We have decided not to provide a detailed rating because we would have to take into account too many factors with different degrees of relevance depending on individual interests.

#### **BUDGETARY LIMITS**

As desirable as commitment within the context of the certification process is, implementation is a significant cost factor which burdens the budget in the promotional products industry beyond the critical limit. The crucial question here is: How much ethical and ecological awareness (which many market participants undoubtedly have) are they willing to pay for? What is a seal worth to the customer - with an average price for a T-shirt at around 80 cents and considering the high degree of innovation in the textile industry? This question must be answered by every company individually.

#### **BUSINESS SOCIAL COMPLIANCE INITIATIVE (BSCI)**

SCI is an international, cross-industry initiative of trading companies and import-oriented manufacturers with the aim of promoting socially responsible production conditions.

#### **INDEPENDENT AUDITS**

The non-profit organization headquartered in Brussels is based, inter alia, on the United Nations Global Compact, a global alliance between the United Nations and the private sector, the conventions of the International Labour Organisation (ILO) and the Organization for Economic Cooperation (OECD). Companies that join the BSCI undertake to accept a uniform code of conduct and to audit 70 per cent of their suppliers for the first time within three years. This is carried out by independent auditing companies appointed by Social Accountability International. There are only 12 companies authorized to conduct BSCI audits.

#### **BSCI PROCESS AS A DEVELOPMENT ENGINE**

The implementation of the code is verified through a process of repetitive documentary checks and factory inspections. This does not simply mean that a factory receives a certificate following a successful audit. Rather, a process is initiated that ensures that any failures detected are permanently rectified by corrective action. This development process should occur throughout the entire supply chain and not only improve the working and production conditions, but also raise awareness of quality requirements as well as risks. This also has a positive impact on quality and the ability to deliver. BSCI enables a two-step approach towards SA8000 to be created. First of all, compliance with the minimum social standards is ensured - a good basis to obtain SA8000 certification in a second step. The latter, however, is not part of BSCI.

#### HE BSCI CODE OF CONDUCT

- Compliance with the applicable national laws
- Freedom of association and the right to collective bargaining
- Prohibition of any discrimination
- Compliance with statutory minimum wages and securing livelihoods
- Fixing the maximum working time of 48 hours per week and limiting overtime
- Clear rules and procedures for health and safety at work
- Prohibition of child labour
- Prohibition of forced labour and disciplinary measures
- Compliance with the minimum requirements for waste management, the management of chemicals and other hazardous substances, waste disposal, emission and waste water treatment

#### Source:

Intertek Holding Deutschland GmbH, www.intertek.com BSCI Executive Office, bsci-intl.org

#### **ÖKO-TEX STANDARD**

ko-Tex® Standard 100 is an independent testing and certification system for textile raw materials, intermediate and end products in all stages of processing. The tests for harmful substances cover substances prohibited by law as well as regulated substances. Examples of certifiable products include yarns, fabrics, finished fabrics, manufactured articles (clothing of all kinds, home textiles, bed linen, terry towelling, textile toys and much more). Producers are certified. Three types of certificates are awarded under the Öko-Tex label. Unlike the name suggests, however, raw materials need not be organically grown, and nor do natural fibres have to be used.

#### ÖKO-TEX STANDARD 100

Öko-Tex Standard 100 is thus far the most common symbol and confirms only the low emissions of the purchased textile product. An evaluation of other manufacturing conditions and the production of raw materials is not made. The residues of certain substances of concern permitted in the standard vary depending on the intended use of the product. The closer the contact with the skin, the lower the limits. For example, the limits that apply to coats differ from those that apply to underwear. Some substances may not be used at all or shall not be detectable. In their entirety, the requirements go far beyond existing national laws. It is not unusual for a manufacturer's certificate to be revoked because pollutants are (re)discovered during a product check. These cases confirm that inspections take place, but a degree of uncertainty still remains: Products that should actually no longer carry the label may not be discovered. Detailed information is available on the website for interested consumers.

#### ÖKO-TEX STANDARD 1000

Öko-Tex Standard 1000 is a supplement to the product-related Öko-Tex Standard 100. It is a testing, auditing and certification system for environmentally friendly production sites throughout the entire textile chain. This standard was subsequently developed and contains more stringent requirements than the Öko-Tex Standard 100. It also covers, inter alia, social criteria and working conditions.

#### ÖKO-TEX STANDARD 100 PLUS

This label "Confidence in textiles - tested for harmful substances according to Öko-Tex Standard 100 plus" identifies textiles produced environmentally friendly and socially responsibly in plants

#### Sources:

International Association for Research and Testing in the Field of Textile Ecology (Oeko-Tex®), www.oeko-tex.de
Umweltbüro für Berlin-Brandenburg e.V., www.ubb.de



#### **GLOBAL ORGANIC TEXTILE STANDARD (GOTS)**

It performs all activities related to the implementation of GOTS and the associated quality assurance and licensing system. Global Standard was founded by the International Working Group on Global Organic Textile Standard. This consists of four member organizations: Internationaler Verband der Textilwirtschaft e. V. (IVN, Germany), Organic Trade Association (OTA, USA), Soil Association (SA, Great Britain) and Japan Organic Cotton Association (JOCA, Japan). The aim of the label is to establish a globally uniform, controllable, social and ecological standard that covers the entire production chain of textiles and makes it verifiable.

#### A SUSTAINABILITY LABEL

The GOTS Standard takes effect from the initial processing of raw materials. This must involve either organically produced natural fibres that have been produced according to recognized national or international standards for organic farming. The basis for awarding the label is a licence agreement with GOTS, in which the label holder undertakes to comply with all criteria of the standard. Processors, traders and producers are subject to annual inspections by independent certification bodies and must allow residue testing to be conducted by independent laboratories. Inspections are carried out unannounced on a random basis. The certification bodies must be accredited by the International Organic Accreditation Service (IOAS), a non-commercial organization that inspects certifiers in the field of organic agriculture worldwide. If a label holder contravenes the regulations, sanctions are imposed on him.

#### TWO QUALITY LEVELS

The label not only promotes organically grown fibres, but also takes into account all other production steps. There are two quality levels. However, at least 70 per cent of the fibres of a garment must come from organic cultivation. In addition, further processing of the fibres is regulated. This is to ensure that contamination in the final product is as low as possible. Minimum social standards are also part of the GOTS. The list of approved dyes and additives is short. However, exceptions such as copper as a colour component are allowed. Finishing of cotton yarn with caustic soda to increase the gloss is allowed, as well as optical brighteners. In the case of accessories, inserts, embroidery threads or ribbons made from viscose are allowed; they need not necessarily be made of natural fibres. Plastic buttons, for example, may also be used.

Sources:

Global Standard gemeinnützige GmbH, www.global-standard.org www.modeaffaire.de

#### **FAIR WEAR FOUNDATION (FWF)**

**E** air Wear Foundation (FWF) aims to improve working conditions in the apparel industry in producing countries.

#### **CODE OF LABOUR PRACTICES**

The initiative was founded in Holland in 1999 by the association of apparel companies, trade unions and non-governmental organizations (including the Clean Clothes Campaign). In 2007, the Dutch Fair Wear Foundation merged with ISCOM (International Social Compliance Verification). Label holders are international textile companies. FWF distinguishes textile companies that adhere to the guidelines for the working conditions of the International Labour Organisation (ILO). The FWF has hence developed the Code of Labour Practices of the Fair Wear Foundation.

## STANDARDS RELATE TO HEALTH, ECOLOGY AND SOCIAL WELFARE

The Fair Wear standards are based on health and ecological standards whereby, in particular, the social aspects flow into the criteria. The FWF is a non-commercial international verification initiative that is not profit-oriented. It is an independent control body which campaigns for a better life for workers. It is opposed to all forms of child labour. The production process is monitored by the FWF. Suppliers, sub-contractors, licensees and sub-suppliers of licensees are scrutinised. This underlines the independence and credibility of the Fair Wear Foundation seal.

#### PRACTICAL REQUIREMENTS

- Special services in the social sector
- Guidelines for the composition of fabrics
- Fibres from controlled organic cultivation
- Restrictions on the use of substances harmful to health and the environment as well as methods
- Corporate environmental management
- Wastewater treatment
- Verification of fitness for use
- Additional eight labour standards based on the standards of ILO

#### Sources:

Umweltbüro für Berlin-Brandenburg e.V. www.ubb.de www.fairwear.org

#### **FAIRTRADE SEAL FOR COTTON**

he label owner is the umbrella organization FLO e. V. (Fairtrade Labelling Organizations International). It develops the criteria for Fairtrade. National labelling organizations such as TransFair e. V. in Germany, which are members of the umbrella organization, market and award the Fairtrade seal. They conclude licence agreements with companies in their countries, which may then display the Fairtrade seal on their products in compliance with Fairtrade standards.

#### FAIRTRADE FOR DEVELOPMENT AND ENVIRONMENT

The Fairtrade label, which has identified Fairtrade products since 1992, is primarily intended to support decent living and working conditions for workers, as well as environmentally friendly production. In Germany, the Fairtrade label for cotton has existed since 2007.

#### STRINGENT REQUIREMENTS, BIG IMPACT

Producers in the product category cotton receive a so-called Fairtrade minimum price. For organically grown cotton, they also receive a surcharge which takes into account the higher cost of organic production and creates an incentive for conversion to organic certification or its continuation. In addition, a Fairtrade premium is paid to allow the producer organizations to implement projects aimed at economic development and social projects. The farmers must also operate in an environmentally friendly manner; the use of genetic engineering is prohibited. A list of banned substances regulates which pesticides may be used. In addition, workers must receive, among other things, minimum wages, enjoy basic social rights and be allowed to form unions. Illegal child labour must be ruled out and the health protection of workers must be ensured. The certification body FLO-CERT commissions inspectors who check on site whether producers - mostly cooperatives – and distributors comply with the Fairtrade standards. Every three years, the Fairtrade certificate must be renewed through an extensive audit.

#### **NEW: ENTIRE VALUE CHAIN IS INVOLVED**

Up to now, the Fairtrade approach has focussed on cotton farmers. The companies that process the cotton must provide proof that the ILO core labour standards are met on site - external certificates are recognised. Currently, Fairtrade International is working on developing the new standard for the entire value chain, so that not only the production of cotton but also the entire production chain complies with Fairtrade criteria. The textile standard package will go one step further: It will ensure that workers in the production plants as well as farmers will benefit from Fairtrade. Based on the new strategy for salaried employees - in addition to basic requirements such as occupational health and safety - the status of workers in the production chain is to be strengthened and a schedule for achieving a living wage is to be drawn up.

Sources:

TransFair

Verein zur Förderung des Fairen Handels mit der "Dritten Welt" e.V. www.fairtrade-deutschland.de Label Online Die VERBRAUCHER INITIATIVE e.V. (Bundesverband) www.label-online.de



#### PROMOTIONAL TEXTILES

# STYLISH, FUNCTIONAL, HIGHLY EFFECTIVE

You can be sure that the promotional product industry benefits from the new products presented at fashion shows and large textile and outdoor exhibitions. PSI suppliers and wholesalers are experienced specialists who implement the latest trends in promotional textiles with a keen sense of fashion. Two examples from entirely different areas.

#### **WOVEN DIVERSITY**

Quality, variety and flexibility are the hall-marks and success factors especially for the individual collections in the promotion area. Whether it be weavings, embroideries or prints, standard or custom sizes, large or small quantities, together a customised collection is created. As a service, photos and patterns can be made available and sketches can be provided, if requested. HERKA Frottier is committed to sustainability throughout the entire production process. This is



reflected, among other things, by a sensationally low water and chemical consumption in the newly acquired company Textilveredelung Gmünd (www.textilveredelunggmuend.at) as well as various international certifications. Since 2011, GOTS (Global Organic Textile Standard) and IVN Best certified products are also available. HERKA Frottier: a reliable European partner with individual solutions

46235 • HERKA GmbH • Tel +43 2864-2317 or -2218 sales@herka-frottier.at • www.herka-frottier.at



#### **SOL'S SOFTSHELLS**

French leader of promotional textile and bags, and one of the major brands in Europe, SOL'S offers in its collection a wide and complete selection of outdoor products. SOL'S has a large range of softshell jackets available, such as the SOL'S RELAX (46600) zipped jacket which includes a technical fabric with one of the highest levels of waterproofing and breathability on the market. Made of a 96% polyester/4% elastane outer, a membrane and a polyester fleece backing, it is available in 5 colors. Also available in a women version: SOL'S ROXY (46800). These products are available in sizes S up to 3XL for men and S up to XXL for women. You can discover the range of SOL'S products on the SOL'S website: www.sols-europe.com or contact your wholesale supplier.

44472 • SOL'S – Solo Invest S.A.S. • Tel +33142211684 sols@soloinvest.com • www.sols-europe.com



## MIT DER NATUR IM EINKLANG SEIN, PROMODORO ORGANIC COTTON.



# TRÄGT ETWAS GUTES IN SICH.

Mit dem Kauf eines einzigen Baumwoll-T-Shirts aus biologischer Baumwolle bewahrt man rund sieben Quadratmeter Anbaufläche vor Pestiziden und Kunstdünger.

www.promodoro.de





#### Fashion Organic-T

T-Shirt, Single Jersey, neutrales Größenetikett seitlich im Nacken, modisch optimierte Passform, 100% zertifizierte (Bio-)Baumwolle, 180 g/m², XS-3XL. (Hangtags mit EAN-Code separat erhältlich)

Wir arbeiten ausschließlich mit Produzenten zusammen, die in unterschiedlichen Bereichen der Produktionskette zertifiziert sind.









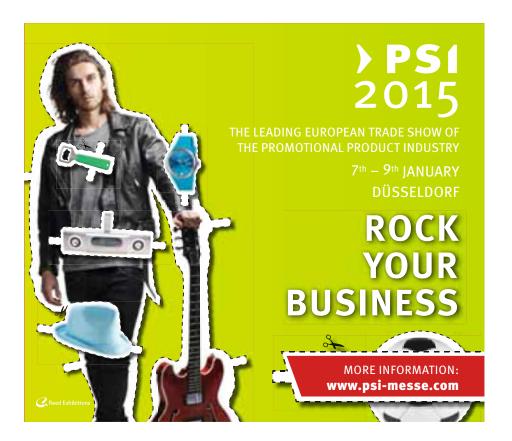








PSI 2015 PSI Journal 10/2014 www.psi-network.de



PSI 2015

# OPTIMAL USE OF PLATFORMS

A glance at the calendar reveals that the PSI 2015 is due to start in three months. This means we are now entering the final phase. What still needs to be done? What should exhibitors be aware of and keep in mind? What is new?

nce again, the motto of the PSI 2015 is: Style your business! As the leading European trade show for the promotional product industry, the PSI offers the ideal platform to bring together the players of the international promotional product industry. To ensure that exhibitors can present their products from 7 January 2015, it is now important to place the necessary orders.

#### SERVICE PLATFORM FOR EXHIBITORS

It could hardly be more practical: Thanks to the proven Online Service Center (OSC), exhibitors can conveniently go online to order the services essential for their trade fair presentation at the PSI 2015. Technical services, as well as parking tickets, disposal, stand cleaning (respective deadline: 1 December 2014) and catering (deadline: 8 December 2014) and much more can now be ordered

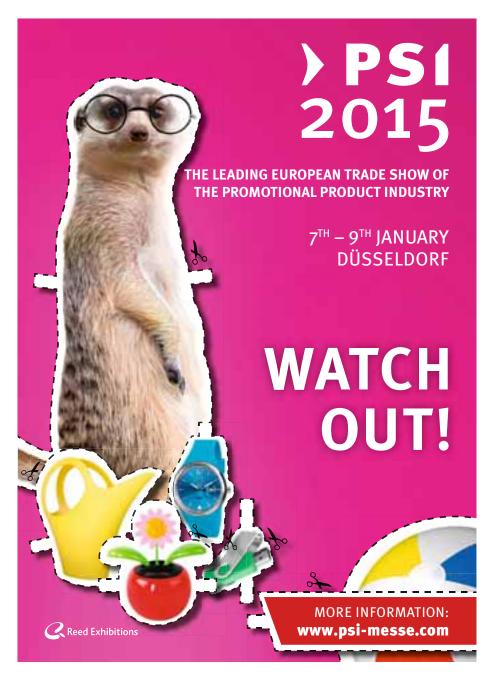
through the OSC. A useful additional tool: Use Form 0\_09 to create exhibitor passes as e-tickets and print out the tickets yourself (deadline: 6 January 2015). Electrical installations can be requested using Form T 01 (deadline: 1 December 2014). And the OSC has much more to offer, such as the use of free marketing tools - from advertising material such as promotional stickers with your stand number, visitor brochures or print ECG right up to e-vouchers. This tool enables exhibitors to invite their entire distributor database for free. Simply use the sample text provided, upload your data and click "Send". Done. Even sponsoring services can be booked through the OSC. The appropriate measures can be ordered on Form M\_01 to advertise your participation at the trade show before, during or after the PSI 2015. By the way: If you want to appear in the catalogue section of the PSI Magalog 2015, you must register online by 10 October 2014. www.psi-messe. com/servicecenter.

#### **CLASSIFY VISITOR DATA LIVE**

This is now possible for the first time at the PSI 2015. Thanks to a new system, ex-

hibitors can capture and classify the data of their visitors live. And always up to the minute every day. This ensures an extensive evaluation during and after the trade show. And that is not everything: exhibitors can evaluate data directly after each customer visit. Marketing just in time. Faster than this is barely possible. The advantage for exhibitors: The new system, which replaces the well-known visitor scanning system used in previous years, can easily be used by smartphone app, iPad app or





as a classic USB data collector for reading out on a notebook.

#### PARTICIPANTS HAVE BEEN FINALISED

The 50 PSI FIRST participants for 2015 have been finalised. Starting in September, ten companies will be presented in each issue of the PSI Journal. All will be known by the start of the trade show on 7 January 2015. The 50 PSI FIRST products, however, will not be on display until the beginning of the PSI. Because this is the condition: They must all be new product launches which have not been presented anywhere else, not even at road shows, inhouse trade shows or in-house presentations. PSI FIRST products have their very first appearance at the PSI. By the way: The 50 PSI FIRST participants not only appear in the PSI Journal. Since 1 September 2014, they will also appear successively at www.psi-first.de each month.

#### AREAS AND CATWALK ARE BOOMING

The decision taken by the PSI to expand the trade show concept in 2015 by focusing on the colourful theme world of fabrics is paying off. A significant conspicuous sign of this expansion is the new areas in Hall 10 – with integrated CATWALK: the TEXTILE AREA and the TEXTILE FIN-ISHING AREA. And the demand is high. There are already numerous commitments for both areas. Exhibitors in the TEXTILE AREA at the PSI 2015 will include Malgrado, Sport Böckmann, HAT's company, Fifty Five, Garland Bridge, Printfield, IMI Partner and Just Style. Exhibitors showing finishing techniques in the TEXTILE FINISH-ING AREA will include Gebr. FALLER und Mimaki. And of course, the institution of printing technology will not be missing: Charlie 'Dr. Print' Taublieb will of course also be there. Visitors to the CATWALK will also get their money's worth. The CAT-WALK is already fully booked. As at the PSI 2014, models will also be presenting fashionable items in 2015 - including Gustav Daiber, Floringo, Promodoro, SOL's, Stanley & Stella, ID and Tee Jays.







## ZEITGEFÜHL





### BIG IDEAS bei Inspirion.

Zeitgemäße Präsentideen finden Sie in unserem Christmas Special Katalog.

Verlieren Sie keine Zeit, bestellen Sie jetzt. Tel.: +49 421-5227-0 · Fax: +49 421-5227-403 Oder unter www.promotiontops.com anfordern!









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.



Satisfied customers and prestigious awards. We aim to impress.

Alex Turner Listawood

Innovation, Quality, Service, Price: The key factors which enable us to support our clients. At Listawood we continuously invest in new and innovative product development and manufacturing techniques to bring fresh and exciting ideas to the promotional products market.



Excellence in quality and design are cru-

cial for creating promotional products with a lasting message.





For us, our values are words we live: creative ideas, design, quality, innovation and experience. Values which clients from more than 40 countries have appreciated for over 30 years — a fact which is acknowledgement and incentive to continue producing high-value promotional products.



Our aim is to keep coming up with new ideas which inspire people.

Liudger Böll TROIKA GERMANY

Good ideas are one half of the story. Pioneering implementation is the other. TROIKA GERMANY delivers both to create products which couldn't be more individual and customeroriented. TROIKA is always the partner of choice when it comes to high-quality design articles.





Always innovative, up-to-date and on the heels of the trends.



Arno Ritter Ritter-Pen

Tradition and innovation, flexibility and reliability. These are Ritter-Pen's recipe for success. The company benefits from the creativity and the commitment of its employees. Unrivalled capital for unsurpassed products.



Inspiration in porcelain. That's what



That's what the Mahlwerck universe is all about.

Tobias Köckert Mahlwerck

Mahlwerck – branded porcelain. Our mugs and cups are all based on great design ideas and represent genuine brand ambassadors. Almost four million are produced each year - designed to attract maximum attention as indispensable advertising carriers.



Unique confectionary from certified ma-

nufacturers in original
and personalised packaging.



New ideas in product development combined with intensive sourcing of unusual products and brands which offer added value, and of new printing and packaging technologies. Kalfany Süße Werbung has a tradition of surprising the market with its innovations.



Sharper advertising.
The name
speaks for itself.



Jörg Sons Schärfer Werben

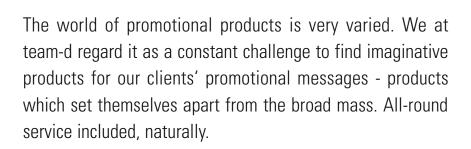
We're always on the look-out for the most suitable products for our clients. Our speciality: procuring technical promotional products. Our partnerships with the smartest manufacturers make us one of the sharpest distributors around.



A merchant's word is a word of ho-

nour. A fine tradition which never goes out of fashion.







Our goal is to bring creativity and inno-

vity and innovation for products & services.



Lionel Wajs Plastoria

Plastoria is a leading company developing luxury accessories for internationally renowned fashion brands. Plastoria designs, develops, manufactures and distributes its products across multiple distribution channels, including retail and corporate gift networks.



Anyone looking for modern products and modern design should start with ZOGI.



Jörg Herzog Herzog Products

ZOGI is always on the look-out for the latest trends. It's important for us to be up-to-date and one step ahead. And to attract maximum attention to our clients with our products.

PRODUCT GUIDE PSI Journal 10/2014 www.psi-network.de



# DECORATIVE ACCESSORIES ENHANCE ADVERTISING

Beauty is in the eye of the beholder. And appealing advertising is beautiful. What is even better is if people can catch on to it. What is most beautiful is when it enhances advertising with adorning elements. This applies to watches as well as to jewellery such as ornamental promotional products. We have compiled a selection for you.

omen only make themselves so pretty because a man's eyes are better developed than his mind: This tongue-in-cheek aphorism is attributed to the actress Doris Day. Although one could also argue about the extent to which this is true, the aperçu nevertheless describes the important role of decorative accessories. This issue will be addressed as part of the product presentations on the following pages. Even the promotional product industry has many a decorative item at the ready, items that are not only very decorative, but also have an advertising impact. This topic also covers watches that are usually not only worn for the sake of keeping time. Timepieces enjoy timeless popularity as a status symbol or piece of jewellery. Based on a selection of objects from manufacturers and suppliers of the PSI network, we want to highlight once again that our industry supplies products with a strong promotional impact in this area.

# **UICTORINOX**

COMPANION FOR LIFE

#### TRULY TRENDY

he "Iceberg" wristwatch is a really trendy item. Made of flexible plastic and silicone, it fits on anyone's wrist. Iceberg comes in four colours: black, white, red and blue. The face is designed in the respective colour and with silver time applications. Weighing a mere 90 grams, the chronograph can sport printing on the face even in small quantities. It comes with a battery and a gift box. Advertising can be applied by means of pad printing (on the gift box) and laser engraving.

45737 • Giving Europe GmbH • Tel +49 421 5965970

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



#### **FLASHY DESIGN**

New York taxis, the English flag or a disco light are only a few of the motifs mentioned which can adorn the "M-165" clock radio. It has room for 20 station presets and shows the time on the dimmable 24-hour LED display. The twofold alarm enables various times to be entered and wakes you up with radio tones or a traditional alarm. The snooze button lets the alarm sound again five minutes after the set time and the nap function makes it an ideal short-term alarm clock for catnaps, for a push of the button lets the "M-165" sound off after a specified time period. The Muse "M-165" gets its electric power from a cord or battery.











VICTORINOX AG CH-6438 IBACH-SCHWYZ, SWITZERLAND T +41 41 81 81 211, **www.victorinox.com** 









#### A LITTLE BIRD ADVERTISED IT TO ME

t is time for true innovations. At emotion factory, the traditional cuckoo clock has become a permanent advertising vehicle and sought-after piece of handicraft which is sure to attract loads of attention in the office and with customers. The clock can be printed in four colours over its entire area, comes as a set including clockwork, battery and snap-on cuckoo, and will adorn the office of its recipient for a long time, continuously and humorously communicating the advertising message to practically every target group. This lovely object can also be completely customized on orders of 100 or more.

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



#### **DING DONG BELL**

he "Bell" table clock from Topico rings in the dark time of year, and much more. After changing from daylight saving to standard time, sleepyheads can more easily rise and shine thanks to its alarm feature. This analogue clock in the form of a bell tower is equipped with a little metal bell. The white clock face with black hands appeals even without digits thanks to its purist design. And with individualized finishing, customers can let their advertising message really ring out.

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



Für Bestellungen, weitere Informationen & Produktideen wenden Sie sich gerne an:

Kester Bolz Handelsvertretung

Buntentorsteinweg 169 28201 Bremen Telefon

0421-5251780

Fax

0421-5251793

E-Mail

KesterBolz@aol.com

**ZWILLING.** Passion for the best. Since 1731.



#### **UP ON THE WALL**

The stylish "Halley" clock from Inspirion will upstage all others. Once it has been hung up, you will never again want to take down this quartz wall clock. The black hour, minute and second hands on the white face with a diameter of 25.5 cm always show clearly when the time has come. A very special feature is how harmoniously the raised black digits round off the clock's profile. The face of the clock offers plenty of space for printing an individual advertising message. Its case comes in four strong colours.

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



#### TIMELESSLY ELEGANT

imeless, simple elegance coupled with high-tech features – this is what the jumbo radio-controlled wall clock "Radio" from elasto form promises. With a shiny rim made of plastic, it enhances every office or home. Because the clock is radio controlled, it always shows the correct time. The change from summer to winter time and vice versa is also completely automatic. And the clock face can be custom-designed for orders of 10 units or more. The housing can be refined using 5-colour pad printing. Packaged in a gift box, the standard version of the wall clock comes supplied with a red seconds hand.

41369 • elasto form KG • Tel +49 9661 890 o mail@elasto-form.de • www.elasto-form.de



#### Gemeinsam erreichen wir mehr!



#### STRIKING WITNESS OF THE TIMES

he extravagant Pinball wall clock from the koziol design workshop sets a clear signal on the wall of a kitchen, office or living room, for this highly presentable star-shaped number measures a striking 45 centimetres from tip to tip. The refreshing design radiates loads of pep and is moreover extremely easy to read. This trendy chronometer comes in a gift box. More detailed information is available directly from koziol.

47406 • koziol »ideas for friends GmbH • Tel +49 6062 6040 incentives@koziol.de • www.koziol-incentives.de



#### **WITTY EYE CATCHER**

he "Magic Men" table clock from Giving Europe is a witty eye catcher. It is made of malleable plastic allowing the clock's legs, arms and head to bend. The LCD display of the hours and minutes is on the "head", along with a memo clip for small notes. "Magic Men" has an alarm function and comes in five colours. A battery is also included. Advertising is applied by means of pad printing and doming.

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



Der Bundesverband der Werbemittel-Berater und –Großhändler e.V. sucht ab sofort

#### neue Mitglieder

zwecks enger und vertrauensvoller Zusammenarbeit zum Wohle der Werbeartikelbranche.

#### Wir suchen:

Werbeartikelhändler (Handel im Vollerwerb, angemeldeter Gewerbebetrieb, Bonität), die in einer starken Gemeinschaft die Branche mitgestalten möchten.

#### Wir bieten:

Rahmenverträge mit besonderen Konditionen für unsere Mitglieder Kostenlose telefonische Erstberatung in Rechtsfragen Branchenspezifische Fortbildungsmaßnahmen mit Sonderkonditionen Werbeartikel-Messe TREND Presse- und Öffentlichkeitsarbeit

Regelmäßige Informationen über unseren Newsletter Studien zur Wirksamkeit von Werbeartikeln u.v.m.

Ihre aussagekräftigen Bewerbungsunterlagen senden Sie bitte an unsere Geschäftsstelle in Köln:

Bundesverband der Werbemittelberater und -Großhändler e.V. Heinrich-Brüning-Straße 1a, 50969 Köln Tel. 02 21 - 36 75 96 42, Fax 02 21 - 36 75 96 43 info@bwg-verband.de, www.bwg-verband.de



#### REALLY COOL

eally cool children's wristwatches are sigikid's contribution to the current cover topic. These multi-coloured wristwatches look very fetching on the wrist of every little first grader. The canvas band measuring 20 by 1.5 centimetres has plenty of room for individual designs. All further details will gladly be provided by sigikid.

48311 • sigikid H. Scharrer & Koch GmbH & Co. KG • Tel +49 9201 70129 anja.deroni@sigikid.com • www.sigikid.com





#### TIMELESS ELEGANCE

The exclusive women's and men's wristwatch sets by Lehoff feature classic design. The genuine leather strap is kept in timeless light brown. With high-quality Quartz movement, the watches include an hour, minute and seconds hand. What's more, they are waterproof to 3 ATM. The sets are packaged in an attractive gift box.

41259 • Lehoff Im- und Export GmbH • Tel +49 40 5296070 info@lehoff.de • www.lehoff.de

#### SAFETY WATCH PROTECTS CHILDREN

hildren are often not so easy to keep "under control", whether they are at the beach, taking a walk, strolling through town or playing outdoors. They can quickly disappear, causing an awful commotion. The Safety Watch from Ambassador International helps you get a grip on this 'problem'. Integrated into a wristwatch, the Safety Watch sends out an alarm signal to the smartphone as soon as the child leaves a set radius. The distance can be set between five and thirty metres – also individually for multiple children. On the other hand, if a child needs help without the parents noticing, the child can press a panic button on the wristwatch, whereupon an alarm signal sounds immediately on the smartphone. The Safety Watch also comes in the form of a key chain pendant or card for protecting personal valuables.



# MOLESKINE

### **CUSTOM EDITIONS**

### Das Original

Als Erbe und Nachfolger des legendären Notizbuchs von Künstlern und Intellektuellen der letzten zwei Jahrhunderte bietet Moleskine mit der ganz persönlichen Interpretation dieser Kulturikone ein herausragendes Instrument für kreative Marken- und Unternehmenskommunikation.



DISTRIBUTION D-A-CH: EXCLUSIVE GIFTS B2B GmbH Gerhard-Falk-Straße 4, 21035 Hamburg TEL. +49(0)40 609 45 99 00 moleskine@exclusive-gifts.de











Pocket Notebook



Classic Click Ballnen

PRODUCT GUIDE PSI Journal 10/2014 www.psi-network.de



#### **CLASSIC, SPORTY AND PRECISE**

acma presents the Centurio, a chronograph for athletic gentlemen who don't want to compromise on design and accuracy. The sporty Italian design coupled with Swiss precision is packed in large housing (42mm wide) and offers all of the features that sports enthusiasts need. The technical facts are impressive: seconds hand, stopwatch, date, tachometer, sapphire glass, waterproof to 100 metres (10 ATM), antiallergenic stainless steel housing, rubber strap with stainless steel folding clasp and pressure activation. The watch comes supplied in a quality rubberized box.

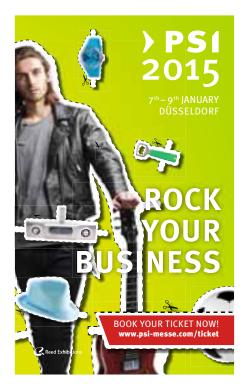
40909 • Macma Werbeartikel oHG • Tel +49 911 9818133 verkauf@macma.de • www.macma.de

#### TIME FOR A SPLASH OF COLOUR

ight trendy colours and a strap made of 100 per cent silicone make the new wristwatch by Krüger & Gregoriades popular not only with the young generation. Available in black, white, blue, green, yellow, orange, red and pink, it also impresses through its technical features. With Quartz movement, fluorescent hands and dial, stainless steel base and plastic casing in stainless steel/metallic look, the watch is a real attention-grabber. K&G has been supplying wholesalers, specialist retailers and industry with gift items, trend and promotional products, as well as toys and plush products since 1975.

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





#### **TIMELESS AND STYLISH ACCESSORIES**

the wearer. PF Concept, the promotional and gift product specialist, has expanded its watch collection to include two new exclusive models for men. Their modern and, at the same time, modest design makes the watches timeless companions. The two newcomers, Observer Chrono and Observer Analog from the company's own brand, Marksman, are made of stainless steel and fitted with a smooth strap out of dark leather, giving them a particularly fine appearance. Furthermore, the Marksman Chrono watch also features an extra date display and luminescent hands for high wearing comfort at any time of the day or night..

40972 • PF Concept International B.V. • Tel +31713328911 weborders@nl.pfconcept.com • www.pfconcept.com







#### Geschenkkoffer "Handwerker" (296)

- 1 Kompaktwerkzeugbox aus Kunststoff, 3stufig mit diversem Inhalt
- 1 Memotape Maßband 5 in 1, Notizblättchen mit Stift, Maßband, Wasserwaage und Gürtelclip
- 1 Bügelflasche Detmolder Pilsener 0,33 I,
- 1 Ring Choriza Sarta, Paprikasalami, ca. 250 g, kräftige spanische Spezialität vac. verpackt;
- 1 Paket Pumpernickel, 500 g, Roggenvollkornschrotbrot
- Im dekorativen Kartonkoffer mit Griff und im Umkarton

 $\textbf{Teutoburger Spezialit\"{a}ten} \cdot \textbf{Pr\"{a}sentservice GmbH} \cdot \textbf{Industriestr.} \ 14 \cdot 49170 \ \textbf{Hagen} \cdot \textbf{Tel.:} \ +49 - (0)5405/93 \ 11 - 15 \cdot \textbf{Fax:} \ +49 - (0)5405/93 \ 11 - 20 \cdot \textbf{www.teutoburger.de} \ \textbf{Tel.:} \ +49 - (0)5405/93 \ 11 - 15 \cdot \textbf{Fax:} \ +49 - (0)5405/93 \ 11 - 20 \cdot \textbf{www.teutoburger.de} \ \textbf{Tel.:} \ +49 - (0)5405/93 \ 11 - 15 \cdot \textbf{Fax:} \ +49 - (0)5405/93 \ 11 - 20 \cdot \textbf{www.teutoburger.de} \ \textbf{Tel.:} \ +49 - (0)5405/93 \ 11 - 15 \cdot \textbf{Fax:} \ +49 - (0)5405/93 \ 11 - 20 \cdot \textbf{www.teutoburger.de} \ \textbf{Tel.:} \ +49 - (0)5405/93 \ 11 - 15 \cdot \textbf{Fax:} \ +49 - (0)5405/93 \ 11 - 20 \cdot \textbf{www.teutoburger.de} \ \textbf{Tel.:} \ \textbf{Tel$ 

# And the winner is ... you? Apply now!

The **PSI** – **Campaign of the Year** aims to reward the successful use of a promotional product in an advertising campaign.

Information on how to apply can be found on our website at **www.psi-network.de/award**. The **closing date** for applications is **October 1, 2014.** (date of postmark or receipt of email)



We look forward to seeing your campaigns and welcoming your company as a participant in the **PSI – Campaign of the Year** awards.





#### **PURE SPORTY, REFINED ELEGANCE**

distinctive square silhouette with rounded edges: the his and her's watch boasting the unmistakable M&M style is both sensual and refined. The new model is confined to the strict minimum. Three hands, a fine round date and an elegant rehaut with delicate hour markers, which are either subtle or bold depending on the incidence of light. The soft, fine colouring of the face perfectly matches the elegant calfskin strap. Casing and strap blend together to create a harmonious whole that perfectly surrounds the wrist. True to the new M&M motto: My Time – My Design.

49338 • M&M Uhren GmbH • Tel +49 2131 205270 info@mm-uhren.de • www.mm-germany.com





#### "CLINGY" COMPANION

In he Santa Fe glasses holder by Easy Gifts is a particularly clingy companion with an extraordinary function. Through its strong magnets, the holder for spectacles and sunglasses made of metal attaches firmly to any jacket, shirt or blouse. The wide loop allows virtually all types of glasses to be hooked in place with ease, putting an end to wearisome searching. Advertising can be applied via laser engraving in matt finish, which stands out beautifully against the shiny surface. The glasses holder is individually packed in a poly bag.

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

#### A TREASURE FOR EVERY BAG

oudsmit Magnetic Design has added a practical bag holder to its collection. This bag holder, which can be rolled together, allows bags to be hung up within sight and easy reach, e.g. at the edge of a table. This keeps the bag clean and thieves at bay. The bag holder fits in every handbag, is equipped with magnets and has space for a large, shiny, three-dimensional logo. Advertising can also be applied via pad printing. A company name or logo is, therefore, visible at all times and makes the bag holder a give-away with long-lasting impact. The bag holder can carry a weight of up to five kilograms but is still small and light enough to be mailed – in special ornamental packaging, making the shiny 3D doming with logo an immediate eye-catcher. A petite and practical promotional product, available in different models. The minimum order quantity is 2,000 pieces.

43808 • Goudsmit Magnetic Design B. V. • Tel +3140 2212475 design@goudsmit-magnetics.nl • www.goudsmit-design.com







### PREMIUM-ADVENTSKALENDER & PRÄSENTE FÜR JEDES BUDGET!

Die Bedeutung emotional aufgeladener, individueller Kundenansprache nimmt überproportional zu. Mit einem hochwertigen Adventskalender drücken Sie gegenüber Kunden, Mitarbeitern und Geschäftspartnern Ihre Wertschätzung aus. Ihre Werbung bleibt garantiert 24 Tage im Blickfeld, ohne in der Flut der üblichen Weihnachtspost "unterzugehen". Fordern Sie gleich den neuen Katalog unter www.cd-lux.de bzw. info@cd-lux.de an.

#### Die Adventskalender-Experten:

### **Europas breitestes Adventskalender-Programm!**

Hotline: 09971-85 71 0 | info@cd-lux.de | www.cd-lux.de







#### **MIRROR, MIRROR...**

he CORA jewellery mirror is koziol's new mirror and jewellery stand in one. Optically, CORA gives the impression of coral with four branches surrounding a mirror as the centrepiece. Ample space is provided around the mirror for various necklaces, bracelets, watches or rings on the coral-like extending branches. An extra tray at the base allows additional jewellery to be stored. The tray also serves as a sturdy footing.

47406 • koziol »ideas for friends GmbH • Tel +49 6062 6040 incentives@koziol.de • www.koziol-incentives.de

#### THE PERFECT "IT" LOOK

Troika has the must-have for handbags: an elegant resplendent pocket mirror called "Paisley Classic". Inside, it scores points with a 1:1 and 2:1 magnifying mirror, outside with unmistakable designs from Dekorstudio Markus Binz. Troika has a suggestion: combine it with a matching card case and bag holder to create the perfect "IT" look – traditional yet trendy, restrained and undoubtedly absolutely stylish. Advertising is applied by means of printing and engraving on the back. Engraving is free of charge on orders of 100 or more.

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





#### **DELICATE LEAF SHAPES FOR AUTUMN**

he rose gold trend continues to gain pace and will really come to life in autumn. To suit this trend, M&M presents flattering, organic leaf shapes in the Oval Line in combination with fine necklaces. The polished elements made of stainless steel, IP rose or IP gold plating have a delicate form which appeals to the eye as well as the touch. This new line of jewellery impresses due to its extravagant and yet very balanced design. The different leaf-shaped ovals can be combined to create beautiful elements in necklaces, pendants, rings and earrings.

49338 • M&M Uhren GmbH • Tel +49 2131 205270 info@mm-uhren.de • www.mm-germany.com

# KLEEN-TEX

FOR PROMOTION

#### **REALLY COOL**

eally cool children's wristwatches are sigikid's contribution to the current cover topic. These multi-coloured wristwatches look very fetching on the wrist of every little first grader. The canvas band measuring 20 by 1.5 centimetres has plenty of room for individual designs. All further details will gladly be provided by sigikid.

48311 • sigikid H. Scharrer & Koch GmbH & Co. KG • Tel +49 9201 70129 anja.deroni@sigikid.com • www.sigikid.com











# Promotion Mats von Kleen-Tex

- bewerben Ihre Produkte kreativ
- kommunizieren das Corporate Design oder den Werbeslogan
- schaffen Bekanntheit und Wiedererkennungswert
- sind ideal für Eingänge, Events, Messen, Werbeauftritte, Verkaufsförderung und Give-Away
- können mit bis zu 44 Farben detailgetreu bedruckt werden
- werden ausschließlich in der EU hergestellt



INDUSTRY PSI Journal 10/2014 www.psi-network.de

#### **SUISSE EMEX**

#### MAKING AN ADVERTISING MESSAGE TANGIBLE

with over 250 square metres at the Promotional Product Idea Park, Promoswiss, the association of the Swiss promotional product industry, impressively demonstrated the significance of promotional products in the modern marketing and communication mix at the Suisse EMEX 14 in Zurich. 28 manufacturers and suppliers, including well-known brand names, presented their promotion ideas and new products to numerous visitors. The wide range of representational advertising was striking: products to touch, smell or taste - personalized with a brand message, used as give-aways, as a



Eye-catcher at the Suisse EMEX: the Promotional Product Idea Park of Promoswiss (Photo: Promoswiss).

sustainable commodity for household and office, or as highquality eye-catchers for business partners and employees. It was literally possible to "grasp" sustainable advertising effectiveness. According to Promoswiss, the exhibitors at the Promotional Product Idea Park held more than 1,000 qualified conversations during two and a half days at the trade show. All contacts, inquiries and project notes were recorded electronically by using the "dMas system" (digital trade show inquiry system) for the first time in Switzerland. "With the organization of the

Promotional Product Idea Park and the distribution of tasks related to the project, the association accepts its responsibility as a mediator between industrial customers, distributors and suppliers. The goal to promote an understanding and awareness of the promotional product was fully achieved with the Promotional Product Idea Park," sums up Promoswiss board member Christoph Zindel, who organized the Idea Park together with his colleague Daniel Lörtscher. www.promoswiss.ch

#### **PRÄSENTA PROMOTION**

#### **DUAL CERTIFICATION**

he promotional product distributor Präsenta Promotion International from Solingen has recently been dual certified. Following a two-day audit, TÜV Saarland certified compliance of the company with all standards in quality management according to ISO 9001, as well as sustainable environmental management according to ISO 14001. Both certifications relate to both the area of trade business as well as in-house printing and logistics. "The full-service specialist has thus taken a major step towards the future," claims Thomas Herriger, Managing Partner of Präsenta Promotion. "At present, 16 companies rely on the Solingen-based company to handle their promotional product logistics, with more to follow shortly," adds Managing Director Michael Ramhofer. www.praesenta.de

#### **HAGEMANN GMBH**

# SABINE EBERTH JOINED THE COMPANY

he promotional product agency
Hagemann GmbH continues to
optimize its sales structures. Recently,
Sabine Eberth joined the company as a
sales representative to provide customers
with individual advice. Her colleague,





Successful customer service with women in the driving seat (left to right): Sabine Eberth, Chrystele Postler.

Chrystele Postler, who joined the company in 2007, has been working successfully in the sales team since 2012. Both look after different customer groups and are supported in the office by employees with many years' experience. "We want to make customer service more effective," says managing director Michael Hagemann. www.der-hagemann.de

# HERZOG PRODUCTS GMBH NEW PROIECT MANAGER

n 1 August 2014, Julian Schüle was appointed Project Manager of Sales/Marketing at Zogi, the brand of Herzog Products. Previously, Julian Schüle worked for Fare and Halfar, and in more than ten years he has made a name for himself in the industry. His duties at Zogi include the coordination of all marketing activities (including those of Zogi Hong Kong and Brazil) and the organisation of the global



tion of Zogi in the coming years.

www.zogi.biz

trade show participa-

Julian Schüle

#### **BOFA**

# REINFORCEMENT FOR THE SALES TEAM

OFA-Doublet GmbH, the Bonn-based printing service company for external communications, was delighted to get reinforcement for its team right on time for the start of the World Cup. Since 16 June 2014, Kirsten Sutorius has been supporting the Agencies and Key Accounts sales team which was created in January and is led by Stephen Baumgart. The focus is not only on flags, but on the entire external appearance of the customer, from planning through to implementation on site, from A to Z. www.bofa.de



Teamwork (left to right): Stephan Baumgart, Torsten Hoffmann, Marcel Seiler, Kirsten Sutorius.

# MAXIMPLUS MUGS, CUPS + MORE BOOST TO THE GRAPHICS DEPARTMENT

**S** ince August 2014, Max Voigt has reinforced the graphics department at

maximplus - supplier of personalized tableware for the advertising and promotion sector. The focus of his work is graphic design - particularly the transfer of customers' print data according to the special requirements



**Max Voigt** 

of ceramic screen printing. Max Voigt sees his graphic design tasks "sportsmanlike" - the initial results are immediately visible on the website. www.maximplus.eu

#### **PSI SUPPLIER FINDER 2/2014**

#### **UPDATE YOUR DATA NOW**

SI manufacturers have only until 10 October 2014 to update their company profile in the Supplier Finder to ensure they are found by distributors quickly and easily. The new edition of PSI Supplier Finder enables members to make a comprehensive presentation. With the publication of their certificates in the certificate directory, manufacturers can indicate to distributors that they undertake to meet the highest standards in terms of professionalism and customer service. The QR codes enable direct access to the dynamic supplier portfolio in the Product Finder via a direct link. Therefore be quick to log in your individual PSI access data at www.psi-net-work.de/supplierfinder and update your data. Contact Tobias Fliss if you require further advice or



have any questions: Tel +49 211 90191-321 or tobias.fliss@reedexpo.de.

#### **OFFENE SYSTEME SOFTWARE!**

#### **NEW ONLINE PRODUCT DATABASE**

The company Offene Systeme Software! is now offering its own online product database. The extensive and constantly updated data of all current suppliers can be accessed online via a clear and easy-to-use web interface in an Internet browser as well as direct from the KS1 ERP. With the help of extensive search options (e.g. supplier, colour, material, price), promotional product distributors can quickly and effectively filter out the relevant products. Of course, the data can be used for their own existing ERP. For this purpose, there is a simple csv export with images. This saves the time-consuming import and maintenance of products. For customers of the KS1 ERP, subsequent requests to suppliers and the additional order handling are dealt with direct in the ERP; prices, images, stock levels and all necessary details are automatically taken over. Furthermore, search results including all details and images can be conveniently exported and, in this way, web shops can be filled and updated. On request, unfamiliar suppliers can also be integrated. No matter how users access the KS1 product database and what functionality is used, everything is included in the corresponding price per month. A demo version and more in-



INDUSTRY PSI Journal 10/2014 www.psi-network.de

#### **FACTORY TOUR**

#### **MEET AND GREET AT BOFA**

OFA-Doublet GmbH is inviting PSI distributors to "BOFAs BEST meet and greet" on 13 November 2014. On the former premises of Bonner Fahnenfabrik, the long-



standing PSI member will, among other things, be demonstrating how screen printing works, what products can be produced from printed textiles and what steps then follow on the print. Following the tour there will be a snack as well as a Q&A session. The tour will begin at 9.30 a.m. in the production buildings of BOFA-Doublet GmbH, Römerstraße 303-305, 53117 Bonn and is expected to last

three hours. – Registration is requested by e-mail to paula.vieth@bofa.de by 30 October 2014. www.bofa.de <

#### MT PRODUCTS GMBH

#### **FURTHER GROWTH**

t products GmbH, a capable importer of promotional products from the Far East, has expanded and moved. The company is now located in the town of Nusse in Schleswig-Holstein where mt products now has approx. 120 square metres of office space (including showroom) and a warehouse with 72 pallet spaces. As part of their expansion, new employees were hired. Ingmar Schröder (former sales manager at the company Rasehorn) took over the position of Deputy Managing Director on 1 September. mt products GmbH is closely associated with mt products far east Ltd. in Shenzhen (China). All inquiries, orders and shipments are dealt with direct by far east mt products Ltd. Thus, mt products GmbH is always able to act on site with its pool of about 600 factories. The company claims the strengths of its manufacturing capabilities lie mainly in the product groups of bags (nylon, non-woven), porcelain, ceramics, toys and plush items (sold under our brand name "magic Toys") as well as wooden products. "All plants are checked by our own inspectors. Our inspections are carried out according to international standards (AQL). We cooperate closely with internation-



The team at mt products in front of their new headquarters (left to right): Klaus-Peter Barz, Sabine Möller, Falko Kormann, Ingmar Schröder, Martin Koglin.

al testing laboratories (TÜV, SGS). We only work together with the promotional product wholesale trade and consider ourselves to be their partner. The foundation of mt products was based on this philosophy", says managing director Martin Koglin.

New contact details: mt products GmbH Mannhagener Str. 30 D-23896 Nusse Tel. +49 4543 8979400 Fax +49 4543 8979399 info@werbemittelimport.de www.werbemittelimport.de

# NEUE KUNDENBETREUUNG STABILO GOES ITALY

TABILO Promotion Products has repositioned itself in Italy. Since June 2014, it has been operating its business in Italy directly. Sabrina Zitzmann is now handling the promotional product business for STABILO in Italy from Milan. The

industrial clerk has been familiar with the STABILO brand since her apprenticeship and she boasts many years of experience in sales at STABILO International in her new job in Italy. With Sabrina



Sabrina Zitzmann

Zitzmann, STABILO offers Italian customers service in their own language, thus ensuring customer proximity and making it even simpler to work with STABILO. www.stabilo-promotion.com

# ARWEY PRODUCTION ACAR PROVIDES INSIGHT

car Europe now offers a five-minute video on its website to gain an insight into the manufacturing process of its Arwey products. Customers can thus gain a clear impression of the capabilities of the state-of-the-art production of the high-quality, functional Arwey notebooks and leather goods. "As a manufacturing company, we want to be transparent and open. This corporate video shows our high standards in all areas of production," says Patrick Döring, Managing Director of Acar Europe GmbH. More information is available at: www.acar-europe.de



The video shows the various production stages of Arwey products.

#### **INNOVATION AWARD**

#### **CD-LUX IS 2014 FINALIST**

D-LUX GmbH is the "Christmas House"
Advent calendar finalist in the category
"Packaging" of the PrintStars 2014 - the
innovation awards of the German printing
industry. Furthermore, the "Christmas
Book" Advent calendar from CD-LUX was
also nominated in the category "Special
Award Digital Printing." "This nomination



The "Christmas House" Advent calendar.



The "Christmas Book" Advent calendar.

makes us all very proud and confirms the excellent work of our employees," says Alexander Dirscherl, managing director of CD-LUX. "We thank all our friends, partners and customers who drive us time and time again to rise to the challenge". Recently, more than 250 nominated products and their submitters were published as "Print Star 2014 Finalists".

www.cd-lux.de

#### **MBW**

#### **NEW QUALITY STANDARD**

bw is presenting a new quality standard. The new quality brand label "Schnabels" documents the rigorously tested first-class product quality of the cheerful promotional products from the Schleswig-Holstein town of Wanderup. "In terms of quality, our ducklings with the new Schnabels logo can hold their own" reiterates Jan Breuer, Managing Director of the medium-sized family-run business. "We have devoted a lot of effort to having material tests carried out to clearly distinguish ourselves in the market." Together with our Chinese assistant, Selena Shen, and chemists from TÜV Rheinland and Eurofins, the managing partner Walter Both visited the

production facilities in China last autumn. Samples were taken on site and analysed by independent testing institutes. The results led to concrete guidelines for raw materials and paints that have since been used to produce mbw's ducklings. Of course, all products are made of phthalate-free PVC and tested in accordance with the requirements of EN 71. In addition, only harmless decorative and printing inks are used. For mbw, a condition for cooperating with manufacturers in China is the signing of declarations guaranteeing compliance with the requirements. This is regularly monitored by mbw. "Together with our Chinese staff member, we visit the locations several times a year. In order to maintain our high quality standards, we only use two selected production facilities," explains Lutz Franke, Quality Manager at mbw. The TÜV certified expert for toy safety knows: "Our ducklings are often ordered by companies as funny and unusual giveaways, but sooner or later many members of the Schnabels family find their way into the



Lutz Franke, Quality Manager at mbw, presents the new quality brand label "Schnabels".

hands of children. By then it is crucial that the ducklings can squeak and be safely used in a bath. "The right duckling is available for almost every hobby and profession. Customised models can be created quickly and cost-effectively from just 2,000 pieces. As an alternative to the soft squeaking animals, mbw also offers custom-made designs made of hard plastic. These are particularly suitable for delicate shapes and key chains. www.mbw.sh



INDUSTRY PSI Journal 10/2014 www.psi-network.de



#### STOLLEN-AUS-DRESDEN.DE

# COMMITTED TO TRADITION

Dresdner Stollen® as a high-quality, hand-made Christmas gift with an individual look: The Dresden company KSI International proves that this promotional product is attractive for modern, international companies.

esides gingerbread and baumkuchen, the DRESDNER STOLLEN® is probably the best-known Christmas cake throughout Germany and beyond the country's borders thanks to its traditional background and long history. In Dresden, the term "stollen" first appeared in 1474 on a bill issued to the Dresden court. Since then, the unique baking shape of the Christmas stollen has not changed. It still recalls the

wrapped Christ Child, which also explains the white powdered sugar.

#### TRADITION APPEALS

Even in times of smartphones, powerbanks and apps, the traditional masterpiece of the art of baking enthuses employees and customers every year anew. KSI International has managed to market a traditional product like the DRESDEN STOLLEN® in a modern way and to develop a person-

al and unique gift for companies and their employees and customers. Since 2007, the young company has been producing handmade DRESDEN STOLLEN® and other varieties such as marzipan stollen, almond stollen and cranberry stollen, adapting the gift to the requirements of the companies – sometimes more modern, sometimes quite classical. There are almost no limits to the design. Even the packaging of high-quality gift sets consisting of stollen and sparkling wine, mulled wine, tea or customised designs is part of the daily business.

# HAND-MADE FROM ORIGINAL RECIPES

The entire manufacturing process of the DRESDNER STOLLEN®, from the use of ingredients to the perfect baking time and the subsequent storage process of the stollen, requires a high level of experience, coordination and dexterity. Each stollen is kneaded by hand, shaped, baked, buttered, sugared and finally packed - according to the customer's requirements in high-quality cardboard boxes, gift boxes or exquisite wooden boxes, as well as stollen banderoles. Of course, this high-quality production has its price and cannot be compared with the conventional industrially produced stollen sold in supermarkets. As the only producer of customised, handmade DRESDEN STOLLEN®, KSI International has already established long-standing business relations with many distributors. Due to the positive response of the final consumer, many loyal partners who trust in our products place regular orders every year.

#### **EXCLUSIVE CORPORATE SERVICE**

Traditionally, KSI International begins with the production at the end of August, so that the DRESDEN STOLLEN®, as well as other stollens from our own production, can be delivered from mid-September. KSI International supports its trading partners with advice, graphics and layout, right up to shipping.

For more information, visit: info@stol-len-aus-dresden.de – www.stollen-aus-dresden.de <



Allen Ausstellern, Fachbesuchern und Dienstleistern:

# Herzlichen Dank für eine erfolgreiche TREND 2014!



Joachim Schulz
Vorstandsvorsitzender

Carsten Lenz Vorstand

handen Su+

Mirco Häßlich Vorstand INDUSTRY PSI Journal 10/2014 www.psi-network.de



#### S&P WERBEARTIKEL

# TENNIS MEETS PROMOTION

S&P Werbeartikel broke new ground by holding its in-house exhibition as part of the ATP Maserati Challenger professional tennis tournament – and was able to chalk up a success right away. This is because the concept of bringing together a top-class sport, promotional products and merchandising at a single sporting event worked out. Here is a review of an exciting multi-facetted event.

he professional men's tennis players squared off at the ATP Maserati Challenger at Sportpark Büderich in Meerbusch from August 9 to 15. This event, organized by the Association of Tennis Professionals, ATP, is the top-ranking Challenger tournament in Germany. S&P was an official partner of the tournament, which

was held right on the doorstep, one could say, of this Meerbusch-based company. What was more logical than to take over the merchandising? "We take professional care of the development and distribution of merchandising products for the event. The entire collection, which includes standard products as well as higher-qual-

ity items, is not only on view and on sale during the week of the tournament at the park, but also on offer from the organizer throughout the year," explains S&P owner Carsten Lenz.

# IN-HOUSE EXHIBITION IN AN EXCLUSIVE SETTING

However, Lenz and distribution manager Daniel Meffert were not satisfied merely to play the part of a merchandising supplier, but looked for ways to make use of the event for their own marketing. The exclusive setting of the top-class sporting event, at which athletes, spectators, sponsors, attendants and organizers made for a large crowd of participants, provided an excellent platform for displaying promotional products. That is why S&P invited fifteen of its top suppliers to attend, put together a varied product range and presented it all at the edge of the court on August 14. Originally, the in-house exhibition was supposed to be held on the lawn next to the courts with luxury cars of the main sponsor, Maserati, placed to have the best advertising effect. Owing to the rather cool, rainy weather, however, the exhibition was moved in-



S&P sales manager Daniel Meffert (right) led the customers through the exhibition.



Always at the centre of attention: host and S&P owner Carsten Lenz (centre).



The tennis courts were an open-air showroom for Maserati's luxury cars.



side the tennis centre. Right next door was the area where the players could warm up and be cared for, so that visitors as well as exhibitors were able to experience the tournament atmosphere at first hand. Being able to follow the games in passing while obtaining information on promotional products enhanced the experience for the S&P customers.

### ADVERTISING FOR PROMOTIONAL PRODUCTS

"The combination of sporting event and in-house exhibition enabled us to present the entire range of promotional products to all those attending the event and to show how these products can be used professionally," is Lenz' and Meffert's recap. Enlarging the target group of visitors beyond the invited S&P customers also brought a

wide variety of those attending into casual contact with promotional products. Daniel Meffert, who is also chairman of the regional SME association of the CDU party, was able to get representatives from politics, associations, clubs, sponsors and companies of the region to come to the hall. They strolled with interest among the stands and had products shown and explained to them - even during the evening event. The industry could hardly ask for better image advertising. "Our goal was to get the customers enthused about the products and offer them alternatives to anonymous ordering channels. There is no substitute for personal contact. This is the only way we could communicate quality and creativity together with our suppliers," explained Carsten Lenz.

#### **EVENING EVENT WITH DEPTH**

After the match of the day, the S&P Werbeartikel team extended invitations to an ATP Business Night. Networking, live music and a charity raffle were the ingredients that made the evening a success. To start off, representatives of sports and business discussed sport sponsoring in a highly interesting round-table discussion, skilfully moderated by Daniel Meffert. The group came to the conclusion that sponsoring can also be an effective marketing tool for SMEs. What is needed is a strategic concept aimed at building up trust between the partners step by step. To be truly convincing, companies must tailor their involvement perfectly to their target group and the right type of sport.

www.sp-werbemittel.de

### VIVA PLUS



OUR NEW HEADQUARTERS

# new models 2014



Welcome to our webgallery:

www.vivapens.eu

Please visit our website:

www.vivaplus.pl

Company Viva Plus is a leader in the polish promotional pens market with the highest annual sales. We are also successful on the foreign markets, selling to over 50 countries all over the world and exhibiting annually at the European fairs.

High quality products and services ensure us to achieve a leading position in the market and the growing product range is appreciated by a wide range of customers.

We are one of the fastest growing companies. Currently 80 people are employed in our company, and due to continued investments in development of the company we plan to create new workplaces.

We systematically introduce new models of both plastic and metal pens, that makes our selection extremely attractive. We invite you to familiarize yourself with our offer and to visit our webgallery

www.vivapens.eu



INJECTION MOULDING MACHINES



SALES DEPARTMENT



WAREHOUSE



EXPORT SALES DEPARTMENT



LASER WORKSHOP



PRINTING HOUSE

#### **EXPORT** SALES DEPARTMENT



**Danuta MIKLASZEWSKA** Export sales executive +48 32 732 16 36 west@vivaplus.pl



**Robert SCHINDLER** Export sales executive +48 32 732 16 37 export2@vivaplus.pl

Sandra LASKOWSKA

Export sales executive

+48 32 732 16 33

west2@vivaplus.pl



Martyna DOBEK Export sales executive +48 32 732 16 15 export5@vivaplus.pl



Yanina POZNYAKOVA Export sales executive +48 32 732 16 39 export@vivaplus.pl



**Aleksandra LORENOWICZ** 

Export sales executive +48 32 732 16 47 export3@vivaplus.pl

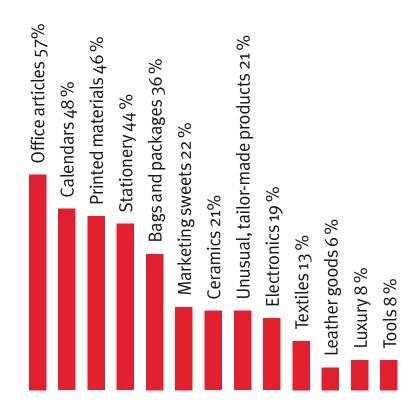


Tomasz JANCZUR Export sales executive +48 32 732 16 49 export4@vivaplus.pl



Jacek PRZYBYŁOWSKI Export sales executive +48 32 732 16 44 export6@vivaplus.pl

#### What kind of marketing products of the BTL Group do you purchase the most often?



(multiple choice question) In per cent (rounded off) Quelle: PIAP 2014

#### **POLISH PROMOTIONAL PRODUCT MARKET**

# A MARKET WITH POTENTIAL

Promotional products are effective and attractive advertising media. This is the assessment of 81 per cent of the marketing specialists interviewed in the current study conducted by the Polish industry association PIAP. Thus, the third edition of the survey reaffirmed the importance of promotional products in the context of market communication in Poland.

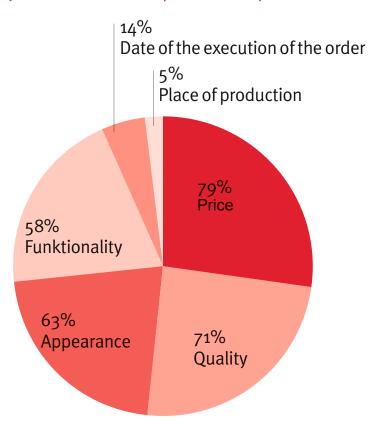
e ollowing the surveys conducted in 2010 and 2012, the Polish association PIAP published the results of its third market survey in summer. One of the main results

is that promotional products and small gifts are highly valued among retail and marketing decision makers as important, inexpensive and very effective marketing tools. When asked about the most effective and most cost-efficient promotional tool, the promotional product ranks second behind Internet advertising. Thus, the Polish advertising industry certifies that promotional products have an excellent cost-benefit ratio. This also ties in with the fact that 84 per cent of respondents consider promotional products as suitable instruments for establishing and enhancing their corporate image.

# INCREASE IN ADVERTISING EXPENDITURE

To begin with, respondents were asked about the change in advertising spending compared to the previous year. 46 per cent of respondents have increased their advertising spending in 2014. About 24 per cent spent less, and 30 per cent stated that their budget has remained constant. It was also very interesting to see the development of budgets by size classes from 2013 to 2014 as well as the queried forecast for 2015.

#### What criteria guide you in the selction of promotional products?



(multiple choice question) In per cent (rounded off) Quelle: PIAP 2014

According to the survey, the proportion of small budgets up to 5000 PLN (about 1187 euros) has decreased from 42.8 per cent to 35.9 per cent in favour of the next largest budget category between 5000 and 10,000 PLN (about 1137 to 2300 euros). This trend also continues in the forecast for 2015. In other words: Anyone who uses promotional products had more resources available in 2014 than in 2013. Therefore the industry serves customers with medium-sized budgets more frequently.

## PRICE AND QUALITY AS SELECTION CRITERIA

What criteria determine the promotional products selected by decision makers? About 80 per cent of the respondents stated that the price is the most important criterion when choosing a product, closely followed by quality (71 per cent). Exactly the opposite was the case in the previous year. Other important decision criteria included the appearance of products (63 per

cent) and their functionality (58 per cent). If they had the choice, 57 per cent of all respondents would choose products of Polish origin. Generally, however, the origin of products plays a minor role.

# OFFICE PRODUCTS AND CALENDARS RANK HIGHEST

The ranking of the most widely used product groups shows a clear emphasis on the areas of office supplies, calendars, print products, stationery and bags. It is interesting that in Poland print products such as flyers, brochures and hand-outs as below-the-line advertising media are also considered to be promotional products and were included in this industry survey. Remarkably they rank third among the most widely used advertising media. Tools, leather goods and luxury products are at the other end of the scale. The most frequently mentioned occasions when promotional products are used are Christmas, a thankyou for business partners as well as trade

shows and events (in that order).

#### OPTIMISTIC ABOUT THE FUTURE

"The main findings of the study represent optimistic views of the situation of the Polish promotional product industry," says PIAP President Tomasz Chwilowicz. He describes the results as a valuable source of information both for the industry and for those who have to decide on advertising budgets. www.piap-org.pl <

#### **POLAND: A MARKET WITH POTENTIAL**

The PSI Journal asked several entrepreneurs how they perceive the market. The evaluations are mostly positive.







Maciej Malkowiak, Promo Notes

"The conditions in the European promotional product business have become tougher."

hen I look back on the first six months of 2014, the results are still positive. However, the conditions in the European promotional product business have become tougher. Among other things, the situation in the pharmaceutical industry plays a significant role that should not be underestimated: Many of our former customers in the pharmaceutical industry have not placed any orders at all for promotional products since the beginning of the year, and the same applies to Poland.

#### MANAGEABLE GROWTH OF MARKETS

Unfortunately, we have too little solid market data which relates to the Polish promotional product market. However, when I look back over the last few years, I have noticed a rather small and fairly slow growth of promotional product sales. So I very much hope that the coming Christmas business will develop satisfactorily. Above all, I hope

to receive some lucrative orders from the Polish trade.

#### GOOD SALES THROUGH THE TRADE

In recent times, I have noticed a higher demand from the promotional product trade while industrial customers have been more cautious. At the same time, I must briefly explain that in Poland we not only sell to the professional trade, but also to final consumers. That is how our market is structured. I very much hope that the industry will become more active in the coming months. I am very pleased that calendars and notebooks are selling very well at the moment. We are also well positioned with those product groups which are outside of our core business with sticky notes.

I am currently pursuing two goals: one is to continuously develop our production and the other is to increase the quality of our service.



Wojtek Pawlowski, badge4u

"We have set ourselves a 30 per cent increase in sales as our target for the Polish market this year." he economic crisis seems to be finally over and our assessment of the market development this year is therefore positive. More and more customers are finding our assortment attractive: We have recorded a significant increase in ordered quantities and sales volume.

#### **INCREASED DEMAND**

Our basic product, the button, is not only a customized promotional product, but also part of a fashionable appearance. Even our other products, including smartphone and tablet accessories such as screen cleaners and various cases, are experiencing an increased demand and an increase in sales. However, our customers are quite demanding and require high product quality and short delivery times. We have set ourselves a 30 per cent increase in sales as our target for the Polish market this year. This

seems realistic based on the outstanding performance in the first half of the year. We also want to increase our stock and invest in new machines and printers.

# QUALITY STANDARDS ARE IMPORTANT

We process our orders according to the quality standards ISO 9001, ISO 14001 and OHSAS. Thus we achieve the optimum product quality, short delivery times and maximum customer satisfaction.



Artur Owczarski, CiTRON

"I feel very confident about the future, especially as our export business has developed very well."

he word "crisis" has been one of the most commonly used terms in recent years and appeared for the first time in Poland in about 2009. In early 2009, the promotional product business in Poland

experienced a significant slump; as a result, major suppliers experienced a considerable decline in sales. Subsequently, the economy has recovered and Poland is favourably positioned within Europe. By that I mean that the situation was never really bad. Of course, it could always be better, but that is true everywhere.

#### **CUSTOMERS ARE MORE DEMANDING**

In 2013 we also experienced a small decline in sales, but 2014 has brought an upswing for us (and probably also for other companies). Our order figures and sales figures are up. I feel very confident about the future, especially as our export business has developed very well. Our products now reach customers in 18 countries and we are expecting further growth in international business. It is certainly significant that we have improved our production and have commissioned new machines for finishing and for packaging power banks. USB flash drives are our main product; we sold many millions of units last year. This is our core business and these products are becoming increasingly popular. But the buyer is also becoming more demanding: He wants more service, quicker finishing and short-term delivery. Accordingly, we are working to comply with these wishes.

# PRODUCT DEVELOPMENT IS IMPORTANT

This year has gone amazingly well. We have set a lot of goals and all of them are already on the way to being met: More employees, more machines, sophisticated products. We have invested a lot of time and energy in product development and have also focused on expanding our international business. We meet customers from many countries in order to assess their wishes and needs. We have also launched numerous marketing activities and established good contacts. However, we never forget our roots and continue to work the Polish market intensively.

INDUSTRY PSI Journal 10/2014 www.psi-network.de





Marcin Parzyszek, Slodkie Upominki

# "The past year has been decisive us."

From the moment of the foundation of our company, i.e. for 15 years, an inseparable element of our activities has been the constant development of our company and the market which we helped to create.

# NEW HEADQUARTERS AND NEW PRODUCTION LINES

The past year has been decisive us. In February 2013 we moved to our new head-quarters where we launched three new production lines: Two for the production of candies and lollipops and one for the pro-

duction of chocolates. They are much more efficient than those we previously operated. The production area in the new premises has enabled the dynamic development and rapid implementation of our own technology through which we have become even more competitive. We are constantly introducing new flavors, recipes, and sweets with new functions. We have already realized our first individualized orders of caramels containing natural coffee and caramels enriched with ACE vitamins. The technical support and technology at our disposal allows us to maintain a leading position in the confectionery advertising market in Poland. In the European market, year by year, we are becoming a more and more important player.

#### NATURAL COLOURS AND FLAVOURS

The Słodkie Upominki Company operates both in the advertising sweets and traditional sweets markets. We are constantly observing the changing trends and needs for both markets. Our analysis shows that customers are paying more and more attention to the use of only natural colours and flavours in food products, including sweets. The advertising market in turn greatly appreciates the personalization of products not only by normal printing but also



by the colour of the product. By combining these two trends we can successfully compete in the market by offering sweets that make use of natural flavours and colours adapted to our customers' expectations and suited to almost any taste. By following these trends we are able to offer our customers cookies and chocolate lentils with the unique technology of direct edible printing, FPT Food Print Technology. It is new on the market, and we developed the technology.

## DIVERSIFICATION OF CHOCOLATE PRODUCTS

Our goal for the coming months will be to extend our selection of chocolate products. With our new production line we will be able to triple our production capacity and thus achieve more orders. To date, manufacturing constraints were problematic for us, particularly in the second half. Currently, we plan to have one line producing our consistently selling small 5 g and 10 g Neapolitanki chocolates. Our second line will produce Advent calendars, bigger chocolates, and freeform chocolates - especially those prepared on the basis of our Choco4Mat selection.



Benita Kluzniak, Viva Plus



he development of the Polish promotional product market stalled in 2013 following years of growth. However, the decline primarily affected small businesses that had no fixed position in the market and also companies which had just started importing. Our company has strengthened its market position since the 1990s. VIVA PLUS is now an industry leader in the sale of promotional pens in Poland. Each year, we experience a growth in sales. Our company has invested heavily in modern machinery and also attracts an increasing level of attention through the innovative design of products - a major advantage. We have also been exporting for several years; at the moment we are exporting to more than 40 countries. We expect our sales to continue to grow in 2014, thus enabling us to develop even further.

## IMPORTANT: PRICE/QUALITY RATIO AND ABILITY TO SUPPLY

The requirements of our customers are increasing every year: They are always in search of products of good quality with an exceptional design. The days when iden-

tical products were offered by several importers are over. The price is also no longer the most important factor for Polish customers. What always matters is the ratio between price and quality; availability is equally important. Sometimes large quantities are ordered and the customer wants the goods a couple of days later. Only major suppliers and companies with large inventories can provide this service. Even the number of new models is significant: History clearly shows that even the biggest and best in the industry have problems when they fail to introduce new products. We find that the increasing demands of customers represent a huge opportunity for us.

## PATENTED PRODUCTS FOR THE EUROPEAN MARKET

The economic crisis of 2008 was certainly significant for the Polish market. According to age-old principles, only the best can survive a crisis. Since 2008, we quickly set about opening up new markets and our turnover has increased significantly. When it comes to trends, we have always been

ahead of the pack and have always wanted to meet the demands of our customers and offer an optimum service. We have also patented all of our products for the European market.

#### **EXPORT IS OUR MAIN TARGET**

As we have become a major player in the European market, our goals therefore involve export. The most important thing for us is to establish the VIVAPENS brand in all European countries. Our goal is also to double our revenue growth within five years. Every year, we introduce several new models, invest heavily in modern machinery and also place a great deal of emphasis on perfect customer service.



PRODUCT GUIDE PSI Journal 10/2014 www.psi-network.de



# SALES PROMOTION AND GIVE-AWAYS

# DELIBERATE TARGETING

Promotional product professionals probably know only too well that giveaways can achieve a remarkable impact when they are smartly integrated into an intelligent marketing campaign. After all, this product group is an elementary segment of the industry.

efore we look at the specific products in this section on the following pages, however, let us take this opportunity to briefly look at the theory: As part of the communication policy of marketing, sales promotion covers all temporary activities with a promotional character which serve to activate market participants (distribution agencies, distributors, customers) to enhance sales results and support other marketing activities. "While advertising is a reason to buy, sales promotion offers an incentive to perform or expedite the act of purchase." (Kotler/Bliemel 2004). Depending on the addressee, the appearance of the sales promotion varies, whereby a distinction can be made between short-term and long-term sales promotion. The give-aways generated by the promotional product industry play a significant role in this area. Attractively designed, featuring a meaningful benefit and specifically used, they are capable of achieving an efficient and sustainable impact.

## CHOCOLISSIMO

#### FOR THE LITTLE GREETING IN BETWEEN TIMES

The sticker post-it notes on offer from Giving Europe make for an interesting and versatile product for a little advertising greeting in between times. The stickers come as strips with five different colours of 20 each in a short, flat package. This is especially creative in design, for the note strips are protected without hiding the colour used. The post-it notes can be supplied in four trendy colours with customized printing. Advertising can be applied using pad or digital printing on the back (also as a business card).

45737 • Giving Europe GmbH • Tel +49 421 5965970

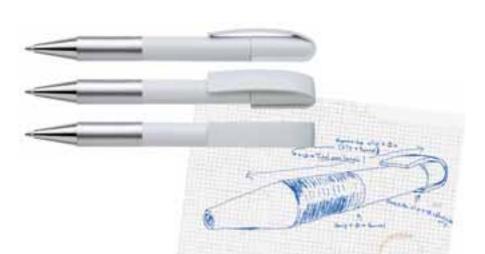
kontakt@givingeurope.de • www.givingeurope.de • www.impression-catalogue.com



#### **PEN IN THE GOLDEN RATIO**

he design of the Phi ballpoint pen model from Jaan Ingel follows the so-called Golden Ratio, which is also considered a divine proportion. Works of art like the "Mona Lisa" and the "Vitruvian Man" served us as a source of inspiration for the design. Every single part of the writing utensil is designed in the same proportions and thus the result is quite naturally a true masterpiece. The Phi model comes as a ballpoint or a gel pen in various models. The large diameter not only makes for comfortable writing but also leaves plenty of room for advertising.

44898 • Jaan Ingel AB • Tel +46 8 6300140 order@inglisweden.com • www.inglisweden.com





www.chocolissimo.de

PRODUCT GUIDE PSI Journal 10/2014 www.psi-network.de

#### **BAKING IS PART OF THE HOLIDAY SEASON**

aking at Christmastime is traditional in many families. Children in particular will be thrilled at the handy baking set from Multiflower, which contains all the utensils needed to bake Christmas cookies. It also comes with a rolling pin, a pastry brush, a stirring spoon, three cookie cutters (heart, star and fir tree) and a little felt bag with greeting cards and recipe. Advertising is printed on the standard motif of the hangtag. As an alternative, Multiflower offers a card with your own design on orders of 250 or more.

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





#### SIMPLY STRONG IN COMBINATION

Ahigh-quality writing set, a good bottle of wine or elegant chocolates — Dorling Kindersley offers high-value individual items as promotional sets, each in combination with the right book. A calligraphy book, a wine guide or a cookbook with recipes to suit the culinary set have matching themes and add even more value combined in a set. The book can bear a company logo or be individually conceived. Format, features and content can be adapted as desired.

48489 • Dorling Kindersley Verlag GmbH • Tel +49 89 442326220 oliver.rehme@dk-germany.de • www.dorlingkindersley.de

#### **SWEET AID TO COMMUNICATION**

f you find greeting cards too boring, you can now fall back on the new Storck Sweet Communication from Kalfany Süße Werbung and convey the idea of quality awareness at the same time. This practical 75 x 100 millimetre paper folding card is furnished with a personalized advertising message or a logo and various Storck brands. Whether Werther's Original, Durchbeißer, Riesen or Merci Petits, customers will be delighted at these sweet messages. The vendor packs the sweet treats in its own IFS-certified production in the compact, individually designed transparent package.

42706 • Kalfany Süße Werbung GmbH • Tel +49 7643 8010 info@kalfany-suesse-werbung.de • www.kalfany-suesse-werbung.de







## www.tln-trader.de

Der Shop nur für Händler und Agenturen

Alle Eröffnungsaufträge erhalten den Druck beidseitig gratis!



#### Sonderanfertigungen

USB-Sticks und Zubehör Anhänger Gravuren nach Kundenwunsch

## REGISTRIEREN & GEWINNEN

Jetzt auf www.tln-trader.de registrieren! Unter den ersten 100 Anmeldungen verlosen wir ein **Apple iPad, 16 GB, WiFi**.

\*Der Rechtsweg ist ausgeschlossen.

Telefax: +49 (0)6131 69301-10

## www.tln-trader.de

TLN Trade Company GmbH Werbemittel & Produktion Mainz | Vancouver | ShenZhen Robert-Koch-Straße 35 55129 Mainz Germany Telefon: +49 (0)6131 69301-0

WEEE-Reg-Nr. DE 78250884 Amtsgericht Mainz HRB 8759 USt-IdNr.: DE239929868 Geschäftsführer: Sascha Thielen

PSI Supplier 47186

#### **SANTA AS A PLUMBER**

anta Claus in a pink suit or with a saxophone in his hands? A mechanic in a blue working suit with a company logo? No problem for the experts at Kalfany Suße Werbung, because the customizable Midi hollow chocolate figures can be used every day and not only for the holidays. The figure weighs exactly 20 grams and can be adapted to any line of business. It is designed entirely to customers' wishes and thus becomes a special eye catcher.

42706 • Kalfany Süße Werbung GmbH • Tel +49 7643 8010 info@kalfany-suesse-werbung.de • www.kalfany-suesse-werbung.de





#### **MAXI EFFECT IN A MINI FORMAT**

he XS Advent calendar from Jung is the smallest of its kind and yet creates the biggest stir. This Advent calendar is filled with 24 Brandt-Knusperkugeln or with 24 Gubor-Knusperkugeln (white chocolate or semisweet chocolate mixed). The handy count-down calendar in a cardboard cover at a price of slightly more than one euro comes in four-colour digital printing on orders of 330 or more. With the two strong brands Brandt and Gubor inside, this ideal, all-purpose giveaway secures trust and sympathy for the advertising company. It can also be used as a mailing enhancer or a Christmas card that already arrives on 1 December.

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

#### **ENJOY AROMATIC PLEASURE**

he small, savoury surprise package with 100 millilitres of extra virgin olive oil, 150 grams of sea salt in a grinder and 30 grams of bruschetta spice blend from Multiflower bears a promise of enjoying real pleasure. All packed together in a lovely jute bag with ribbon and hang tag for savoury greetings to the addressee. Room for advertising can be found on the card's standard motif or in your own design on orders of 250 or more.

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



#### **CHOCOLATE COINS ENTIRELY IN LINE WITH THE TREND**

s a specialist for chocolate coins, Stereo Holland Gebäck has a large selection of coins which can be individually embossed with a logo or advertising slogan. The high-quality chocolate can be used for large events or campaigns just as well as at company anniversaries or as large-scale medals at sporting events. The chocolate coins in individual nets are extremely popular with nearly all age and target groups. New in the product range are boxed packages for the large chocolate coins and medals designed according to customers' wishes.

45341 • Stereo Holland-Gebäck GmbH & Co. KG. • Tel +49 2431 5094 info@stereo-holland-gebaeck.de • www.stereo-holland-gebaeck.de





#### INDIVIDUALIZED CHRISTMAS GREETINGS

ne of the highlights in the new Jung Bonbonfabrik Christmas catalogue is the modular advent calendar, filled with Ritter Sport Quadrettis. Along with this popular brand of chocolate, the calendar's flexibility is another big surprise, since it offers advertisers simply more possibilities: furnished with three modules with six doors each, for instance, it can be used for eighteen days and thus start on December 6, the Feast of St. Nicholas. The model with five modules lets the calendar take the recipient past Christmas up to the day before New Year's. Even with one module and only six doors, it can still be used just before the holiday itself as a sweet Christmas greeting in place of a card.

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

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





#### **BATHE IN ADVERTISING SUCCESS**

ive your target group a bit of peace and relaxation in the hectic pre-Christmas season and gain their thanks – that is the declared objective of the bathing confetti in the small mailing envelope from emotion factory. Provided with an advertising message, it exudes a pleasant scent of vanilla and fills the bathtub with decorative stars in yellow and red. So both can bathe: the recipient in the tub and the sender in advertising success.

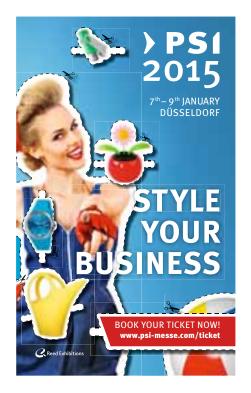
45997 • emotion factory GmbH • Tel +49 7042 81550 info@emotion-factory.com • www.emotion-factory.com

#### CHRISTMAS DECORATIONS FOR BATHING

hether on the tree or in the bathroom, Christmas comes everywhere. The popular bath beads from Tinti distributed by Gauger B+A show their festive side. The attractive stand-up and hanging pack contains two bath beads in various colours. The colourful, slightly effervescent beads colour the bathwater and conjure up humorous floating figures to collect and play with. Made with natural or food colourings and dermatologically tested, Tinti Christmas beads are also suitable for children with sensitive skin.

48898 • b & a Vertriebs GmbH • Tel +49 7062 978910 gauger@b-und-a.com • www.promotionkicker.de





#### THE STADTENTE DUCK DRESSES UP

tarting immediately, mbw is offering a whole new way to apply advertising to the well-known Stadtente duck from the Schnabel series. Very detailed logos can also be applied to an adhesive film in 4c digital printing. The stickers have the dimensions of the rectangular sign in the format 31 x 22 millimetres, which keeps the Stadtente proud.

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



## **SCHOKOLADEN - ARTIKEL**

Schokomünzen, Schokotäfelchen und Pralinen Spezialanfertigung für die Werbung

- für jeden Anlass der passende Werbeträger -



Schokotäfelchen mit Werbeprägung auf der Folie



Hochwertige Confiserie-Pralinés in bedruckter Holzkiste



#### Stereo Holland Gebäck GmbH & Co.

Robert-Bosch-Straße 14 41844 Wegberg

Telefon 0049 - 2431 - 5094

Telefax 0049 - 2431 - 72765

www.stereo-holland-gebaeck.de





#### THREE-MONTH CALENDAR ALSO AS AN APP

s early as 1937, terminic had already invented the three-month calendar. Now this calendar manufacturer is also the first to put it out as an app for smartphones. As with the classic printed version, the wall calendar, the app also places great value on a clear, easy-to-read presentation of the calendar, easy-to-use features and an extra-large planning period. Among other things, it offers a yearly view with zoom function and an innovative search engine. Moreover, a national school vacation calendar is integrated. The "terminic three-month calendar" app is available at the iTunesApp store for iOS devices and at the Google Play Store for all Android devices.

41308 • terminic GmbH • Tel +49 421 871450 info@terminic.de • www.terminic.de

#### **PEN FOR THE RIGHT TOUCH**

ood advertising needs the right touch. Swiss writing utensil manufacturer Prodir takes this demand at its word. The care and love of detail that goes into making the new DS8 can be felt in the tips of your fingers – at first hand, without a lot of bluster. The new soft-touch barrels come in black, dark red, blue and orange. Special colours on orders of 10,000 or more. Two single-colour printing spaces on the barrel can be used in black, white or silver. The clip can also be printed in up to five colours. A Floating Ball provides a wonderfully relaxed feeling when writing.

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



#### **AND THE KEY GOES AROUND**

odern advertising vehicles have long ceased to revolve around conventional products, but also around new ideas. This also includes the Swing Ring key chain pendant from troika. If you turn it, you will not stop for a while. And will always have the advertising message in view. The key chain pendant with the rotating centre is made of metal and plastic, has a polished chrome finish and can be engraved on the revolving portion at no extra cost.

46311 • TROIKA Germany GmbH • Tel +49 2662 95110 a.bauer@troika.de • www.troika.org

#### **BE CHIC WITH METALIC**

t is not secret, that businesses of every size and stature use custom pens, when it comes to their advertising needs. Perfect promotional pen should follow one main objective: to generate brand awareness and attract customer. Reda would like to present you our bestseller: Delancy Metalic – perfect combination of attractive design, functionality and a fair price. Big surface for imprint makes this pen ideal for placing your logo or slogan. On the top of it, Delancy Metalic can be customized with our speciality: 3D etiquette. Leave your customer with a sense of appreciation and send them message, that they are highly valued. Available in 6 colours.

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



# Tradition opens doors!







### On view for 24 days.

Our 2014 range of advent calendars has a number of surprises in store and will open up doors to good business with your customers. For example—the module advent calendar that can even come on St. Nicholas' sledge: this special calendar then has eighteen doors to be used from December 7. A fantastic last-minute idea that will certainly get you noticed. Contact the JUNG team now for more information on the range, catalogues and samples at www.jung-europe.de!



Uhlandstrasse 36 · · 71665 Vaihingen/Enz · · Germany Tel.: +49 7042/907-383 · · www.jung-europe.de



#### **MULTI-TALENT ON THE KEY CHAIN**

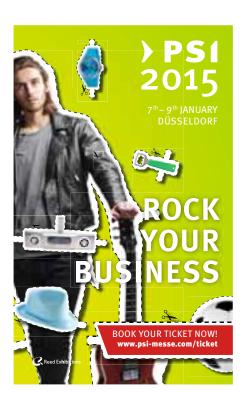
o small and yet so versatile. The "Task" key chain pendant from Inspirion is marked by high utility value. It is equipped with three white LED lamps and finds the right lock for the key even in the dark. In addition, this practical key chain pendant has an integrated bottle opener. The key chain pendant is visually convincing thanks to its shiny aluminium case, which comes in six colours.

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

#### **SLEEVE FOR MEDICAL WORK**

In laboratories, hospitals and as promotional products in pharmaceutical companies. This new product from Darmar and distributed by DreamPen consists of an elastic Jacquard and a snap buckle made of ABS plastic. Customized advertising can be applied by means of digital printing or pad printing, as well as on both sides of the elastic band by means of dye-sublimation printing. This printing technique can even be used for graphics and full-colour printing.

45720 • DreamPen • Tel +48 68 4772230 dreampen@dreampen.pl • www.dreampen.com info@darmar.pl • www.medical-tourniquets.com





#### **SMALL, BUT WOW!**

he "Cara" mini-flashlight from Topico provides bright moments, especially during the dark season of the year. Thanks to its snap hook, "Cara" can quickly be fastened to a key chain, for instance, which means the mini-flashlight is always close at hand. "Cara" is equipped with six bright LEDs. It is made of lightweight aluminium and is thus a real flyweight. "Cara" comes in four colours and with the batteries included.



# Es weihnachtet schon wieder...



www.fruchtgummis.net



Suessigkeitenonline GbR An der Schule 5 • D-87719 Nassenbeuren Fon +49 (0)8261 / 7621-21 • Fax +49 (0)8261 / 7621-20 info@suessigkeitenonline.de • www.fruchtgummis.net



#### **ADVERTISE CLEAN**

ellphone displays, computer screens or even eyeglasses – the microfibre cloths from Kundenpflege Wellness & Care can clean smooth surfaces of all kinds without scratching. The high-quality cloths can also be used as practical give-aways. The microfibre cloths can be customized by means of digital printing, with the entire area available for the design. The cloths come in five different sizes and can be packed individually in plastic bags or in a transparent protective case.

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

#### **NOTEBOOKS FOR UNCONVENTIONAL THINKERS**

eiger-Notes is presenting notebooks in an entirely new format, the Kompakt and Report notebooks. Both notebooks have sheet size 120 x 170 mm. The Report notebook can be used in both portrait as well as landscape format, which the Kompakt notebook comes in portrait format. Both notebooks are kept in a medium size between A5 and pocket, but have all the features of the high-quality Business notebooks from Geiger-Notes. Hence they have micro-perforated individual sheets, a round back and many options for features and colour design: from rubber-band fastener to a bookmark in special colours up to the eight different binding materials with a total of 59 different surfaces.

41615 • Geiger-Notes AG • Tel +49 6134 1880 info@geiger-notes.ag • www.geiger-notes.ag





#### **VERSATILE LONG-TERM ADVERTISING MEDIUM**

hether music DC, audio book, DVD movie or music and eBook cards – micx-media has a variety of music concepts with the right media content on offer. On request, there are also appropriate download specials for individual smartphone applications to be had from this Bielefeld-based company. There are no limits to the titles and themes. All media concepts and content are "Made by micx in Germany".

45899 • micx-media in concept GmbH & Co. Kg • Tel +49 5205 99100 info@micx-media.de • www.micx-media.de

#### **FINE TEA SETS**

he stylish gift compositions centred around BIO Tea Sticks from Sanders Imagetools are gifts of a special kind. The menu Tea Set with a porcelain cup from the Danish design company menu not only inspires purists. The cup features a special double-wall vacuum zone, is dishwasher safe and made of high-quality branded porcelain. Packaged in a polished storage box, it also contains six Tea Sticks of your choice. Those who prefer not to choose the cup can select the Tea Tin including twelve Tea Sticks and are thus also assured a top-quality gift: All tea blends and all ingredients used, such as fruit pieces, flowers, herbs and spices, come from organic farming and are 100 per cent organic. The individual design of a label set makes the two gift versions a unique Christmas greeting. The labels on the cover, on the front and back as well as on the white individual box can be completely or partially personalized on request. Both sets can also be individually shipped.

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





#### uma cartridge roller system

The uma cartridge roller system is an innovative basis for novel rollerball writing instruments in premium quality. Thanks to its specifically developed wear-resistant ball tip, the uma cartridge roller system excels in an unrivalled longevity. The uma cartridge roller system operates on the same principle as the fountain pen and can be refilled with standard ink cartridges. Thus, the TC ball tip (0.7 mm) can be reused again and again and

will not be disposed of. This makes these writing instruments not only extremely economical, but also very environmentally friendly.



www.uma-pen.com

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

More information: www.uma-pen.com/lady



#### PROGRAM TO GIVE THE SKIN A TREAT

egeneration and skin care are given top priority in the cosmetic bath salts pounds: cosmetic bath salts powders and crystals from LimeBOX. Iodine and bromine are the secret to cosmetic bath sales powders. Mixed with calcium ions, magnesium, bromide-iodide and collagen, the powder promotes the regeneration of the skin and improves its firmness. The powder comes in the scents of ocean, pine tree, apple, rose and grapefruit. The cosmetic bath salts crystal is made of natural rock salt and is rich in trace elements. It has a stimulating, invigorating and refreshing effect. It comes in the scents of ocean, pine tree, apple, rose grapefruit and lavender. The products are packed in PET bottles of 40 grams each with aluminium screw-on caps.

48956 • LimeBOX Joanna Suchecka-Lipka • Tel +48 22 1152514 info@lime-box.com • www.lime-box.com

#### LAUGHING BUDDHA IS CONTAGIOUS

augh and the world laughs with you. Trendfactory would augh and the world laughts what your like to encourage people to show a more friendly face in everyday life with this slogan. This is supported by a set of three care products in an elaborately design box whose size lets it quickly fit into the mailbox. Thanks to organic tangerines and the revitalizing power of the Yuzu, the Laughing Buddha collection provides for more bliss in everyday life, according to the vendor. The contents include 50ml of Fortune Scrub, 50ml of Fortune Oil and 50ml of Touch of Happiness.

41941 • Trendfactory B.V. • Tel +31 252 622233 info@trendfactory.nl • www.trendfactory.eu



#### PERFECT IN EVERY SEASON

ip balm is a perfect give-away item which is used by men and women of all ages in every season of the year. As a personal care product, it has a likeable image and its long life gives it the best possible advertising effectiveness, as is well known by the care experts at KHK. Six different standard recipes are available for the lip balm. Just right for Christmastime, KHK is offering a high-quality winter recipe with apple cinnamon aroma. All lip care products from KHK are produced in accordance with the new cosmetic ordinance and the cosmetic GMP and registered with the CPNP portal. Institut Fresenius conducts constant recipe tests in accordance with European guidelines.

46131 • KHK GmbH • Tel +49 221 9854730 info@lipcare.de • www.lipcare.de

# Need a shape?

We are the best solution for your product



Flash-Gift is the online platform dedicated to resellers, a brand new service which allows them to own and manage their very own e-shop in order to directly re-sell USB flash drives. Thanks to Flash-Gift, reseller and distributors can be totally independent and autonomously manage their client network.



Your promotional USB flash drives supplier.

Maikii Srl Via G.Bortolan 44 Vascon di Carbonera 31050 (TV) Italy +39 0422 44 77 00 +39 0422 44 77 14

✓ sales@maikii.com✓ www.maikii.eu



#### **NATURALLY MADE IN GERMANY**

key chain pendant with a shopping cart token made of naturally coloured pigskin produced in Germany for specific projects is now on offer from Bühring. It can be used on nearly every occasion and is particularly flexible in design. If desired, customers can use existing tokens, but as an alternative, tokens can be procured and customized. Small logos can be applied in the form of blind embossing. The product designation with date as chosen by customers can be done as a ring label. The delivery period amounts to 4-6 weeks after printing approval.

40807 • Gabriele Bühring • Tel +49 4154 795400 vertrieb@buehring-shop.com • www.buehring-shop.com

#### ALMOST LIKE GENUINE LEATHER

he accessories in the Cesano series from EuroStyle can hardly be distinguished from genuine leather. These include, among other things, a writing case and loose-leaf folder and briefcase with very convincing material and functionality. The series is made of leather-like Felina material, which is easy to care for, robust and visually almost impossible to distinguish from leather. The folders are all perfectly furnished and leave nothing to be desired. The Cesano series also has a case to perfectly protect the iPad Air. The case remains ready to use thanks to an integrated stand.

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





#### MANICURE IN THE MOST ELEGANT FORM

carbon stands for the epitome of high-tech and modernity. In this attractive Carbon style, the company has developed manicure sets which are convincing thanks to their exclusive leather with finely embossed carbon structure and a smooth, matte stainless steel magnetic clasp. The high-quality instruments made of non-rusting stainless steel render good, reliable service day after day.

40884 • Richartz GmbH • Tel +49 212 232310 info@richartz.com • www.richartz.com



## KFZ-LADEGERÄT





#### Design-Ladegerät mit 2 USB-Ausgängen!

Robustes Metallgehäuse in einem einzigartigen Design. Kompatibel mit allen gängigen Smartphones, MP3 Playern, Tablet-PC's, Digicams, Navigationssystemen und ähnlichem. Das intelligente Schutzsystem verhindert schadhafte Überspannungen, Kurzschlüsse und Überhitzung der angeschlossenen Geräte.

- Einzigartiges Design
- 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



www.osquare.de







PRODUCT GUIDE PSI Journal 10/2014 www.psi-network.de



#### **CELLPHONE ALWAYS CLEANLY IN PLACE**

asy Gifts is presenting a practical accessory for the desk. This mobile phone holder offers not only lots of room for all kinds of cellphones and smartphones, but also a microfibre cleaning cloth. Thus those annoying fingerprints on the screen no longer have a chance. Since you can also quickly and easily fold it up to save space, it is also ideal for trips. The white background on the large printing surface offers plenty of room for multicolour prints by means of pad printing.

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

#### **PIGGY-BACK ON THE SMARTPHONE**

with the new silicone pouch from Maximex Import-Export, every plastic card in credit-card format is always at hand. This keeps the most important things together when needed. The silicone compartment fits on the most common smartphones. Along with the full silicone model, there is an alternative with a textile surface available. Thanks to the greater elasticity, this is also suitable for other small items, such as earphones. The pouch is attached in each case with a 3M adhesive band. Apart from the colour design of the silicone, the entire surface of the pocket can also be printed.

43332 • Maximex Import - Export GmbH • Tel +49 212 - 230650 info@maximex.de • www.maximex.de





#### **ALWAYS THE RIGHT VIEW**

ave you ever cleaned your eyeglasses with a mouse pad?

No problem with the 3-in-1 microfibre mouse pad from Pins & mehr. Its thin, soft structure can even be used for gently cleaning a smartphone or tablet display. When using a mouse, it always lies perfectly on its back on a wide variety of surfaces thanks to its non-slip coating. What is more, this multi-talent can be used to protect the display and keyboard on laptops. The front of the 3-in-1 microfibre mouse pad can be printed with whatever motif you wish by means of transfer printing in four-colour photographic quality on orders of 500 or more. Blind embossing is also possible.

46925 • Pins & mehr GmbH & Co. KG • Tel +49 8233 793120 info@pinsundmehr.de • www.pinsundmehr.de



#### AIRY, LEGENDARY CLASSICS IN A PLASTIC BAG

**P** ull open the bag, stick in the ring and start blowing bubbles. The shimmering soap bubbles we all know from childhood now come in a handy plastic bag with Seifenblasen2go from SUCCESS-Werbung. This makes the legendary soap bubble a mobile advertising ambassador. Seifenblasen2go can be customized in CMYK on orders of 3000 or more. For smaller orders, there is a PUSTEFIX series motif available. The ring handle can be printed in up to two colours by means of pad printing on orders of only 500 or more.

43053 • Dr. Rolf Hein GmbH - SUCCESS-Werbung • Tel +49 7071 78898

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

-Anzeigen -

# Logomatten Werbematten Promotionmatten

Individuell bedruckte Fussmatten, produziert in Europa www.entrada-matten.de





DasMesserMnitIderIsicherIsbgeschirmten IK linge Motzen M Sie Izum Ischneiden IV on IP apier IX arton Mod IF olie IX um M Schaben IV on IK tiketten Mod IX um IX itzen IV on IX lebebän M dern II- Mod Maben II abei IX tets III ie Motschaft IX m IX lick M botschaft IX m IX lick M

Erfahren Sie mehr: www.martor.de | T +49 212 25805-15





#### FOR AN ATTRACTIVE PRESENTATION

we companies can professionally present their products and brands and generate a high level of awareness with the Beat plastic case and the IML process from W.AG Funktion + Design. The case can be perfectly customized to match customers' desires and corporate design owing to a wide selection of colours and in-house competences of the vendor, such as foam material processing, pad and screen printing and in-mould labelling (IML). The IML process binds PP film in photographic quality indissolubly to the case's half shell.

43805 • W. AG Funktion + Design • Tel +49 36967 6740 info@wag.de • www.wag.de

#### **CLEAN IN EVERY SITUATION**

he all-round shoe brush from Frank Bürsten is a product that active customers in particular will appreciate. This practical three-cornered brush is furnished with three functions: a dirt brush, a rough leather brush and a polishing brush. The all-round shoe brush is conceived for universal use, whether on a hiking trip, visiting a city or going off for the weekend, it is the right brush for every type of shoe. Packed in a handy click box (transparent, also in blue, green, red or yellow on orders of 200 or more), this brush fits every bag. Shoe brush and box can be customized with printing.

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





#### **GET TO IMPORTANT MAIL QUICKLY**

space-saving pocket letter opener for a little in-between times advertising greeting from Giving Europe is an accessory no office should be without. Its flat, lightweight form makes it an ideal mailing enhancer and it can be put to use immediately. Its large advertising space enables advertising to be applied by means of pad printing, digital printing and doming. The pocket letter opener comes in the optional colours of red, white, blue and black.

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



INTERIM REVIEW



## TOP PRODUCT TOPICS IN PSI JOURNAL



Please don't hesitate to contact the PSI Cross-Media Sales Team at any time for assistance.

PRODUCT GUIDE PSI Journal 10/2014 www.psi-network.de



#### **CHRISTMAS GREETINGS WITH CARE**

ood lip care is especially valuable, particularly in the cold season. The high-quality lip balm stick with individual imprint from KHK guarantees lasting attention thanks to its long service life. In combination with the "Lipcare Card" which can be printed on both sides, Christmas greetings and advertising messages can be sent with care. Many different formulas, from certified natural cosmetics to the "applecinnamon" Christmas aroma, are available here. All lip care products from KHK are produced in accordance with the new cosmetics directive and the cosmetics GMP, and registered at the CPNP Portal. Institut Fresenius continuously tests the formulas in accordance with European guidelines. Starting now, the new Christmas catalogue is available at www.lipcare.de/news.

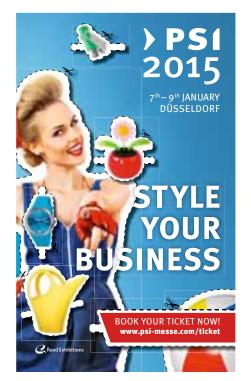
46131 • KHK GmbH • Tel +49 221 985473-0 sales@lipcare.de • www.lipcare.de

#### LIVENS UP THE HEART

ear and unmistakable advertising messages can be sent out by a heart-shaped pin with a flashing light from Macma. This small but eye-catching pin, which the recipient receives with battery included and ready to use, can also be printed on the front with advertising messages or a logo. The vendor ensures that it will "automatically set the heart flashing!"

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





#### **MINI SHINES LIKE A GIANT**

he 20 + 3 SMD LED universal light from Brennenstuhl is small and handy, but shines like a giant. Whether at home or underway, this new addition to the company portfolio should always be on hand. Thanks to its 20 super-bright Seoul SMD LEDs with special lens optics, it provides bright light everywhere. Thanks to its practical plastic clamp and an integrated magnet, it can be used everywhere. On request, the lamp can also be customized with an advertising message or logo.

41141 • Hugo Brennenstuhl GmbH & Co. KG • Tel +49 7071 8801186 werbemittel@brennenstuhl.de • www.brennenstuhl.com







COMPANY PSI Journal 10/2014 www.psi-network.de



#### **STEDMAN®**

## MORE THAN JUST SIMPLE T-SHIRTS

As early as 1953, the Stedman Manufacturing Company in Asheboro, North Carolina produced sportswear and underwear for men and boys. Today the supplier Smartwares® Printables GmbH follows in the footsteps of the Steadman founders and continually develops their ideas.

At the European market launch in Paris on 18 September 2001, four basic Stedman® products were presented: Classic-T, Junior Classic-T, Comfort-T and Polo. The product portfolio also quickly grew with increasing brand awareness. In the meantime, Stedman® is one of the most successful European brands and supplies premium promotional textiles at attractive prices. The current 2014 collection com-

prises over 60 styles for men, women and children: from T-shirts to polos and sweat-shirts to fashionable sportswear.

#### MAIOR INNOVATIONS

"Our development department is constantly watching the market and researches important innovations in the fields of materials, colours, shapes and cuts. Current trends in the retail sector are evaluated and incorporated into the promotion seg-

ment with sensible adjustments," explains Smartwares managing director Thomas Schweigert. As a result, the new "Stedman® Stars" collection was introduced in early 2014. The new Stedman® Stars are styles inspired by the retail trade, that fully satisfy the strict requirements of modern promotional wear: Optimal fits and cuts, brilliant colours and new material compositions provide a perfect basis for textile finishing. The new Stedman® Stars and Stedman® Active styles have neither a printed nor a sewn neck label - only a small size label is located in the neck; the care label is sewn into the side seam. "We offer our customers the best possible design options for 'private labelling'" adds Schweigert.

### MORE ACTIVE THAN EVER WITH STEDMAN® ACTIVE

The demand for fashionable sportswear and functional clothing has steadily risen, especially in recent years: Often simple sports T-shirts no longer meet today's requirements. Customers are always specifically asking for fashionable, contempo-



Stedman® Active - modern and functional sport styles in bright an sporty colours.

rary styles, the latest colours and high-quality functional materials. "Our sporty answer to this high demand at the beginning of 2013 was Stedman® Active. With trendy sports styles – from Active Sport T-shirts



The new Stedman® Stars and Active styles come without printed or sewn in neck labels – perfect for a "private labelling".

made from moisture-regulating ACTIVE DRY polyester to casual Active hoodies to light, breathable Active Fleece products we have successfully addressed the increasing demand for high-quality, functional sports and outdoor clothing," explains Schweigert. And that is not all: In the summer of 2014, the successful Stedman® Active collection was extended to include other styles, including seven made from particularly elastic, breathable "Bird-Eyelet" mesh. With a total of 24 fashionable Active styles in 17 brilliant colours made from different functional materials, the Stedman® Active collection offers a perfect basis for active sports promotion.

## HIGHEST QUALITY FROM THE VERY BEGINNING

Even in the development phase of new Stedman® styles, Stedman® intensively discusses the needs of customers that mainly purchase for promotional purposes. Therefore, for Smartwares Pintables, the suitability of the basic materials for textile finishing plays a particularly important role.



Stretchy sport T-shirts made of ACTIVE-DRY° polyester offer moisture an temperature control.



Sporty sweat styles, perfeect for leisure activities.

Thus, for example, particular attention is paid to ensure that there are no interfering seams or tucks where possible printing areas are located. In addition, all products are tested in advance for optimum finishing options. "In cooperation with our manufacturers, we further develop our basic materials to deliver the best possible products," says Schweigert and adds: "In the case of our Stedman® products made of cotton, we also rely on the best product quality. Therefore, we use only high-

COMPANY PSI Journal 10/2014 www.psi-network.de



Stedman® Stars – perfect fits, bright colours and new material compositions.



Inspired by retail the new Stedman® Stars satisfy the needs of modern promotional wear.

quality, ring-spun cotton yarns for the production. "These are much softer and more skin-friendly than cheaper, rough openend yarns, and due to the simultaneous compression of the ring-spun fibres, they are also stronger and more resilient. There are also several other advantages, such as a more uniform appearance of the fabric, which in turn provides a better basis for textile finishing. Within the Stedman® Stars collection, ring-spun cotton yarn combed with the so-called "full-feeder" technique is processed together with spandex yarns, thus ensuring that a uniform distribution of spandex over the entire fabric surface is possible. This creates a softer and smoother fabric with very high wearing comfort, shape retention and a particularly smooth, easy-to-print surface.

#### "WE TAKE RESPONSIBILITY"

Today's business world demands that we provide ever better products and services at competitive prices. Responsible behaviour according to ethical considerations is also required. It is essential that we conduct ourselves with integrity and comply with the laws and regulations that govern our global business activities. "We at Smartwares® Printables are aware of our respon-



Stedman® relies on suppliers and producers who comply with the high standards of Smartwares® Printables.

sibility and act accordingly. For us, sustainability is not just a trend, but it is anchored clearly in our corporate ethics from the outset," says Schweigert. "Global environmental protection is a central concern for Smartwares® Printables and is promoted through an ecological management. In order to continually improve our environmental performance, we take great care to ensure the conservation of resources, reduction of waste and an economical use of water, energy and raw materials." The Corporate Social Responsibility team inspects the production facilities to ensure a high standard of working conditions and to tackle social and environmental issues. "We do not work with sub-contractors because we want to ensure optimum quality control," emphasises Schweigert. The CSR team regularly reviews the work safety of our manufacturers with great care. Schweigert continues: "Our clothing and our accessories meet the requirements of the OEKO-TEX® 100 standard. In addition, we act in accordance with the provisions of the Worldwide Responsible Accredited Production (WRAP®). The rules and regulations are regarded as extremely important and are consistently implemented by our company and our business partners."

#### ABOUT SMARTWARES® PRINTABLES

Smartwares® Printables GmbH is one of the five largest suppliers of high-quality promotional textiles in Europe. With its successful Stedman® brand, it offers a wide range of printable T-shirts, sweat-shirts, polo shirts and other casual wear. Headquartered in Aachen with storage facilities in Ghent, the company benefits from a strong market presence in 40 countries. More information is available at: www.stedman.eu

## Office&paper Officetec

Handelsmagazine für PBS, Bürotechnik und ITK-Reseller



- aktuelle News und Entwicklungen aus der PBS-Branche
- große Service-Rubrik mit nützlichen Informationen
- Produktneuheiten in jeder Ausgabe
- seit über 65 Jahren das Magazin für den Fachhandel

COMPANY PSI Journal 10/2014 www.psi-network.de



MAIKII

## USB FLASH DRIVES AND MORE

Maikii grew from the idea of creating USB flash drives that were unique in their particular style. Since 2008 the company, based in Italy, is among the top leaders at national and international level for both promotional and retail USB flash drives market. Now with a new operations center in California and a new manufacturing branch in China.

aikii is not only USB flash drives but also tech-accessories and power banks for tablet and smartphone. Consultancy, project engineering, manufacturing, logistics, customer care: all these stages are managed directly by the company thanks to a team which passionately follows each client.

#### **NEVER CHANGE A WINNING TEAM**

Maikii is constituted by a young and dynamic team. The staff, about 30 people – the brand new factory with 80 skilled workers has an output of 250.000 pcs/month – is divided into three groups corresponding to the three Maikii's branches in Treviso, Shenzhen and San Jose. The average age of the employees is less than 30 years



Maikii sells USB sticks for consumers under the brand name Tribe.
The USB sticks are in the form of cartoon, movie and cartoon characters. Maikii also owns the licences for the Simpsons, Star Wars, the Marvel superheroes and, most recently, also for Disney characters and the yellow Minions.

old, but thanks to its focus on the product and nearly seven years history the experience is not an issue. Graphic designers, product developers, web developer, sales and marketing operators build Maikii. A controlled number of staff members contributes to guaranteeing fast and concise decision-making procedures, giving punctual and precise feedbacks to customers and suppliers in a short time. Each one at Maikii is fundamental and contributes to the final result. Maikii's founders are two young men not quite in their thirties who decide to sum up their competences in purchasing, sales, web and product design. Matteo Fabbrini, managing director at Maikii's, and Francesco Poloniato, Maikii's creative director.

#### PEOPLE HAVE THE POWER

"Maikii believes in people. We know our customers, suppliers and distributors. We work to meet needs and demands, fulfilling expectations and wishes through innovation, skills and creativity. We focus on each product's quality and we pay attention to the smallest details, so that we can be proud of the items we distribute internationally", says Matteo Fabbrini.

#### **QUALITY COMES FIRST**

All products distributed by Maikii, abide by the international standards of safety and security and are compliant with the main



Two minds, two personalities. They are the founder at Maikii (from left): Francesco Poloniato creative director and Matteo Fabbrini managing director.

regulations concerning the quality of materials in order to protect consumers and customers. Maikii is growing exponentially because it creates new products and renovates its services to offer ground-breaking solutions that combines aesthetics and functionality. "Thanks to the dedicated research and development in terms of materials and technological components, Maikii can definitely boast of having changed the USB flash drives business forever, bringing innovation to the world of smartphone and tablet accessories", says Francesco Poloniato. Maikii is divided in two branches: Promotional and Retail divisions. In the

promotional division we produce and supply customized USB flash drive and Power Bank for B2B market. Instead Maikii retail division is dedicated to the production and distribution of licensed USB flash drives and smartphone accessories.

### ONE PRODUCT, MANY CUSTOMIZATIONS

A wide range of USB flash drives and Power Bank – customizable with prints, logo carving and other graphic elements – is available for customers, retailers or agencies. Maikii promotional division boasts great success for years, and with the widening of supply, happened with the intro-

COMPANY PSI Journal 10/2014 www.psi-network.de



Maikii supplies the promotional product market with USB sticks and chargers in all kinds of customized shapes and colours.

duction of Power Bank, the expansion is exponential. In fact business customers can realize their USB with the shape, appearance and color they want, giving a truly personalized dress to their flash drives. "You can customize your USB flash drives directly on www.maikii.eu, where you can choose the most suitable design from a wide range of shapes and materials, and then order them with a simple click", says Riccardo Giazzon Promotional Division Manager. "Plus, Flash-Gift is the online platform dedicated to resellers, a brand new service which allows them to own and

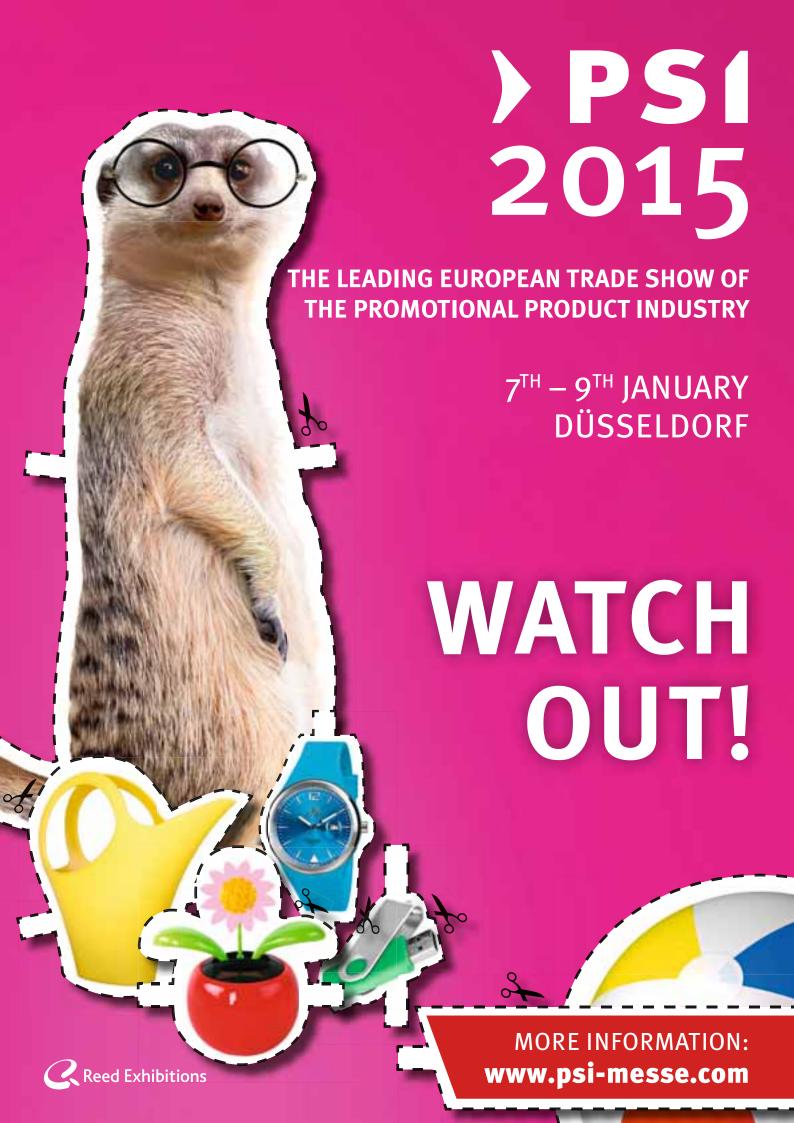
manage their very own e-shop in order to directly re-sell USB flash drives. This way, thanks to Flash-Gift, resellers and distributors can be totally independent and autonomously manage their client network", he adds.

#### SALES NETWORK AND DISTRIBUTION

For the promotional branch Maikii takes advantage of an ever-expanding distribution network - constituted by agents and resellers on the national, European and extra European territory – which, in a short while, can meet the demands of the clients looking for one or even more customized

designs. Maikii.eu integrates the sales network through which any customer can directly order their client desired promotional gadgets. Thanks to our experience, order and delivery will be separated by just few days only. Competitive prices and a competent customer service are guaranteed. Maikii aims at strengthening its leading position in the promotional USB flash drives business in Italy, as well as increasing its market share in Europe and standing out on extra-European markets. The company will keep exhibiting important international trade fairs to increase brand awareness. Maikii will further extend its catalog with new customized electronic items to offer an even wider range of solutions suitable for the most diverse business needs. More Information and contact: www.maikii.eu





COMPANY PSI Journal 10/2014 www.psi-network.de



#### **TLN TRADE COMPANY**

## PROMOTION AS A LIFE MISSION

TLN Trade Company has been operating in the promotional product industry for the past ten years. More than 10,000 partners rely on the company. During his studies, founder Sascha Thielen started trading with eBay and his first website.

is preferred products: cigarette cases and business card holders. TLN's first major special design of promotional products ensued from this initial product line: a custom-made metal box and an individually manufactured luggage tag. A major bank and a car manufacturer had commissioned them after they had discovered a case on the website. From then on, Sascha Thielen focused on custom-made promotional products. In 2004, he decided to pack

in his studies and to devote himself entirely to the promotional product business. TLN Trade Company was born. After having packed everything in the unused attic of his own home, he now rented his first office with 50 square metres. The spectrum of the young company also expanded. The era of electronic promotional products, such as USB sticks, had begun. All the more reason for Sascha Thielen to include the small, compact storage medium,

which experienced a real boom as a promotional product, in his product assortment in 2005. Today, TLN Trade Company offers a huge selection of USB promotional products such as USB sticks and USB pens. There are also power banks and bluetooth speakers. They simply need to be interesting and funny because Sascha Thielen places great emphasis on the originality of his products. After all, he claims his company is one of the largest suppliers of electronic and customised promotional products.

### RECOMMENDATION BY WORD OF MOUTH INSTEAD OF COLD CALLING

In addition to originality, TLN Trade Company focuses on innovation, a passion for new ideas and creative solutions. "The development, design and production of promotional products is something we enjoy dedicating ourselves to every day," explains Sascha Thielen and adds: "We have made it our mission to offer our customers optimal promotional products". This attitude apparently appeals to our customers who repeatedly send us inquiries. Our database with 10,000 customers speaks for itself.





TLN's success story began with special designs of promotional products.

Sascha Thielen is particularly proud that a lot of business is generated through recommendations. Personal contact with customers is paramount. For many customers, TLN Trade Company also provides a full service, i.e. the production and warehousing/logistics of all promotional products. The way it is now, business is good for the Mainz entrepreneur. TLN Trade Company has recorded five to ten per cent growth in sales each year. Reliability as well as intensive, personal contact with customers is paying off in the truest sense of the word. TLN Trade Company also benefits from the PSI network.

#### **DUAL SAFETY TESTS**

The company's long-standing partner-ships with its suppliers in China and other parts of the world have undoubtedly contributed to the positive business results. A further contributing factor is Sascha Thielen's strong sense of quality and utmost care in all areas. After all, he knows his suppliers from around the world personally. Some partnerships have actually developed into genuine friendships. Goods are tested according to specific



In November, TLN-CEO Sascha Thielen and his team will celebrate the company's tenth anniversary.

criteria. This is ensured by the sales office in the southern Chinese city of Shenzhen. The office there has existed since 2006 and Sascha Thielen has total confidence in his local colleagues there who can now access an established network.

Interesting and funny USB sticks. At TLN, they place great emphasis on originality.

Dual tests and certificates ensure the necessary safety. And they are also recognized. TLN Trade Company recently produced a large quantity of training bibs for the German football association.

## SPECIAL OFFERS IN ANNIVERSARY YEAR

Ideas, quality, reliability and a good network are one thing. A well thought-out stock is another. The maxim of the Mainzbased promotional product manufacturer is efficient warehousing. Standard products are available in sufficient quantities. For instance, it is possible to supply USB sticks and power banks with logo within 24 hours. Alternatively, USB sticks including advertising can be delivered to the customer from Shenzhen within seven days. TLN Trade Company still creates numerous custom designs with engravings, etchings and various printing and embossing processes. An interesting offer for all customers: With a view to its tenth anniversary in November 2014, the company is offering a promotional package in October and November: with corresponding orders, the second page will be printed free of charge. During the two months of the special promotion, customers will also have the opportunity to upgrade memory from one to two gigabytes at no additional expense. In addition to the address www.tln.eu, a website has been created exclusively for distributors and agencies www.tln-trader.de for information about the special offers just in time for the company's anniversary. Here's to the next ten years and more!

PORTRAIT PSI Journal 10/2014 www.psi-network.de



MIRCO HÄSSLICH

## DIFFERENT START INTO WORLD OF PROMOTIONAL PRODUCTS

Mirco Häßlich did not search for the colourful world of promotional products. It found him. Together with his school friend, Marc Strickrodt, he was merely looking for a company that the two of them wanted to buy. Seven years ago, they found their ideal company – MOLL logistik.

nyone who enters the URL www.molllogistik.de on the Internet is automatically transferred to www.lust-auf-zukunft.com. Mirco Häßlich and Marc Strickrodt were already excited about the future in the seventh grade. At that time, they decided that they wanted to do something together in the future. They did not have a specific topic in mind. In principle, it could therefore have been any industry. The fact that they chose the promotional product industry is due to a simple reason: the Internet platform "nexxt-change-Unternehmensbörse". This marketplace of the German Chamber of Industry and Commerce offers start-up entrepreneurs a search tool for finding companies up for sale as an alternative to starting a new company. Starting a new company was out of the question for Mirco Häßlich and Marc Strickrodt. Buying an established company unable to find a successor was definitely an option. This is why they contacted Peter Moll.

#### A WHOLE NEW WORLD

Before acquiring MOLL, Mirco Häßlich had never been involved with promotional products before, let alone the industry. His knowhow which he contributed to the company was of a business and financial nature. Following his training as a banker, Mirco Häßlich studied business administration at the University of Münster. Just like Marc Strickrodt. He had begun studying immediately after graduating from high school and therefore completed his studies first. At the time, Mirco Häßlich was still attending seminars and lectures, Marc Strickrodt was already working as a division manager of a discount food store chain. The closer Mirco Häßlich's exams approached, the more both came to the conclusion: Now is the time for doing something on their own.

### GOOD RELATIONSHIP FROM THE OUTSET

Mirco Häßlich and Marc Strickrodt had a good rapport with Peter Moll from the start. It took just three months from the first meeting of the three parties before the sales contract was drawn up. After joining the management of MOLL logistik GmbH in

October 2007, they initially formed the new management team together with Peter Moll, before going through a "fact-finding phase", as Mirco Häßlich characterized the year 2008 in retrospect. During this time, Peter Moll also stood by in an advisory capacity. Becoming familiar with everything and everyone was the motto. And that was not quite so simple because it was first necessary to become familiar with the employees. Taking over a company that had grown over two decades, at the age of 30, does not happen overnight. Until the day MOLL logistik GmbH was acquired, the company had undergone a continuous development. It was founded in 1993 as a full-service promotional product company that succeeded the company Peter Moll Promotion. Since 2002, KOCH PROMO-TION GmbH in Peine near Hanover has also belonged to the MOLL Group. In addition to MOLL logistik und MOLL PRO-MOTION (also business areas of MOLL logistik GmbH), another division called AUS-TRIA PROMOTION was established. More and more customers in Tyrol and in the Greater Munich area are served from the site in the Austrian town of Achenkirch. In 2009, Mirco Häßlich and Marc Strickrodt then also took over the company Werbemittel Rölver in Münster - thus making WER GmbH the third company in the MOLL Group. In 2012, HANSE PROMOTION in Hamburg became the fourth and so far latest division of MOLL logistik GmbH. MOLL logistik GmbH in Senden is the central hub for logistics and full-service services. "Our study course in Münster certainly helped us as we got to know the mentality of the people in the Münsterland region. As a result, we found it easier to establish contact with customers," says Mirco Häßlich, a native of the Ruhr region, when describing his beginnings as the new head of about 30 employees, many of whom had worked for years together under the management of Peter Moll.

#### START WITH FIVE-YEAR PLAN

2009 generally goes down in history as the year in which Germany suffered its biggest recession. In comparison to 2008, the

economic performance slipped into the red by no less than five per cent. However, this did not stop Mirco Häßlich and Marc Strickrodt from drawing up a five-year plan for their new company which they now ran alone - and to start 2009 with the first changes. Since then, they have reorganised almost everything. Divisions were reallocated, the warehouse was expanded, the merchandise management was reorganized, a new distribution software was introduced and a virtual server was introduced. When asked about the objectives achieved in 2014 at the end of the five-year plan, Mirco Häßlich replies with a smile: "We are almost finished". However, there is a long way to go before they can relax. "We will increase our focus on sales in 2015," he explains with a view to the coming year. He is quite optimistic about the future as he knows he can rely on his staff at all times. "We have a good mix in the team".

#### ACCEPTED BY THE INDUSTRY

Mirco Häßlich and Marc Strickrodt still form a good team. Running a company together with one's best friend does not mean that there are no clear dividing lines for the two of them. They have their defined areas of responsibility which touch and complement each other but do not overlap. While Marc Strickrodt tends to pull the strings in the background and, for example, takes care of inventory management and distribution software, Mirco Häßlich is more the industry man. The 37-year-old father of two children has fully established himself in the world of promotional products and has long since made a name for himself. He has become a valued business partner and contact person. His commitment makes him very popular. Proof of this is his election to the board of the association of promotional product consultants and distributors (bwg) in 2012. Mirco Häßlich had just been in the industry for five years. But Peter Moll had been a very good forerunner for him - in many respects: with a view to the industry, association, contacts, and not least the way to do business. Even Mirco Häßlich still values the word. However, he is not always

## MIRCO HÄSSLICH IN PERSON

What was your first thought this morning? Hopefully we will make it to the next round.\*

#### What makes a good day for you?

When there are many hours of sunshine and I can spend some time with my family.



PORTRAIT

What really lifts your mood? Sun, good food, the laughter of my kids and victories of 1. FC Köln.

And what makes your blood boil? Lies, excuses, stuck in traffic.

What do you find easiest to forgive yourself for?
Mistakes that occur for the first time.

What makes you lose track of time?
Going for a walk and spending time in the sauna.

You are forced to take four weeks' holiday – where would you go?

North Sea or the Maldives – depending on the weather forecast. ;-)

What do you gladly spend money on? Holidays and good food.

Are you taken in by advertising? I don't think so.

What makes a good promotional product?

If it meets the specifically defined objectives of the customer.

What is the best promotional product you have ever received? A LAMY.

What annoys you about some promotional products? That their benefits are still misunderstood by many customers.

\* Mirco Häßlich answered this questionnaire during the Football World Cup.

so happy with the business practices of some people. "People expect creativity from us. But when it comes to doing business, sometimes we are replaced like a commodity," reports Mirco Häßlich of the less pleasant moments in his professional life. With his company, he offers an approach out of conviction that is much more than to merely supply his customers with promotional products. MOLL logistik has clearly positioned itself as a highly specialized full-service agency that has a bit extra to offer: in the development and implementation of marketing-oriented promotional products, advertising materials, merchandising, product premiums, motivational systems and the associated service modules.

#### LISTEN AND GIVE SPECIFIC ADVICE

For Mirco Häßlich, the first step is the task and then the resulting idea. In everyday life, this means to listen and clarify which aspects are important to the customer. Targeted advice and preparing a quotation is the basis of a (potential) business relationship for the Bachelor of Science graduate. Mirco Häßlich does not believe in simply stockpiling promotional products on spec. Individualized quality products are preferred to replaceable mass products. And some illustrative examples of these individualized quality products can be seen at the headquarters of MOLL logistik in Senden.

#### TRUST AND EXPERTISE

Illustrative and contemplative go hand in hand in a very attractive way. The architecture of the headquarters in the idyllic Münsterland region is ideal for a successful product presentation. The house, which was originally conceived as a residential and commercial building, offers ideal space. Thus promotional products related to the theme of "bathroom" have a more appealing impact when exhibited in the bathroom. And solar-powered products have an even greater impact on the window sills of large windows that provide a view to the terrace and garden as they shine in the sunlight. Mirco Häßlich proudly guides us through his company in which everything is very bright and airy. The articles that are not on display in the house are stored by MOLL logistik in the computerized high-bay warehouse located adjacent to the headquarters. The advantage for the company's customers: They can see their stocks and sales online on a daily basis. And that is not everything: The full-service approach of MOLL logistik also includes offering its customers the possibility to have their own website designed and implemented. A competence that Mirco Häßlich and his company are pleased to pass on. This has a lot to do with trust. And this is something that not only Mirco Häßlich has earned in the past seven years. After all, the motto of the entire MOLL team is: "The basis of business is trust - the basis of trust is competence".

Oligital Sign

POS packabinob object design

signmaking printing sign of the sign of th

#### Inszenierung mit Wow-Effekt

Werbemittel gestalten, Marken ein Gesicht geben, alle Sinne ansprechen: Auf der viscom verschmilzt der kreative Umgang mit Material und Technologie zu einzigartigen Lösungen. Für Ihre Kunden. Für Ihre Zukunft.

# inspiring your business

5.|6.|7. november 2014 messe frankfurt

www.viscom-messe.com www.viscomblog.de



internationale fachmesse für visuelle kommunikation



NEW ON THE MARKET PSI Journal 10/2014 www.psi-network.de

## **INNOVATIVE PROMOTIONAL PRODUCTS**

#### A BISCUIT TO BE LIKED

en grams of butter biscuits that you simply have to like: in the pre-Christmas period, Kalfany Süße Werbung is offering crispy biscuits in the shape of the "like" symbol. The "Likies" are available both with and without chocolate. The little promotional bag measuring 100 x 75 millimetres can be customized with the company logo or a promotional message. The biscuits are printed and packaged in the company's own IFS-certified production facility. Their special shape is especially well suited to the pre-Christmas period as a sign of particular appreciation or as a motivator.

42706 • Kalfany Süße Werbung GmbH & Co. KG • Tel +49 643 8010 info@ksw24.com • www.ksw24.com





#### **SWEET BRAIN TRAINING**

Prain Fitness Chocolate Fix from b&a combines mental fitness and sweet snacks in a board game. The Sudoku-style game of logic presents the player with a total of 80 tasks to master. Once all the tasks have been solved, the playing pieces can, of course, be consumed. As with all the Brain Fitness products, Chocolate Fix is played by just one player. It stimulates your strategic thinking and promotes memory performance. The product can be customized with a logo on the game's board or with an enclosure in the packaging. As a minimalistic variant, Chocolate Fix is an addition to the Brain Fitness series, which also includes Rush Hour and Solitaire Chess.

48898 • b & a Vertriebs GmbH • Tel +49 7062 978910 gauger@b-und-a.com • www.promotionkicker.de

#### LEBKUCHEN GINGERBREAD WITH CHRISTMAS MESSAGE

A little piece of Christmas that's a treat for the taste buds: the genuine "Nürnberger Elisen Lebkuchen". It weighs 60 grams, comes in original packaging and is now also available in the Jung Bonbonfabrik Christmas assortment. The transparent foil packaging in Christmas design features the Haeberlein-Metzger brand logo. The gingerbread comes supplied in a high-quality gift box made of white cardboard with two semicircular windows. The box can be customised in 4C digital printing according to customer preferences. The Lebkuchen present is ideal as a hearty thank you for the hard work throughout the year or as a give-away in the pre-Christmas season.

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



# **B2B-Profis** herzlich willkommen!

Ihre nächsten **B2B-Eventtermine 2014/15** 



## und Kommunikation in der Wirtschaft.

Veranstaltungen von marconomy machen das Know-how der Marketing- und Kommunikationsbranche erlebbar und fördern die Interaktion zwischen den Marktpartnern. Die etablierten Events werden gezielt genutzt, um neue Kontakte zu potenziellen Kunden aufzubauen, bestehende Beziehungen zu vertiefen und sich als Kompetenzträger für bestimmte Themen zu präsentieren. So verschafft marconomy Unternehmen und Agenturen einen Zugang zum Markt und die nötige Präsenz vor, während und nach den Events.

Werden Sie Teil dieser Community, besuchen Sie die nächsten Veranstaltungen und nutzen Sie unser erstklassiges Online-Angebot.



23./24. April 2015 in Würzburg www.leadmanagementsummit.com

**VERANSTALTER** 

marconomy Marketing und Kommunikation in der Wirtschaft



marconomy ist die Plattform für Marketing

marconomy **B2B MARKETING** KONGRESS

14./15. Oktober 2014 in Würzburg www.b2bmarketingkongress.de

marconomy MARKEN KONFERENZ

LEAD marconomy

SUMMIT

18. November 2014 in Würzburg www.markenkonferenz.de

MANAGEMENT

NEW ON THE MARKET PSI Journal 10/2014 www.psi-network.de



#### **MORE THAN JUST A BEER MAT**

hile the conventional beer mat has served as a popular advertising medium for some time now, Haid Werbeagentur has come up with something new to stand your glass on: beer-mat party games. Together with the game author Stefan Becker, the advertising agency has developed various game concepts. The result is high-quality beer-mat party games with a modern design that are primarily aimed at adults. The beer-mat games are available in a premium games package or a minimalistic variant. The packaging can be customized with the promotional message. The minimum purchase quantity is 500 games.

49079 • Haid Werbeagentur GmbH • Tel +49 74 72981890 r.herold@gastro-media.net • www.cartingo.de

#### **SWEET TITBITS OF A SPECIAL KIND**

AGNA sweets is sweetening the pre-Christmas period with no fewer than three new products: the Bottled Cookies, the Chocolate Christmas Tree and the Santa Slippers. A fine baking mixture contained in a nostalgic bottle is what makes up the Bottled Cookies. For the approx. 30 cookies, you just need to add an egg and butter. There is a choice of four different flavours. Advertising material can be applied on a standard label or in customized form. The Chocolate Christmas Tree will also provide for a Christmassy atmosphere. The chocolate tree is available with a choice of two different kinds of decorations and packaged in a cellophane bag. A promotional card that can be custom printed is attached to the bag with a clip. The Santa Slipper makes things tasty and decorative as a little red Christmas tree ornament in the shape of a slipper. It contains a cone-shaped bag filled with delicious Christmas and gingerbread almonds. Here, too, advertising material is attached in the form of a custom printed card.

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



# Gifts from Poland with taste, love and passion...

Engagement Guarantied by PIAP





PIAP - Polish Chamber of Promotional Articles



#### **ADVERTISE WITH A GREEN CONSCIENCE**

hen green products are used as part of an advertisement, any age group of people with a high level of environmental awareness can be reached. This is a quickly growing target group that prefers a modern, ecologically-friendly lifestyle. The environmentally-friendly writing instruments are ideal for conveying green messages, which are part of an accountable company strategy, as they represent a persuasive product story that will attract a great deal of attention. By using the STABILO products from the STABILO GREEN Line, you can get green messages across to consumers in a credible way. This product line includes, for example, the STABILO GREEN BOSS highlighter, which is made out of recycling materials; the STABILO GREENfancy retractable ballpoint pen made out of biologically degradable plastic; and the coloured pencils called STABILO GREENcolors, which are made out of FSC certified wood. You can request a STABILO GREEN brochure with more detailed information about the STABILO GREEN Line by sending an email to service@stabilo-promotion.com.

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

#### **MODEST AND PRACTICAL**

B usinesspeople who are often on the road generally also carry a lot of luggage. The MISSION rucksack by Halfar makes an ideal companion. The notebook rucksack is made of black, shiny nylon which can be custom-printed or embroidered. Featuring a discreet black exterior, it offers ample storage space and is also comfortable to carry. The generous padding along the back and should straps as well as the handle guarantees maximum comfort. Further padding in the zipped front compartment and the notebook pocket also ensures that the contents are well protected. The rucksack comes with many extras such as key chains, mobile phone pocket and several compartments and pockets.

45666 • Halfar System GmbH • Tel +49 521 982440 info@halfar.com • www.halfar.com





#### WRITING UTENSILS WITH A LOT TO OFFER

 ${\bf S}$  ilber-Effekt made by CO $_2$ -Laser is the name of the new sales segment of the long-established Black Forest company HERI-Rigoni. The newly developed all-metal surface provides a classy space for CO $_2$  laser inscriptions. In addition to the inscription service, CO $_2$  inscription companies can, as of now, also incorporate the HERI writing utensils themselves in their sales programme. Thanks to the new sales strategy, both the application of advertising material and the custom manufacture of the stamping plates can be carried out independently by the companies. HERI-Rigoni thus helps labelling companies to gain access to new customers and a wider range of products and services.

41016 • Heri-Rigoni GmbH • Tel +49 7725 93930 armin.rigoni@heri.de • www.heri.de

# The first and only

International exhibition in Italy for the promotional industry and personalization technologies



15 is the winning number: bet on it!



The next year Milan moves your business with EXPO 2015 and the 15<sup>th</sup> edition of PTE. Don't miss the opportunity!

CONTOCT US sales@ops.it - +39 02 39 206.222



Fieramilanocity - Pavilion 1



#### A HEALTHY INDOOR CLIMATE

hether temperature, humidity or time display – the Metmaxx wellness station "SatelliteJumbo" by Spranz offers a multitude of functions to guarantee the optimum room climate in the office or at home. The station is radio-controlled and features a large function display, differentiating between green, yellow or red level. The product comes with an integrated indoor and outdoor thermometer, indoor and outdoor humidity sensor, a precise radio-controlled clock (DC77), as well as the snooze function or the day and date display. The wellness station can either be positioned on a desk or wall. It is CE tested, equipped with a power connector for universal adapters (excl.) and can also be operated with 2 UM3/AAA and 2 UM4/AAA type batteries. The station comes supplied in a high-quality designer carton.

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

#### AN IMPRESSIVE BOX FOR SCREW BITS

Is back again: the Wera Christmas box that comes with a holder and 36 high-quality bits. The Bit Safe Classic 10 includes all of the most common screw threads so that brawny Christmas elves can do all of the important screwing work that needs to be done. The bits, which come in a length of 25 or 50 mm, are stored in a row in the robust Bit-Safe box made out of plastic and can be easily removed individually. It is a great combination set because the box does not have any advertising on it, which makes it ideal for using it later as a gift box with other treasures inside.

48078 • Wera Werk •Tel +49 202 4045144 matuschek@wera.de • www.wera.de





#### SMALL PACKAGE, BIG CONTENTS

**Y** ou are always well-equipped – whether travelling or at home – with the multi-tool from Puma TEC. The pliers, complete with wire cutter, contain four additional tools in each side of the handle, including a knife, a screwdriver, a saw or a file. The epoxy-coated handles are made of high-quality aluminium. The multi-tool is supplied in Puma TEC gift packaging, which additionally contains a sturdy nylon case.

41275 • C. Jul. Herbertz GmbH • Tel +49 212 206300 vk-werbeartikel@cjherbertz.de • www.cjherbertz.de

**NEW FOR 2014** 



# Strategy, growth, revenue, the works: It's all about leadership.

Special Rate for PSI Members \$1995 US









September 14-16, 2014 @ Four Seasons Scottsdale, Scottsdale, AZ TO SIGN UP VISIT www.asicentral.com/PSregistration



#### CHRISTMAS TIME IS TEA TIME

he scent of freshly brewed tea is a must during the festive season. Whether at home or in the office, the RED NOSE TEA gift set by koziol spreads true Christmas feeling through its fragrant fruit tea compositions. In addition to the Christmas tea mixture, the tea set also includes the RUDOLF tea strainer in the shape of a reindeer. The set is available in different colour combinations.

47406 • koziol ideas for friends GmbH • Tel +49 6062 6040 incentives@koziol.de • www.koziol-incentives.de

#### WITH THE WARMEST RECOMMENDATIONS

herry stone cushions are an old household remedy from Switzerland. They are also commonly referred to as a "dry water bottle". When heated in an oven or microwave, the stones warm up and then can be used to radiate heat to the area of the body desired. The cherry stone cushions can also be used for hand and foot exercises. The Dr. Junghans Medical GmbH recommends personalising the cherry stone cushions to its health-conscious customers from the promotional product industry. They can advertise their company in three ways: by designing the materials according to customer's wishes, by printing on the material or by placing an unobtrusive label on the cushion itself.

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





#### **TEXTILE MEMENTOS**

Everything is just perfect with an incentive tour featuring a backdrop of snow-covered mountains: the weather, the team, the accommodation, the programme, the catering and the textile mementos. Thanks to the Daiber brand names myrtle beach and James & Nicholson, you can give participants caps, fleece shirts, stylish winter jackets, knit caps and scarves that feature your very own CI and company colours. These products can be upgraded with an imprint or stitched logo, are for sale at low starting prices and are made of long-lasting, high-quality materials. Regardless of whether you are looking for mementos for a premium incentive trip or a promotional campaign, the focus is to get the target group to remember the brand being advertised for a long time. Textile give-aways are tools that are as simple as they are ingenious, because they can be used long after an event is over. myrtle beach has a wide variety of designs for promotional caps on offer, ranging from the 2 Panel Cap to the 8 Panel Cap; they can come with different closures and there are up to 36 colours to choose from.

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

**EXPLORE THE RUSSIAN MARKET!** 



# 26<sup>th</sup> EXHIBITION OF THE PROMOTIONAL PRODUCTS INDUSTRY

Russia's largest promotional products and advertising articles trade show\*

CROCUS EXPO MOSCOW, RUSSIA

GEPTEMBER 23-25, POLA



REGISTER ONLINE TO VISIT WWW.IPSA.RU ORGANISED BY



24/1, Bolshaya Nikitskaya st., Bld.5, entrance 2 125009 Moscow,Russia Tel.: +7 495 937 68 61 Email: ipsa@reedexpo.ru



#### THE LITTLE TREE WITH RECIPE

ake a cone-shaped conifer, five star-shaped baking moulds, a little zinc bucket and a recipe card. Then tie a blue bow around it all and you have a Christmas product that provides everything needed for a successful celebration. Sustainability is a priority for Multiflower – at Christmas and all year round. The dwarf conifer is between 20 and 30 centimetres tall and comes supplied in an individual dispatch box. The customised promotional message can be applied on the recipe card (25 x 20 millimetres) or on a small personalised card (80 x 80 millimetres). A matching slipcase is available separately (Item no. 4199-8).

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

#### **BRIGHT PROSPECTS**

op-quality workmanship, a filling with premium chocolate and an optimal price/performance ratio are paramount at CD-LUX. The Advent calendar specialist is selling more than 20 innovative new products in its competitive range of products that are meaningful and functional. A sustainable advertising effect is guaranteed with its products, including the new cult Santa Claus from Lindt & Sprüngli with real bells. The individually printable packaging will turn the present into the star of any office during the holiday season. The new gift called "Heavenly Christmas" is sure to bring wintery moments of indulgence with the mouthwatering mix of chocolates from Lindt, which include a chocolate Santa Claus and fine Lindor pralines. And the product "Winter Magic", with its fine Lindt chocolate, is an ideal present for customers, employees and business partners. More information about these products and the other bright advertising prospects available – including everything from conceptualisation and production of the finished product to the selection of the motif, the use of the latest printing techniques, and the professional individual shipping options available – can be obtained directly from CD-LUX.





# **Buy from the UK**

Buy from a bpma accredited member

Manufacturing in the UK is alive and flourishing

Our Great British Manufacturers & Suppliers are competitive and flexible

#### **Buy from the UK:**

- Current exchange rate
- Products that confirm to all EU product regulations
- Professionalism, knowledge & expertise
- A creative & flexible service
- Quality products

Contact the bpma for a list of bpma Accredited UK suppliers

www.bpma.co.uk

Tel: +44 (0) 20 7631 6960 enquiries@bpma.co.uk



BRIEF MESSAGE, LOW PRICES, BIG IMPACT+++THE PSI CLASSIFIEDS MARKET+++NOW NEW EVERY MONTH+++EXCLUSIVE IN THE PSI JOURNAL+++BOOK NOW FOR THE NEXT ISSUE+++ TEL.:+49(0)211-90191-114/-150+++FAX:+49(0)211-90191-180+++MAIL:PUBLISHING@PSI-NETWORK.DE

#### **TEXTILIEN / TEXTILES**



PSI No. 48309 www.arpebarcelona.com



PSI No. 44472 www.sols-europe.com



PSI No. 45471

www.promodoro.de

Additional suppliers can be found in the reference work PSI Supplier Finder 1/2014 or online in our PSI Product Finder

www.psiproductfinder.de

#### **SCHREIBGERÄTE / WRITING UTENSILS**



PSI No. 42809 www.pcollection.de



PSI No. 46550 www.penko.net

Additional suppliers can be found in the reference work
PSI Supplier Finder 1/2014 or online in our
PSI Product Finder

www.psiproductfinder.de

#### **BÜROBEDARF / OFFICE SUPPLIES**



PSI No. 45727

www.plastolan.de

Additional suppliers can be found in the reference work
PSI Supplier Finder 1/2014 or online in our
PSI Product Finder

www.psiproductfinder.de

#### **KALENDER / CALENDARS**



PSI No. 45452

Wir gehen mit der Zeit. Seit über 75 Jahren.

\*\*Terminic\*\*

\*\*CALENDARS\*\*

www.competence-in-calendars.com\*\*

PSI No. 41308

www.terminic.eu

www.cd-lux.de

Additional suppliers can be found in the reference work PSI Supplier Finder 1/2014 or online in our PSI Product Finder

www.psiproductfinder.de

## WERBE- UND PROMOTIONMATTEN / ADVERTISING AND PROMOTION MATS



PSI No.43358

www.promotions-mats.eu

Additional suppliers can be found in the reference work
PSI Supplier Finder 1/2014 or online in our
PSI Product Finder

www.psiproductfinder.de

#### SÜSSWAREN / SWEETS



PSI No. 46325

www.slodkieupominki.pl

Feinste Werbe-Schokoladen und viele weitere Werbe-Süßwaren

Tel. +49 (0) 7642 90 00 90 www.kaiserstuhl-chocolaterie.de info@kaiserstuhl-chocolaterie.de



PSI No. 48639

www.kaiserstuhl-chocolaterie.de



#### Schokoladenmünzen

- als Standard Euro-Artikel

oder als

- Spezialanfertigung für die Werbung



Stereo Holland Gebäck GmbH & Co. www.stereo-holland-gebaeck.de

PSI No. 45341

www.stereo-holland-gebaeck.de

Additional suppliers can be found in the reference work
PSI Supplier Finder 1/2014 or online in our
PSI Product Finder

www.psiproductfinder.de

#### **FEUERZEUGE / LIGHTER**



PSI No. 41565

www.kp-plattner.at

# WERKZEUG, TECHNIK & ELEKTRONIK / TOOLS, TECHNIQUE & ELECTRONICS



PSI No. 49319

www.stephan-gmbh.de



PSI No. 40972

www.pfconcept.com

Additional suppliers can be found in the reference work
PSI Supplier Finder 1/2014 or online in our
PSI Product Finder

www.psiproductfinder.de

#### HANDY ZUBEHÖR / CELL PHONE ACCESSORIES



PSI No. 47411

www.badge4u.eu

Additional suppliers can be found in the reference work
PSI Supplier Finder 1/2014 or online in our
PSI Product Finder

www.psiproductfinder.de

#### **TASCHEN & ACCESSORIES / BAGS & ACCESSORIES**



PSI No. 45202

www.papiertaschen.de



PSI No. 47026

www.ichdruckdich.com

Additional suppliers can be found in the reference work
PSI Supplier Finder 1/2014 or online in our
PSI Product Finder

www.psiproductfinder.de

#### **SPIELWAREN / TOYS**



www.semo.de

Additional suppliers can be found in the reference work PSI Supplier Finder 1/2014 or online in our **PSI Product Finder** 

www.psiproductfinder.de

#### SONDERANFERTIGUNGEN / CUSTOM MADE ARTICLES





PSI No. 48319

www.samesamebut-different.de

Additional suppliers can be found in the reference work PSI Supplier Finder 1/2014 or online in our **PSI Product Finder** 

www.psiproductfinder.de

#### **VEREDELUNG & WERBEANBRINGUNG / FINISHING & PROMOTIONAL LABELLING**



PSI No. 42087

www.koessingerag.de



#### www.signum-druck.de

PSI No. 42880

www.signum-druck.de

Additional suppliers can be found in the reference work PSI Supplier Finder 1/2014 or online in our **PSI Product Finder** 

www.psiproductfinder.de

#### **WELLNESS & KOSMETIK / WELLNESS & COSMETICS**



www.trendfactory.eu

Additional suppliers can be found in the reference work PSI Supplier Finder 1/2014 or online in our **PSI Product Finder** 

www.psiproductfinder.de

#### **STELLENANGEBOTE / JOB OFFERS**



**KLEINANZEIGENPREISE / CLASSIFIEDS PRICES** 

Format	Größe (B x H)	s/w Preis	4c Preis
1/4 Seite	90 X 127 mm	799,-	999,-
1/8 Seite	90 x 61 mm	255,-	319,-
1/16 Seite	90 x 28 mm	199,-	249,-
1/32 Seite	42 x 28 mm	99,-	125,-

Rubrik Stellenangebote / Rubric Job Offers							
1/4 Seite	90 x 127 mm		205,-				



Anhand der PSI Nr. finden Sie alle Produkte des Lieferanten im PSI Product Finder: www.psiproductfinder.de

Reed Exhibitions organisiert jährlich mit mehr als 3.000 Mitarbeitern über 500 Messen in 41 Ländern und ist damit der weltweit größte Veranstalter von Messen, Ausstellungen und Kongressen. Mit ca. 120 Mitarbeitern veranstalten wir - Reed Exhibitions Deutschland - vom Standort Düsseldorf aus 10 Messen pro Jahr in ganz Deutschland. Viele dieser Messen sind Welt- oder Leitmessen!

Sie fehlen uns zur Verstärkung unseres Sales-Teams in Düsseldorf als engagierter und flexibler

#### Vertriebsmitarbeiter (w/m)

- Spaß an der Vermarktung unserer erklärungsbedürftigen Dienstleistungen und Produkte (wie Messestandflächen, Sponsoringleistungen) haben
- die Gewinnung neuer Kunden vorwiegend durch Telesales, aber auch durch Messebesuche als eine Ihrer persönlichen Stärken sehen
  Angebote konsequent nachverfolgen, die Datenbank immer aktuell halten und ihre Erfolge im
- vorgegebenen Reporting aufzeigen Augen und Ohren in der Branche offen halten, um erfolgreich neue Leads zu generieren und Marktentwicklungen frühzeitig zu erkennen

- haben eine kaufm. Ausbildung oder ein Studium erfolgreich abgeschlossen; erste Vertriebserfahrungen sind von Vorteil
- sind kontaktstark, gut organisiert und dank Ihres Zeitmanagements behalten Sie auch in Stresssituationen einen kühlen Kopf
- argumentieren gerne auf Deutsch und Englisch, idealerweise beherrschen Sie noch eine weitere
- arbeiten routiniert mit dem PC und sind in den sozialen Netzwerken zu Hause
- haben Lust auf gelegentliche Messeeinsätze und Dienstreisen

- freuen uns auf Sie und arbeiten Sie "on the job" intensiv ein
  sind ein motiviertes und erfolgreiches Team mit flachen Hierarchien
- vergeben spannende Aufgaben im internationalen Messeweser
- bieten Ihnen gute Möglichkeiten zur persönlichen und fachlichen Entwicklung

Sie haben Interesse an dieser Position? Dann freuen wir uns auf Ihre Bewerbung mit Angabe Ihres frühestmöglichen Eintrittstermins und Ihrer Gehaltsvorstellung auf www.reedexpo.de/karriere oder an Bewerbung@reedexpo.de

Bitte beachten Sie, dass diese Position bei Neueinstellung zunächst auf 24 Monate befristet ist.



Reed Exhibitions Deutschland GmbH Abt. HR - Völklinger Str. 4 - 40219 Düsseldorf bewerbung@reedexpo.de

Further job offers you can find online www.psi-network.de/joboffers



Wir zählen als traditionsreicher Full-Service-Anbieter der Werbemittelbranche mit eigener Logistik und Sitz im Herzen Bayerns zu den führenden Dienstleistern am Markt. Als Tochter unternehmen der Würth Group beliefern wir große international agierende Unternehmen mit kreativen Werbeartikeln und Merchandisern.

Wir suchen motivierte und leistungsbereite neue Mitarbeiter, die sich engagiert neuen Herausforderungen stellen. Wir suchen Sie!

#### Key Accountmanager im Außendienst m/w Vertriebsprofi im Außendienst m/w

Sie sind verhandlungssicher, erfahren im Vertriebsaußendienst und Projektmanagement, verfügen über sicheres Auftreten und ein gepflegtes Erscheinungsbild?

Sie besitzen hohe Fachkompetenz, Eigeninitiative und Ihre Arbeitsweise ist von vorausschauendem Denken und strukturiertem Handeln geprägt?

Sie haben Spaß daran, neue Kunden für unser Unternehmen zu begeistern? Ihre effiziente und selbständige Arbeitsweise runden Ihr Profil ab? Sie beherrschen die englische Sprache in Wort und Schrift verhandlungssicher, haben sehr gute MS Office Kenntnisse und idealerweise Kenntnisse im Bereich SAP?

Übernehmen Sie den Verkauf unserer Produkte in Festanstellung! Führen Sie Verhandlungen, leiten Sie eigene Projekte und pflegen Sie engen Kontakt mit unseren internationalen Kunden. Ihre hohe Flexibilität, Kreativität und Ihr gutes Gespür für Trends ermöglichen es Ihnen, sich in die Wünsche unserer Kunden hineinzuversetzen.

Reisebereitschaft sowie routinierten Umgang mit modernen Kommunikationsmedien setzen wir

Wir freuen uns auf Ihre qualifizierte Bewerbung mit Ihrer Gehaltsvorstellung und Angaben zu Ihrem frühest möglichen Eintrittstermir

Bewerben Sie sich bitte schriftlich bei Sabine Bley, sabine.bley@wuerth-interwerbung.de

Würth Inter Werbung GmbH · Bahnhofsallee 8 · 86438 Kissing T 08233 7920-0 · info@wuerth-interwerbung.de · www.wuerth-interwerbung.de EIN UNTERNEHMEN DER WÜRTH ₩ GROUP



#### Telefonische Auskunft auch sonntags 17-18 h

Unser Auftraggeber ist ein kerngesundes, mittelständisches Unternehmen mit etwa 600 Mitarbeitern und Hauptsitz in Baden. In mehreren Geschäftsbereichen ist die Firma Marktführer, aufbauend auf hochmodernen Produktionsbetrieben und langjährigen, engagierten Mitarbeitern. Im Rahmen einer Altersnachfolgeregelung suchen wir eine akquisitionsstarke Persönlichkeit (m/w) als

# Außendienstmitarbeiter Werbemittel

#### Vertrieb an den Werbemittelhandel

Dabei denken wir an Kandidaten aus dem Bereich Werbemittel oder vergleichbarer, schnell drehender Produkte (z. B. Befestigungstechnik, Werkzeuge) die über mehrjährige Akquisitionserfahrungen verfügen und eine überregionale, auch internationale Tätigkeit (englische Sprachkenntnisse sind notwendig) bei einem gesunden Marktführer suchen.

Die Aufgabe kann sowohl vom Stammsitz des Unternehmens in Baden aus als auch von einem Home Office in zentraler Lage Deutschlands wahrgenommen werden. Sie werden einen großen Kundenstamm übernehmen und diesen intensiv betreuen sowie neue Kunden akquirieren. Dabei arbeiten Sie weitestgehend nach eigener Planung und werden durch einen leistungsfähigen Innendienst unterstützt.

Bitte richten Sie Ihre Bewerbung für die Position Außendienstmitarbeiter – für einen Erstkontakt reicht uns ein per E-Mail übersandtes Anschreiben und ein Lebenslauf -, deren vertrauliche Behandlung zugesichert wird (Beachtung von Sperrvermerken ist selbstverständlich), mit Angaben über Einkommensvorstellung und frühestmöglichen Eintrittstermin unter Kennziffer 68289 an die



#### Personalberatung PSP Porges, Siklossy & Partner GmbH

Colmantstraße 36 • D-53115 Bonn • Phone +49(0)228 608 999-0 • bewerbung@psp.de

Belgien • England Rumänien • Frankreich • Luxemburg • Niederlande • Österreich • Polen

Rumänien • Schweiz • Skandinavien • Spanien • Ukraine • Ungarn

#### **INSERENTEN-VERZEICHNIS / LIST OF ADVERTISERS**

8309 9060 7411 5202 6905 9043 3811	Manufacturas Arpe, S.L. ASI Advertising Specialty Institute badgeau	010+011, 120			
7411 5202 6905 9043		· ·	42332	prodir S.A.	001
7411 5202 6905 9043		115	45471	Promodoro Fashion GmbH	025, 120
5202 6905 9043		122	., .,	PSI - Reed Exhibitions Deutschland GmbH	042, 044, 048, 049, 076, 07
6905 9043	BAGS BY RIEDLE	122			080, 086, 091, 092, 101,
9043	bpma Ltd.	119			3. Umschlagseite /
9043	Brauns-Heitmann GmbH & Co. KG	049			3rd Cover page
	bwg e.V.	045, 059		PSP Porges, Siklóssy & Partner GmbH	125
	CDH Computer Division Heinemann GmbH	124		Reed Exhibitions Deutschland GmbH	124
5452	CD-LUX GmbH 051, 121		48319	same same but Different GmbH	087, 123
4273	C & CH, Más que un caramelo, S.L.	004	42880	Signum Siebdruck - Tampondruck GmbH	091, 123
8316	Chocolissimo by MM Brown	004	46325	Slodkie Upominki	121
0310	Deutschland GmbH	071	44472	SOL'S - SOLOINVEST S.A.S. 002+003, 12	
r610	CLIPY - Artur Begin, S.L.	2 Umschlagseite /	44472 45341	Stereo Holland-Gebäck GmbH	077, 121
45619 CL	CEIT - Artur Begin, S.E.	2nd Cover page	48447	SUITSUIT International BV	127
2819	Gustav Daiber GmbH	007, 009	40447 41308	terminic GmbH	127
9081	ENTRADA Textile Dienste GmbH	089	42842	Teutoburger Spezialitäten Pappert GmbH	
	Evespot Werbemittel GmbH & Co. KG		42042 47186	TLN Trade Company GmbH	049
7026		122	"		073
	Göller Verlag GmbH	097	41941	Trendfactory B.V.	123
42919 Siegfried I	Siegfried Hintz - MAG-LITE	Titel-Altarfalz /	44970	TRIGON Deutschland GmbH 005	
	6 1	Cover Gatefold	44970	TRIGON Deutschland GmbH 123	
2907	Inspirion GmbH	028	41848	uma Schreibgeräte Ullmann GmbH	083
988	Würth Inter Werbung GmbH"	124	_	Verlag Werben & Verkaufen GmbH	093
	IPSA - Institute of Professionals in		46453	Viba sweets GmbH	081
	Specialty Advertising	117	44281	VICTORINOX AG	041
1545	Jung Bonbonfabrik GmbH & Co. KG	079		viscom - Reed Exhibitions	
8639	Kaiserstuhl Chocolaterie GmbH & Co. KG	075, 121		Deutschland GmbH	107
9319	Klaus Stephan GmbH	122	46622	Viva-Plus	062+063
3358	KLEEN-TEX INDUSTRIES GMBH	053, 121		Vogel Business Media GmbH & Co. KG	109
2087	Kössinger KG	123	44323	Zweibrüder Optoelectronics GmbH	4. Umschlagseite /
8283	Maikii s.r.l.	085			4th Cover page
0111	MARTOR KG	089	47395	Zwilling J. A. Henckels AG	043
8679	Moleskine SpA	047			
5974	Multiflower GmbH	045, 123			
9990	O.P.S. srl	113	Beilage / Ir	nserts	
5998	O-Square GmbH	087	(*Teilauflag	ge / Part circulation)	
2809	F. Pecher GmbH	120		•	
6550	PENKO GmbH 120		44455	LINOTEX GmbH	*
0972	PF Concept International B.V.	122	48679	Moleskine SpA	*
0288	PIAP Polska Izba Artykulów Promocyjnych	111	175	PSI - Reed Exhibitions Deutschland GmbH	*
5727	Plastolan GmbH	091, 120		Reed Exhibitions Deutschland GmbH und	
1565	KP Plattner GmbH	121		Deutsche Messe AG	*
-,-,			41848	uma Schreibgeräte Ullmann GmbH	

# WHAT DO WE DO FOR THE INDUSTRY?

would like to take this opportunity to follow on from my post on sustainable value chains in the last PSI Journal. In a survey of suppliers, the individual response of one of the participants struck me. It concerned the topic of code of ethics of the promotional product industry. The respondent analogously criticized that we are dealing with an initiative that has come to nothing and that we have heard no more about it.

He was referring to the GWW Code of Ethics which has been uniformly adopted by the German associations. At PSI, we also use this code internationally. Each new member must sign it. This information is documented and published in the PSI directories. The code is a voluntary commitment and thus also represents a quality criterion of a company as well as an entire industry. Even though it is difficult to verify whether the undersigned company complies with the individual criteria, the

code is an important tool for the public image of a company and an important tool of a professional industry. This initiative has by no means come to nothing.

The question therefore is whether the activities of the PSI and the associations are correctly perceived? Is the communication inadequate or insufficient? Or are only very few interested in these activities? I cannot truly imagine the latter when I consider the many initiatives which the industry has to deal with: Topics such as income tax issues, product safety, private

copying rights and sustainability cost the industry a lot of time and resources. Dealing with these topics is a necessary evil; there is little joy to be had. But even the positive industry information supported by data, such as the advertising impact of promotional products, is not adequately taken into account and used.

Is it because we are all too occupied with ourselves and we are only being driven? Are there too many communication channels or are they not being properly utilized? What is really going wrong?

Best regards,

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





PREVIEW PSI Journal 10/2014 www.psi-network.de



#### **ACQUIRING A TASTE**

hether it be in cooking shows or gourmet magazines: The culinary kitchen is always a topic. But what exactly does it refer to? In any case, it has something to do with enjoyment. What is perceived as enjoyment is subjective and may thus differ individually. Just as varied and diverse as the promotional products in our cover story "Cuisine and culinary delicacies". An equally wide selection of "tasty" products is offered in the second cover feature "Everything about laptops, smartphones and tablets." Both topics should therefore offer something for every taste. Please keep in mind the cover stories of the December issue, "Sustainability and Fairtrade" and "Made in Germany", and send your product presentations (image and text) no later than 17 October 2014 to: Edit Line GmbH, Redaktion PSI Journal, E-Mail hoechemer@edit-line.de.



#### GREAT WEATHER FROM WERTHEIM

A nyone wanting to know what the weather will be often chooses one of the roughly 1,000 measuring devices from TFA Dostmann. When it comes to weather stations, thermometers, barometers and hygrometers, the family-run enterprise from the Baden-Württemberg town of Wertheim is in great demand throughout Europe. Founded in 1964, TFA is now celebrating its 50th anniversary. With more than 230 employees in the Dostmann Group today, the company is an important and reliable employer in the Tauber Valley.



#### **BWG TREND 2014: OFF TO HOLLYWOOD**

n 12 and 13 September 2014, it was that time again: As every year around this time, the industry met at the Euromoda fashion centre in Neuss to attend Trend, the product show of bwg. The more than 100 exhibiting suppliers showed at the trade their latest products, marketing solutions and trends in promotional products. The show has long been a trend barometer and source of ideas for the Christmas trade. More can be found in the PSI Journal.

#### **IMPRINT**

Published exclusively for the promotional products trade by PSI Promotional Product Service Institute, Reed Exhibitions Deutschland GmbH Völklinger Straße 4. D-40219 Düsseldorf

Tel.: +49 211 90191-0 Fax: +49 211 90191-180 Internet: www.psi-network.de

 $\textbf{Publisher:} \, \textbf{Michael Freter}$ 

Management: Hans-Joachim Erbel, André Weijde

**Editing:** Edit Line Verlags- und Produktions-GmbH Dekan-Laist-Straße 17, 55129 Mainz

by order of PSI GmbH

Editor-in-chief: Manfred Schlösser Executive Editor: Ursula Geppert

**Editors:** Martin Höchemer, Anke Zimmermann, Christian Jacob, Werner Menzel, Christoph Zimmermann,

Simon Dietzen

**Duty Editor:** Martin Höchemer

Project Manager Publishing: Anja Späker Advertising Sales Manager: Anja Späker KEY ACCOUNTS

Key Account Manager: Armin Cyrus,

Tel.: +49 211 90 191-161, armin.cyrus@reedexpo.de

CROSS MEDIA SALES

Sales Manager: Senija Menzel

Tel.: +49 211 90 191-114, senija.menzel@reedexpo.de

**Sales Executive:** Thomas Passenheim Tel.: +49 211 90 191-150, thomas.passenheim@reedexpo.de

REGIONAL CONTACTS

**Belgium and France:** Reed Exhibitions ISG Belgium and France

Ombline Delannoy

Tel.: +33 1 79719306, odelannoy@reed-export.fr

Italy: Reed Exhibitions ISG Italy s.r.l.

Luigi Quadrelli

Tel.: +39 02 43517048, luigi.quadrelli@reedexpo.it

Spain: GPE S.L.

Ludivine Bastien

Tel.: + 34 93 4244000, gpe@gpexpo.com

Turkey: Istexpo

Eylül Ingin Tel.: +90 212 275 8283, eylul@istexpo.com

UK: Reed Exhibitions ISG UK

Richard Thiele

Tel.: +44 208 9 10 78 21, richard.thiele@reedexpo.co.uk

Design: Edit Line GmbH, Mainz

by order of PSI Promotional Product Service Institute, Reed Exhibitions Deutschland GmbH

Art Direction: Stephan Weiß, Stephan Flommersfeld, Patric Mekas. Klaudia Mann

**Photos:** Lars Behrendt, Ursula Geppert, Martin Höchemer. The title theme and editorial content include the use of photos from www.fotolia.de

Translations: Translanguage, D-40885 Ratingen

**Printing:** Kössinger AG

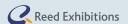
D-84069 Schierling

 $Advertisement\,price\,list\,no.\,46\,of\,1\,January\,2014\,applies.$ 

ISSN number 1436-6193

Signed articles reflect only the opinion of the author. The publisher shall assume no liability for unsolicited manuscripts, photos and other documents. Return only if return postage has been paid (likewise no liability).

For members of the PSI, the subscription price is included in the membership fee.









LED LENSER® SEO steht für eine junge, emotionale Stirnlampe mit frischen Farben, coolem Design und herausragender Leuchtkraft.



WERBEANBRINGUNG



SEO Gift-Box Art.Nr.: 6003-B