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International Magazine
For Promotional Products
AUGUST / SEPTEMBER 2014
Volume 53

JOURNAL

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Brand Power For The Industry



Manfred Dreher
20 Years Of Prodir Germany
There's Still Something
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INTERIM REVIEW

THE PROMOTIONAL PRODUCT YEAR 2014

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EDITORIAL

INTERIM REVIEW FOR 2014

As always in life, some say one thing, others say something else, and some say nothing. We asked suppliers and distributors/consultants about their interim results for 2014 and amazingly we received an incredible response.

There were a few responses that we frequently read: speed takes priority over size, shorter delivery times, smaller order volumes, quality comes before quantity. Surprisingly, respondents often spoke of "price before quality." But then again we also read that "mass products are more difficult to market." And whilst this is all very true, it sometimes depends on your perspective. Of course, it is well known in the industry that speed beats size. Size alone is no longer of value, and perhaps it never was. It is also no secret that companies are always thinking about and planning advertising in ever shorter cycles. A particular problem is that the promotional product always plays the 'accessory role' in the campaign planning. We have been trying to change this situation for a long time, but progress has been modest.

There is also a lot of truth in the statement "mass products are increasingly difficult to market". However, quality products, of which there is a large number, suffer less from this development. The trend towards customised products with high attention levels is unmistakable. Anyone wanting to raise the impact of a product needs a certain amount of uniqueness.

It is also disappointing that there is even some truth in "price before quality". Each of us experiences it, not only those who sell promotional products. The hotel pen that falls apart after just one minute, the corkscrew that pulls everything except the cork, the USB stick that barely fits into a computer because of its shape. It is annoying, but then again there are also bad cars, bad homes and bad politicians.

Overall, the interim assessment is positive. The sentiment and order patterns have improved in most Mediterranean countries. Many companies have adapted their cost structures to the present market situation and perform well in summer and winter. Stricter requirements have meant that the industry has become more professional. "Made in Europe" is becoming more and more popular. Customised products create new opportunities.

Everywhere people are looking forward to the autumn season. That will probably decide whether the overall results get the thumbs up or the thumbs down. A reader who did not want his name published had a thumbs up tip: The sooner you get rid of your slippers after the holiday season, the sooner you can put your feet up and relax to enjoy Christmas.

Make the most of what you do.

Kind regards



Manfred Schlösser
Editor-in-Chief PSI Journal



Manfred Schlösser

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THE MOST WONDERFUL TIME ...

38

... for many people is the Advent and Christmas season. However, it is also the most important time for many industries. Our industry offers many attractive and promotionally effective products that can be put under the Christmas tree. With the year-end business now already beginning, the “festival of festivals” is also shifting into the focus of representational advertising. If Christmas did not exist, it would have to be invented for this industry and its promotionally effective products alone. We have compiled a selection of these products for you on the following pages.



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What is the industry pre-occupied with in mid-year? The issues that appear in the following statements are varied: sustainability, increasing pressure on prices and time pressure, more demanding customers, the need to rethink established structures - these are just a few of the points that concern our interlocutors. Their opinions are a part of the present - with future potential.

PSI 2015: NEW CONCEPT IS FURTHER REFINED 24



Innovation, inspiration and know-how in relation to promotional products – the PSI 2015 from 7 to 9 January 2015 in Düsseldorf is the largest and most important platform in Europe. Staging the trade show as a lifestyle event will again offer plenty of scope for new product launches, interesting services and platforms for networking and meeting.

XINDAO: TRENDY AND ENVIRONMENTALLY SOUND 120



Sustainable fashion. With its XD Apparel Collection, Xindao launches jackets and body warmers the makers themselves call "the greenest jackets on the planet". Young, trendy brand for outdoor clothing, that is made to set a new, inspirational standard in the world of fashion.

KLEEN-TEX: „ONLY YOUR MIND IS YOUR LIMIT“ 122



Kleen-Tex is a company that operates as a world-renowned sought-after provider of innovative mat solutions. The family-owned business was founded in La-Grange, Georgia, United States in 1967. The European headquarters of Kleen-Tex supplies the entire European market. Kleen-Tex specializes in the production of high-quality, washable floor mats for the core areas of living and interior, events, advertising and representation as well as laundry, office and hotel.



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FANTASTIC IMAGINATION

The noted German writer Erich Kästner once said: "Imagination is a wonderful property, but you have to keep it in check." Nevertheless, it remains a wonderful property that can produce a lot of creativity. Even in very diverse areas, as the promotional product industry has proven time and time again. The beauty of it is that imagination is by no means exhausted. Some imaginative promotional products stimulate the person who has received one to develop his own creativity with this product. Imagination is simply inspiring.

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The term "common denominator" is often used as a metaphor for commonalities, for example, for same interests in a group of people who are otherwise very different. And sometimes the common denominator is so small that you cannot recognize it at first glance. In the case of the products presented here, it is just a single letter, the initial letter "C". Although they do in fact have a highest common denominator: They are all attractive promotional products.



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INTERIM REVIEW

THE PROMOTIONAL YEAR 2014

What is the industry pre-occupied with in mid-year? The issues that appear in the following statements are varied: sustainability, increasing pressure on prices and time pressure, more demanding customers, the need to rethink established structures – these are just a few of the points that concern our interlocutors. Their opinions are a part of the present – with future potential.

Annual results are presented at the beginning of the year. We learn how well the promotional product industry is doing each year at the PSI when the results of the current promotional product monitor and the advertising impact study are presented. The latest annual review of the promotional product industry assessed the year 2013 in which sales of 3.44 billion euros were slightly below those of the previous year. The fact that

the promotional product maintained its excellent third place in the rankings of advertising media with the highest turnover, after newspapers and television, is a result the entire industry can be proud of. The very fact that these numbers exist at all is an achievement that marks a major step forward for the industry: Thanks to market research, relationships and facts are visible. You know where you stand, where the market still has poten-

tial to offer and what customers want. Figures speak their own distinct language, but they generally relate to something that has already happened. But how is the market perceived at present? What is the industry pre-occupied with this summer? We decided to explore these issues in our small industry survey at mid-year: Current assessments by suppliers and distributors who have shared their thoughts with us.





Meinhard Mombauer, LM Accessoires

“The demands on the industry have become significantly higher, which has ultimately led to even greater professionalization.”

I would describe the development of business and the market this year as “cautious optimism”. We are pleased with the development, but we have often heard sceptical voices from customers and colleagues.

THE MARKET HAS BECOME TOUGHER

The market has certainly become tougher. Here are a few keywords in this connection: Firstly, sourcing via the Internet, thereby assuring greater price transparency and blurring of the borders between distributors and importers, which has led to heated discussions and has necessarily resulted in adjustments in the industry. Secondly, the issue of “Compliance and CSR”, which plays an increasingly important role and has also changed the markets and conditions in China. A reaction to this is expected. On the other hand, there are also positive developments, such as new technologies that facilitate and perfect finishing and sampling and thus ensure an edge over competitors. The demands on the industry have become significantly higher, which has ultimately led to even greater professionalization.

CAUTIOUS OPTIMISM IN THE NATIONAL MARKET

Internationally, the economic limitations of certain European countries are still noticeable and the restraint is also emotion-

ally noticeable. The domestic market remains cautiously optimistic. However, it relies on changes and development and is developing a new self-confidence.

TRENDS: FROM CLASSIC TO INNOVATIVE

There is an endless number of trends... including items such as euro calculators, mini scooters, pocket calculators, remote control cars, table football tables, Sudoku, as well as numerous so-called green, environmentally friendly products. Currently there are all forms of computer accessories and watches in fashionable designs, though it is often

the classic products that are particularly successful. High-quality weather stations or unusual keychains have been “very much in trend” since eternity.

FOCUS ON INNOVATIONS

Continuity and maintaining a healthy basis that enables developments to take place has, of course, always been our goal. LM ACCESSORIES has always focussed on innovations. The way is the aim. The industry is subject to changes which we consciously and actively monitor and which we naturally always react to as early as possible. <



Günther Sperber, elasto form

“Quality management is becoming indispensable due to increasingly stringent regulations and laws.”

As for our own development: elasto form would like to place greater emphasis on finishing techniques in the future. Faster, better and more personal is the motto we will pursue.

BOOM AT THE START OF THE WORLD CUP YEAR

This first half year was very positive for us. A large number of orders were placed and the production facilities were definitely operating to capacity. There was a real boom

at the beginning of 2014, which we largely attributed to the World Cup. We are naturally happy about this upswing but it remains to be seen what the holiday season and the associated “summer slump” ahead holds. The positive development has now finally appeared again on an international scale, which is why we remain confident.

PRODUCT SAFETY IS GAINING IN IMPORTANCE

The trend of customers placing increasing emphasis on quality management, safety and certification has continued. The relevance of product safety is likely to remain at a high level and quality management will probably become indispensable due to increasingly stringent regulations and laws. We have been very well-positioned in this area for a long time. <



Thomas Selter, Gustav Selter

“It would do us a world of good if policymakers finally sent out signals with regards to a simplification of record-keeping obligations or, even better, tax deductibility.”

In the first half of 2014, we achieved a satisfactory result with more than 20 per cent growth. Since January 2013, we have developed many new and customizable products that can be produced in small quantities at short notice. This is now paying off. Due to the economic situation in Germany and our experience from the first half of this year, we are cautiously expecting positive results in the second half of the year.

MOOD IS CAUTIOUSLY POSITIVE

I consider the mood in the industry to be “cautiously positive”. And I believe this estimation is shared by many others. As far as the international outlook is concerned, we cannot really make an accurate judgement. Time and again, however, problems arise due to legal regulations.

CONSULTING DISTRIBUTOR PARTNERS IS GAINING IN IMPORTANCE

When we speak of trends, we are not only referring to products but also to behaviours. In a nutshell, I can say: price mostly counts before quality, inquiries are for smaller quantities with a shorter planning time, the number of inquiries with little implementation increasing, there is a strong interest in individual products such as those we develop. The demand and need for consulting services have grown. We offer our distributor partners extensive consulting

services which are also utilised. Even ecological issues are playing a greater role.

REINFORCING “MADE IN GERMANY”

We plan to reinforce the “Made in Germany” concept, provide more intensive, bite-sized advice, offer more individual products, coordinate requirements with the trade and focus on realistic inquiries. This is the aim we set ourselves and have achieved, and we will reinforce this approach in the future. It would do us a world of good if policymakers finally sent out signals with regards to a simplification of record-keeping obligations or, even better, tax deductibility. But I do not see this happening at present.

<



Kim Köhler, Kandinsky

“Cost awareness and the decision to actively forego unprofitable business with all the resulting strategic objectives are the order of the day.”

The market appears to be developing steadily upward if we disregard aspects such as the special circumstances in the pharmaceutical industry. Our order intake and turnover are steadily above the levels of the previous year. Although June seems slightly weaker due to the FIFA

World Cup and the many long weekends, we are satisfied.

THE INDUSTRY IS CHANGING

The situation of promotional product distributors is not homogeneous: We come across companies that are inundated with customer inquiries and competitors that are exposed to significant entrepreneurial challenges due to the dynamics of the industry. In short, you cannot run a profitable business with the cost structures of the golden age of the industry and today’s average potential margins. Consequently, cost awareness and the decision to actively forego unprofitable business with all the resulting strategic objectives are the order of the day.

SUSTAINABILITY INSTEAD OF GREENWASHING

What trends have I observed? There are three points I would like to mention: Firstly, sustainability instead of greenwashing. Pseudo-eco (look) products such as USB sticks with a paper housing (which are nevertheless electric waste) are being increasingly exposed as dubious by the customer. In the wake of this, the emphasis is put on a holistic approach. This means that considerable importance is placed on genuine sustainability (in terms of manufacturing conditions, recyclability, ocean freight versus air freight, local rather than international procurement, real product benefits). This is where we strive to offer our customer full transparency of the possibilities, their opportunities and risks. At the same time, we exploit this trend to increasingly subject our Group to sustainable planning and organisation. This is largely why we are, inter alia, participants of the UN Global Compact.

UNDERSTANDING PRICES INSTEAD OF PRICE PRESSURE

After decades of a lack of transparency, many customers have used the digitization of our world and the associated transparency as an opportunity to procure complex product lines of promotional products by enthusiastically engaging many suppliers in a price war. The seemingly only important common denominator was to drive the price even further. Today, many customers have understood that carefully selecting suppliers to meet one’s own re-



quirements in terms of corporate structure, ability to supply and reasonable terms and conditions is the better way to purchase items from the seemingly inexhaustible array of promotional products (procurement opportunities) “in quality” and “in time”. The consumers’ unfavourable experience in terms of delivery reliability, punctual delivery and product safety appear to play an ever-increasing role. From my perspective, this aspect will continue to be given greater emphasis – not least due to the efforts of the EU to standardise product safety and to make it objectively verifiable, something that was previously the integral obligation of manufacturers/importers.

WE NEED TO KNOW OUR CUSTOMERS PRECISELY

The customers that shape the market can be grouped according to different customer profiles. Our aim is to work for customers who consider and use our integrated full-service approach, which goes far beyond the mere supply of products, as an added value for their company. Therefore, it is important for us to learn more about our new and existing customers and their organizational structures in order to recognize the potential for optimization and to exploit it in the customer’s interest. We are on the right path in 2014. The situation concerning personnel remains a challenge, however, as a lot of good colleagues in the promotional products industry have moved to other industries after years of economic difficulty. We are looking forward to receiving applications from clever people who have the passion and dedication to realise exciting projects for our renowned customers. <



Jochen Mieg, TIPP-KICK

“Randomly chosen and comparable mass-produced products are becoming increasingly difficult to market.”

I would like to make it clear from the outset that as a rule TIPP-KICK is primarily in demand as an individual promotional product for major football events such as the FIFA World Cup and the UEFA European Championship. Of course, as the manufacturer of the classic football game TIPP-KICK, we face a particular challenge in the promotional product market in 2014, the year of the FIFA World Cup. Accordingly, we are thoroughly satisfied with the development of business in the promotional product segment. The World Cup in Brazil has given us the expected stimulus; our production has been operating at full capacity well into the World Cup.

RELIABLE PARTNER OF THE TRADE

We have noticed a very good mood and a very good business performance both nationally and internationally, at least in terms

of our market niche. Unfortunately, I am unable to provide an accurate outlook for 2015 without the World Cup or the European Championship. It is important to us that we remain a reliable partner for our trade customers. We believe the trend of some suppliers to seek direct contact with industrial customers, an issue that has been widely discussed and also observed by us, is a strategy that will backfire.

QUALITY AND MADE IN GERMANY / EUROPE GAINS IMPORTANCE

Time and again, the tenor of conversations with our customers has shown there is a trend toward qualitatively “good” promotional products. Randomly chosen and comparable mass-produced products are becoming increasingly difficult to market. “Good” innovative products are becoming increasingly rare. A positive image, good quality and the production of promotional products in Germany and Europe will play an even greater role for many customers in the future.

UEFA EURO 2016 – FOCUS AGAIN ON PROMOTIONAL PRODUCTS MARKET

A look at the coming year: In the first three quarters of 2015, we will focus on the business segment of “toys”. From the 4th quarter of 2015 and in the first half of 2016, we will be working at full throttle with regard to the 2016 European Football Championship to be held in France and will surprise our customers with one or more new TIPP-KICK products. <



Albert van der Veen, Xindao

“I do not think it will ever come back at the level of before 2009.”

I feel the industry is in a slow recovery phase. It has experienced heavy decreases the last five years. World Cup football was a stimulating factor this year. If it is a structural increase, I cannot judge.

NO BIG CHANGES IN MOOD

Still in the traditional mood, not big changes occurred the last 25 years. Everyone doing the same, offering the same and in the same way as 25 years ago. The only trend I see is that the distributors are getting used to order the products decorated with their suppliers. The economical crises did not have a big revolutionary impact on our industry unfortunately, because I am a strong believer that our industry must make itself ready for the digital world.

BE THE USP

Unfortunately but maybe fortunately our industry is traditional and not trend sensitive. Of course, there are once in a while a product or category which is hot like USB sticks or today power banks. These are product trends, but if I have to answer this question from the angle of strategy, I see that more and more digital players also discover the B2B promotional product industry. Furthermore I see that offering decoration and that in fast way becomes a market standard and not a USP anymore. Our industry, specifically suppliers, has difficulties to differentiate and create new USPs. With Xindao we try to be that USP, it is the whole company which must perform well

from products, prices, customer excellence, stock, vision etc.

NEVER INVESTED SO AS THIS YEAR

We as Xindao have many different targets. Sales targets (which we over performed the last four), but also strategical targets. Our yearly overall sales targets we will reach again this year. We are very ambitious and want to stand out while also supplying the everyday products. So you can imagine with our ambition that it is more important

to focus on mid and long term targets. The last three months of the year are extreme important for us. We have created the best Christmas (end of the year) catalogue ever, with many new products. We also launched a new textile brand “XD Apparel”, a brand with a story. So I only can conclude that we prepared extreme well and never invested so as this year to make the last quarter of 2014 the best ever. <



Christof Achhammer, Mid Ocean Brands

“We have listened to our customers and incorporated their wishes and requirements into our corporate strategies.”

Overall, business is becoming more difficult and is subjected to new game rules. Both the statutory provisions – which are usually essential and meaningful – as well as purchasing behaviour, especially among groups of companies, complicate business for the entire industry. In addition to this is the often self-imposed, very strict restrictions placed by controlling departments on marketing departments with more and more new regulations (for instance in the area of compliance). The severity of the impact of the pharmaceutical advertising ban will become more noticeable in the long term once it has also spread to other industries.

RESTRUCTURING MEASURES PAY OFF

For Mid Ocean Brands, the year following the company’s great restructuring effort has developed very positively, both internationally and especially in Germany after years of recession. All restructuring measures are paying off; this is already reflected in the positive numbers after one year and the regained confidence of customers in Mid Ocean. We are already recording double-digit growth in all sectors. As part of the restructuring, we have made a lot of positive changes at Mid Ocean: Moving to new offices with a friendly atmosphere (at the same address) has, among other things, provided us with an attractive, prestigious showroom. As far as staff is concerned, we have achieved the necessary stability through a productive mix of long-standing, experienced colleagues as well as many new, ambitious employees. We are also working hard on training our employees by offering training courses to provide the necessary know-how – without any considerations of hierarchy.

SHORTENED DECISION-MAKING

We have also managed to shorten the decision-making processes within the Group. This was inter alia achieved by dramatically reducing the middle management which had swollen in recent years. Thus, we can now act more quickly and flexibly. This especially benefits the German and Swiss



markets with their exceptionally high standards of quality and service compared to the rest of Europe. We have listened to our customers and are now trying to incorporate their wishes and requirements into our corporate strategies. Focussing on a logistics and printing centre – instead of supplying neutral or finished goods from three different countries as in the past – is a further step for Mid Ocean to set its sights on regaining its former supremacy in the market.

QUALITY AND COMPLIANCE AS FUTURE ISSUES

In terms of trends, I can say that in general, the micro-electronics market is expanding further. Accessories for smartphones, tablets and laptops are all the rage. Trend products for 2014 are power banks. The majority of innovations are expected in this market segment in the coming years. Quality and compliance with codes of conduct, which to some extent go well beyond statutory provisions, are also playing an increasingly important role. <



Joep Raanhuis, Joytex

“Money is being spent ‘faster’ on advertising.”

Every year, we set ourselves ‘plausible’ targets. We rely on steady, controlled growth. And therefore the first half of the year showed that the objectives for 2014 can be achieved. By definition, we continue to put our emphasis on quality and originality, and not on quantity.

INTERNATIONALLY THE MOOD HAS IMPROVED

Following the subdued mood in the past year, a more relaxed mood has prevailed in 2014. Contributing to this is not only to the nationwide economic success but also, to a small extent, the World Cup. Using the word “euphoric” would perhaps be an exaggeration, but it has certainly played a positive role. Internationally, particularly in the Netherlands and Belgium, the mood has also improved. We not only notice that

in contracts but also because of shorter decision-making paths. In other words, money is being spent ‘faster’ on advertising, but faster should not be confused with thoughtless and superficial behaviour in this case. The price continues to play a role, albeit a minor one. Quality and sustainability and a certain exclusivity tend to be the more important components of the decision.

SUSTAINABILITY AND ECOLOGY

Of course, Joytex is also concerned with sustainability and ecology, offering cotton bags that are now also available with an Ökotex label. However, one should not lose sight of the comparativeness to the product “promotional bag” in the numerous “certification requests”. Now and then, we are faced with the question of whether the requirements would perhaps be more appropriate for bath robes and leather shoes rather than promotional bags.

SALES DEPEND ON EVENT

The Christmas trade is of course important for us because we receive many orders during and for this time of year. However, we do not carry out additional product development; it tends to be bag colours and prints that pre-occupy us for the Christmas trade. Our sales are therefore more likely to ‘depend on events’ than on certain festivities. <



Patrick Döring, Acar

“The high degree of flexibility required by the customer is a major challenge for manufacturing companies.”

The development of our business and the market this year has been very positive for us. What is noticeable is that many companies are implementing innovative projects and products in order to stand out. In particular, “special” products with unique features are in high demand. We are expecting this trend to continue in 2014, even up to the end-of-year business.

GOOD SENTIMENT IN CENTRAL AND EASTERN EUROPE

Internationally, the sentiment is very good, at least in Central and Eastern Europe. The exceptions are the southern countries, which is understandable because of the often difficult economic situation there. But we have also noticed that international companies there are currently working anti-cyclical and are now investing in promotional products to gain greater market shares.

SPEED, SHORT DELIVERY TIMES, SMALLER VOLUME, MORE ADVICE

A trend that was foreseeable and is still continuing: In daily business, speed and short delivery times for continuously decreasing volumes remain the order of the day. This situation is a challenge for a manufacturing company such as ours because

extreme flexibility requires that production processes, which have established themselves over the years, have to be adapted. We have succeeded in achieving this through early recognition of this trend. We continue to see a conceptual approach to the use of promotional products. Customers expect product suggestions as well as support in the form of visualizations and also notional samples – in addition to the product and innovative printing offers, there is a greater focus on suppliers providing advice.

QUALITY AND CLOSE PARTNERSHIPS ARE IMPORTANT

We clearly focus on gaining market shares and on expanding partnerships with selected distributors of promotional products. Quality and a close, trusting relationship are more important to me than just a large number of customers. This applies both to customers in Germany as well as to international partners. And of course the development of innovative products and printing options that offer added value for customers are the main objectives we continually pursue. The developments in the last two years clearly show that we are on the right track.



Reenald Koch, reeko design

“The sentiment is rather poor.”

The current business development is problematical. Since the 2008/2009 crisis, the markets have not fully recovered and have actually shrunk by about half throughout Europe. Accordingly, the sentiment is rather poor; I'd give a score of three or four (1 = very good; 5 = very poor). There is a clear trend towards customised designs. The sale of stock goods is becoming increasingly difficult. The goal this year is primarily to generate profits; this is much more difficult than before the crisis. The ultimate goal is thus to optimise profits.





Stephan Horlebein, Maxim Ceramics GmbH

“In general, the market is demanding more and more individual solutions.”

Maxim Ceramics GmbH was founded in April 2012. In 2014, we have enjoyed above-average growth well above target. However, the mood in general is rather subdued. This may also be derived from the numerous sales campaigns of some of our competitors. If business were stable, there would be less need for such activities.

MODERATE GROWTH IN GERMANY

Our parent company, Maxim, has posted an overall growth of over 20 per cent in the domestic market in Poland and export business so far. We have also enjoyed a very good performance. By contrast, we have heard that in general Germany has recorded a rather moderate growth until now, and that compared to 2013 growth in Austria and Switzerland has risen. Negative influences such as the current situation in the well-known crisis regions should also be taken into account.

CUSTOM DESIGNS ARE BEING REQUESTED

In general, the market is demanding more and more individual solutions that go beyond our actual programme. Our programme is very versatile when it comes to styles and colours. That is why we are attracting more and more distributors. Nevertheless, more and more custom designs are being requested. In the meantime, however, we have managed to respond to these demands and provide interesting solutions. However, long-standing decoration techniques such as sublimation printing are being replaced or supplemented by new techniques. We are working hard to find new solutions in this area, too. As a subsidiary of Maxim, Maxim Ceramics GmbH is committed

to being a competent partner in the field of promotional porcelain/ceramics, particularly for resellers in Germany, Austria and Switzerland. Our distributor customers need professional “problem solvers” to meet the requirements of their customers in the industry and trade. Our goal was and is to be able to convince more and more resellers in this market of our service portfolio. We are well on the way to achieving this objective.

“CHRISTMAS SPECIAL”

We have further increased the stock levels of our most popular articles, and the capacity in our printing works can be increased further if necessary. Thus we can ensure a high level of supply capacity, even during peak business periods. As in the previous year, we will also offer our customers and prospective customers a “Christmas Special” with selected designs and motifs. Unfortunately, we do not anticipate a distortion of the seasonal business pattern in the near future. Rather, there is a need for diversification in order to find other buyers. Internal discussions on this issue have already taken place. In keeping with our distribution policy, however, our focus will always be on the reseller. <





Karin Dicke, Dicke & Partner GmbH

“An emerging positive economic climate appears to have induced many companies to implement new activities.”

As anticipated, the first half of 2014 was again very successful for us. An emerging positive economic climate appears to have induced many companies to implement new activities.

CUSTOMER LOYALTY PROGRAMMES

What strikes us is that a number of companies are carrying out employee motivation campaigns. This is something we had definitely not experienced in recent years. Even customer loyalty programmes are experiencing a renaissance.

INTERNATIONAL UPSWING

Our Wage colleagues are also experiencing an upswing because the number of e-mail inquiries that are being sent every day has multiplied compared to last year. Our Spanish colleague even commented: “Wow, today is a very busy Wage day!” The anticipated quantities are sometimes reminiscent of the ‘good old days’. What is causing us problems, however, is the fact that the products requested are getting cheaper. Some companies specifically ask for products that do not exceed \$10. In addition, three offers are being requested or invitations to bid are being made for the smallest of inquiries, which bears no relation to price/performance.

UNUSUAL CHRISTMAS CAMPAIGNS

About the Christmas season, we have again noticed that the market has changed dramatically. We are a promotional product agency that traditionally experiences a strong Christmas sales period. Delivering consignments, on a large scale, even on the day before Christmas Eve, has so far been a part of our daily business. We still have a number of customers who still perform unusual Christmas campaigns for their customers, with considerable success. But these have to be well-chosen ideas that either evoke emotional responses or are witty. We generally remember a saying of our former colleague Ali Henze – “If nothing springs to mind, give someone wine”. This applies even more so today. Wine is certainly a good choice, but there should always be a good story behind it. This year we plan to develop some new products and to win another award. <





Dirk Lösel, C. Jul. Herbertz

“A noticeable trend is that the ability to deliver quickly is becoming an increasingly important competitive advantage. There can be little doubt that from time to time it takes priority over the price/performance ratio of a product.”

So far, we have been satisfied with the development of our business in 2014. In the last three years, we have noticed a further stabilization of the very intact marketplace that has recovered since the (financial) crisis in 2008 and the subsequent downturn. The consolidation in the market has also continued. As a solidly positioned and very independent company, Herbertz has benefitted from this and has thus been a constant player in the market. A noticeable trend is that the ability to deliver quickly is becoming an increasingly important competitive advantage. There can be little doubt that from time to time it takes priority over the price/performance ratio of a product. Herbertz has taken this into account by increasing the inventories of frequently requested products. Furthermore, we have observed that there is an increasing demand for brands in the promotional product sector. Besides Herbertz knives, Opinel knives and insulation products from Stanley are developing promisingly at the moment. <

SPEED AND PRESSURE ON MARGINS ARE GROWING

We are seeing a lot of movement in the industry in terms of the association's activities and developments of the distributors, not to mention some major and well-known importers. As expected, regulations, laws and compliance are forging ahead; the complexity of some problems in this regard is challenging, but in our view this also creates opportunities for genuine specialists to sharpen their profile. In terms of speed and pressure on margins, the wheel continues to turn and businesses are encouraged to demonstrate more and more professionalism to continue to be successful.

POSITIVE TREND ON THE GERMAN MARKET

We continue to see a positive trend on the German market. Germany continues to be successful in the EU and benefits from its strong economy. This also benefits our industry, although we remain of the opinion that the “promotional product economy” may have detached itself from the economic cycle. It is still immensely important that the professionalism of the industry and the reputation of our work in the eyes of the public, customers and policy-makers are respected. As one of the leading manufacturers and importers of bags and backpacks for the promotional product industry, it is important for us that we continue to improve our products and processes in order to enjoy long-term sustainable success in the future.

NEIGHBORING COUNTRIES: NOT YET RETURNED TO THE LEVEL OF 2007/08

We see a slightly less favourable economic development in neighbouring European countries and notice that business activities in regard to our products have not yet returned to the level of 2007/08. <



Armin Halfar, Halfar System GmbH

“It is immensely important that the professionalism of the industry and the reputation of our work in the eyes of the public, customers and policy-makers are respected.”

As is the case for most other market participants, the year started for us with our participation at the PSI. Following 2013, we were of course very excited to see how the industry would react to the increased efforts of the PSI. We were very excited about the new offerings and concepts of the trade show but, unfortunately, we have to say that we have still not returned to the level of earlier years in terms of visitor traffic at our stand.

NO DECLINE IN PHARMACEUTICAL ORDERS

Business has developed more favourably for us in the past six months than last year. For example, we have not experienced an appreciable decline in pharmaceutical orders. We are continuing to deliver our bags and backpacks for pharmaceutical congresses although this area has never been of significant importance for us.



Walburga Husemann, Husemann Textil

“We are experiencing a very strong emphasis on brands and quality. And that’s a good thing because we must finally shift away from cheap goods.”

What I have noticed in recent times and find disappointing: Humaneness and personal dialogue have fallen somewhat by the wayside. Everyone is trying to top each other and put himself in the spotlight. Perhaps these are merely existential fears that lead to such behaviour?

EARNINGS ARE NO LONGER COMMENSURATE WITH EFFORT

I have the feeling that from year to year business is becoming more and more hectic and faster – and earnings are no longer commensurate with effort. The mood in Germany is good but it also fluctuates. On the other hand, I feel the international market is more stable and promising.

SEEKING CUSTOMER PROXIMITY

We are experiencing a very strong emphasis on brands and quality. And that’s a good thing because we must finally shift away

from cheap goods. As a textile specialist, we are playing our part: We are increasingly focussing on our creativity, our accumulated know-how, as well as our long-standing experience and recognized flexibility through our website and through staff training at our customers. We also aim to be close to our customers and provide them with comprehensive information about quality and everything related to it. This is also an important goal we want to vigorously tackle for the future. In addition, we also intend to become more actively involved in international markets. This is something we have successfully achieved in Russia and the United Arab Emirates.

<





Stef van der Velde, Giving Europe

“Partnership instead of a quick selling result.”

The industry shows positive developments, especially in the southern European countries. The first part of the year

shows an upcoming request from customers for certified products. Awareness on the dangers of importing just any item is becoming a hot topic in the market. I see this as a very positive trend. Even though some markets are still struggling, I expect 2014 to be the year of the turn around of the negative spiral in our industry.

MARKET ASKS FOR MORE INFORMATION

Still many distributors are very busy with coping with their businesses, that they have no time to really sell the promotional product as one of the most successful advertising tools. I think our market and our customers ask for more knowledge and feedback from the suppliers, but we can only achieve this when distributors are willing to work with a select group of suppliers, so we can really build a partnership. Giving personally had the target to build a stronger relationship with distributors. This is why we decided to ‘say goodbye’ to many

of our Dutch customers. We appreciate the business we are doing, but we want to work with those who also really want to work together with Giving.

EXCLUSIVE EXPANSION OF ASSORTMENT

On product level we wanted to expand our assortment with some exclusive and unique products. I think we did do so with the introduction of LoyalTea in 2013, and now in 2014 the introduction of the DeltaClip, Lavazza and recently our new concept Rol-lor. We get positive feedback from our customers, so I guess I can say we did reach this target. In September of 2014 we will launch our “Season Gifts Catalogue”, with a whole new line of xmas items and many high end end of year items. Although the seasonal heights have equalized during the last years, we still experience the last months of the year as high season compared to other seasons. <



Sönke Hinrichs, Inspirion

“Business in the Mediterranean countries has risen sharply again.”

Inspiration has noticed a significant improvement in sentiment in many European markets. Business in the Mediterranean countries, for instance, has risen sharply again.

HIGH INVENTORY LEVELS AND CAPACITY EXPANSION

In Eastern Europe, Inspirion has benefited from the establishment of its own high-bay warehouse in Hungary, which has been in use since March 2014. Despite the fact that many companies have been very reluctant to invest in recent years, Inspirion has deliberately chosen a different path and is now able to respond quickly and comprehensively to the wishes of customers in Eastern Europe with a high stock level. Inspirion intends to continue to sys-

tematically pursue this strategy and therefore, inter alia, expand the capacity of its own printing works in Poland step by step.

QUALITY IS GAINING IN IMPORTANCE

On the product side, the subject of “quality standards” is playing an increasingly important role. The requirements are increasing almost daily – Inspirion started preparing for this at an early stage and is well positioned thanks to its own quality assurance team in the Far East and through the cooperation with testing institutes and DEKRA. <



Ronald Eckert, Döbler Werbeartikel

“I still see great potential for the industry to stand out with perfect advice and targeted selection and to satisfy the customer.”

The year started pleasingly and entailed many exciting projects. The volume of inquiries has been significantly higher than last year. Despite the global crisis, the economy seems to be stable and performing well. On the other hand, the volume of inquiries often differs considerably from the actual orders placed. Either there are fewer requirements to be complied with or the customers' inquiries are being scat-

tered to such an extent that often the price is the sole criterion. Long-term cooperation, personal customer care and a harmonious collaboration for all parties appear to be increasingly rare.

INCREASING PRESSURE ON THE TRADE

We are looking optimistically into the last quarter of the year, but I would describe it as somewhat cautious optimism. The industry tends to depend on creative ideas and perfect concepts. So I would say that the mood can be perceived as satisfactory. On the other hand there is an ever-increasing pressure from the industry on the trade, resulting in lower prices and smaller margins. We believe we are well positioned and are actively working towards achieving this.

COMPLIANCE AND TAX DEDUCTIBILITY

We have noticed that the issue of compliance is becoming increasingly more important. In addition, the repeated discussions about tax deductibility for promotional products play a significant role. Indeed the current legislation does not provide a manageable direction; on the contrary, each tax office often makes a completely differ-

ent evaluation. Moreover, the customer's requirements for products and services in respect of certificates etc. are increasing.

WE NEED A STRONG ASSOCIATION

Especially exciting are the discussions about the merger of the associations – this could prove to be a masterstroke if all parties accept the challenge and work together to find the right solution. In my opinion, the creativity and agility of the industry can be more easily put into the minds of marketing decision-makers through a strong, well-positioned association.

GREAT POTENTIAL WITH ADVICE

There is an abundance of tendencies and trends concerning promotional products. The classic give-away is still very popular and is often used as a promotional ambassador. Once the sales approach has to be more sophisticated and discerning, you gladly resort to high-quality promotional products that adequately reflect the quality of the advertiser, provided someone really racked their brain over it and is convinced about the impact of the promotional product used. I still see great potential for the industry to stand out with perfect advice and targeted selection and to satisfy the customer.



NO DISTORTION OF THE CHRISTMAS SEASON

The hot phase of the year is approaching and this is when it is possible to appeal to customers with good ideas and concepts. Of course it is still very common to express your gratitude to business partners, specifically at Christmas, with the support of haptic features. We are prepared for last-minute orders again, but we try to convince our customers with precise communication that with a little more time a much more suitable giveaway can be created. I do not see a distortion of the traditional Christmas season in the medium term. On the contrary, I am afraid there will be an even higher concentration than in previous years due to an increase in regulations such as compliance, etc. Ultimately, it will, as always, depend on how flexible the respective consultant is and how creative he is in finding solutions for his customers. Fundamentally, however, I can say that the year 2014 has so far developed well. <



Armin Rigoni, Heri

“The collaboration of all market participants – suppliers, distributors and the industry – must be more intensive in the future.”

Our fiscal year started very well. However, a decline was evident in March. I attribute this to the advertising ban in the pharmaceuticals industry, which has created huge uncertainty: What is still allowed, what is no longer allowed? Even the marketing departments of the pharmaceutical companies often cannot cope with the fact that is not easy to replace an advertising tool which, objectively, has proven itself over several decades. As a result of the legal uncertainty, that pharmaceutical companies now often consult their legal department, thus delaying processes and protracting projects.

BUSINESS ENVIRONMENT IS NOT OPTIMAL

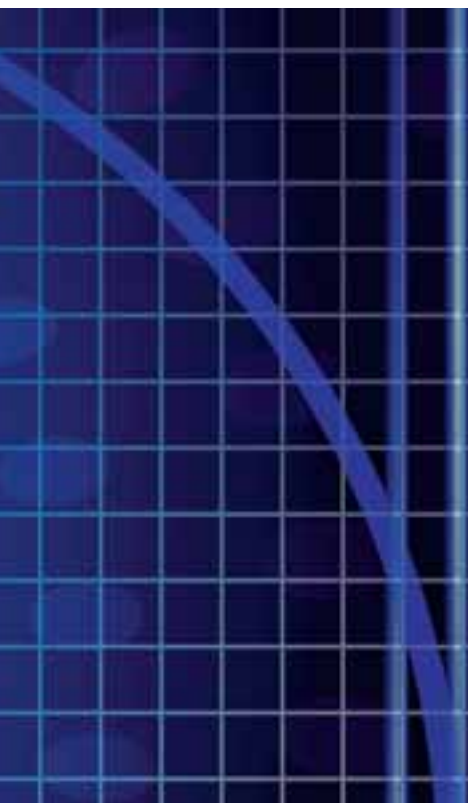
As we are very internationally oriented, we feel the effects of the weak economy in Europe. Excessive compliance regulations and the continuing tax inequality tend to have an unfavourable effect on our business. Unfortunately, the discussions and half-truths that are circulating in the industry and among our customers are detrimental for the promotional product itself and for the image of the entire industry.

GENERAL ASSOCIATION AS THE INDUSTRY'S LOBBY GROUP

As there is a significant need for providing information, I hope there will be a general association. I would like to see a stronger GWW with several sections, united in representing the interests of the industry externally and in dealing with pertinent issues. As our company is strongly impacted by the pharmaceuticals issue, we have already obtained legal advice on our own behalf, a step that has helped us: Consequently, our stamps and pen-stamp combinations are classified as office products – and not as promotional products or gifts. Of course, only if they are unbranded and used in everyday practice as a work tool. For the future, I still hope that reason will triumph and the pharmaceutical association will recognize that promotional products are effective marketing tools.

BRINGING TOGETHER ALL MARKET PARTICIPANTS

Commenting on the industry structure: I think the collaboration of all market participants – suppliers, distributors and the industry – must be more intensive in the future: The supplier has the in-depth product knowledge and the distributor has the contacts and creativity to develop campaigns. Both want the customer's budget. So I think it makes sense to bring all three parties together at a large trade show such as the PSI in accordance with certain rules. The Newsweek has been doing this for years on a small scale – with success. It can only be good for business if the distributor, together with his supplier, takes care of their joint customers. I can easily imagine the PSI as an established international trade show with a high contact potential also with an open, modified system. This does not affect our view that the trade will remain indispensable sales partners for us. <





Wolf F. Rüdiger, Albene

“‘Made in Europe’ is growing in popularity, mainly because products from the Far East are becoming more expensive and are not available at such short notice.”

Our business is developing very satisfactorily: As we specialize in sports goods and footballs, the first half year was very good for us. It is particularly pleasing that not only cheap products were ordered, but the demand for high-quality products has risen, too. As far as I can judge, the trend is clearly moving away from cheap products. “Made in Europe” is growing in popularity, mainly because products from the Far East are becoming more expensive and are not available at such short notice.

PRICE WAR IS STILL RAGING

In my view, the mood in our industry is quite positive, as the economy is performing relatively well, the unemployment level is continuing to fall and consumer demand has increased due to low interest rates. Our own objectives are to generate constant business, identify trends at an early stage and to set our priorities accordingly. The price war is still raging and higher overhead costs are reducing margins. Therefore, our goal is to remain small and manageable in everything we do, thus ensuring enough time for family, friends and leisure.

TRENDS TAKE HOLD IN THE PROMOTIONAL PRODUCT INDUSTRY

Our special trend is hacky sacks and mini boxing gloves. This shows that the idea and the practical value of a product are what count. Even small things are fun! For example, footbags, the small bags filled with granules or sand which can be played alone or in a group. This is a fun promotional product with entertainment value, not only in the year of the World Cup. <



Andrea Takacs, Artihove

“The customer delays his decisions for a long time, so we have to adjust to shorter production times.”

Basically, we can recognize an increasing trend in the development of our business and that the market is presenting itself in its best light: We are seeing an increasing number of requests in our business with promotional products; we attribute this to the fact that the customer increasingly appreciates that something special.

CUSTOMER APPRECIATES THAT SOMETHING SPECIAL

And we can offer him this because, after all, we are a specialist in this area: Artihove develops and supplies exclusive gifts for special occasions and offers both a regular collection as well as special designs. For customers looking for an artistically

valuable gift which carries a positive, motivating message, we are the right supplier. We like being creative with the customer. We develop new products every year and are very innovative.

PROJECTS MUST BE IMPLEMENTED FASTER

As a supplier of handmade promotional gifts and objects of art, we have a unique position in the market and are working to increase our level of awareness, especially in the German market. Participation at trade shows and road shows as well as mailings and other marketing measures have already proven to be very successful; we can see that in the increased number of requests and offers. We have noticed that customers' decision-making processes are currently lasting longer. Orders are placed late, thus causing delivery times to be reduced. The reason is often difficult to fathom. Having to then implement projects even faster is quite a challenge. The production process is complex because our products are handmade. We try to adjust to shorter delivery times by producing top articles and often sold products in advance. If customised products are requested, the delivery time is naturally longer. In this case, we act as an intermediary and seller between the customer and the artist. Then the customer receives a finished product in a limited edition, individually tailor-made for the company. <



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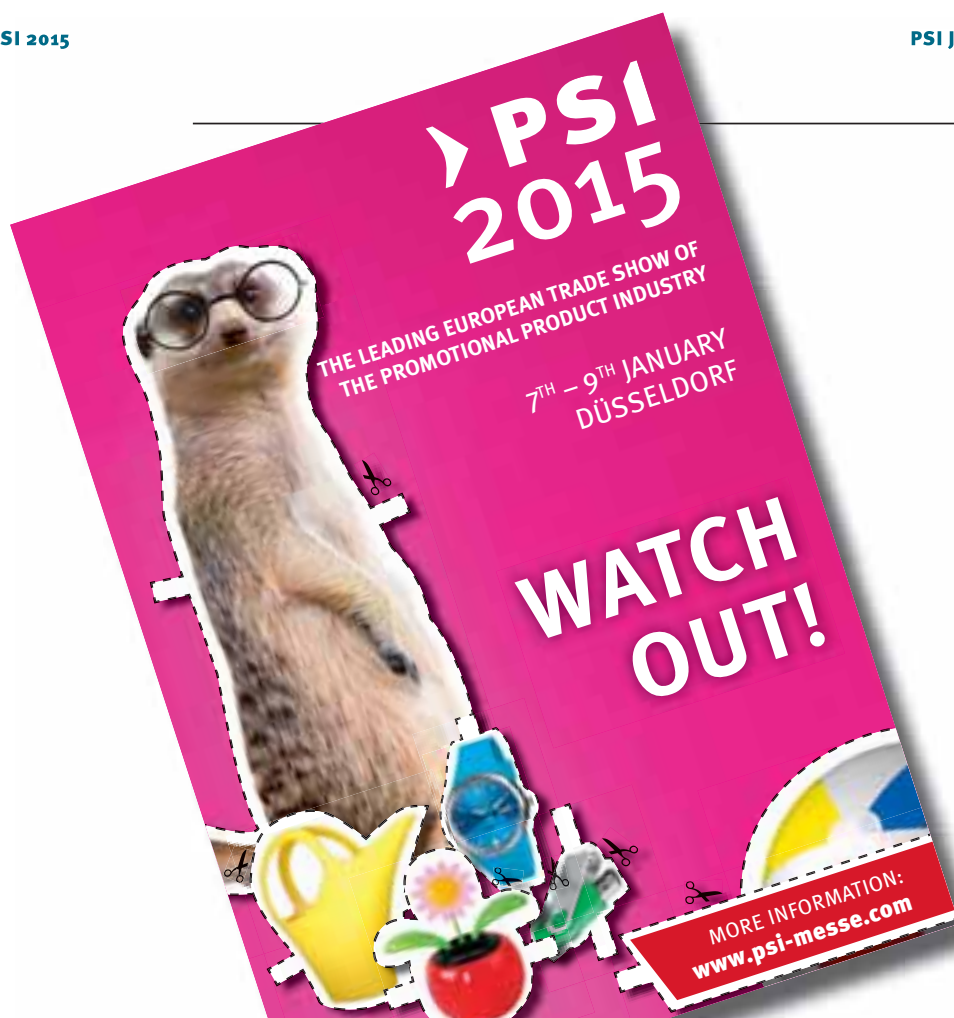
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PSI 2015

NEW CONCEPT IS FURTHER REFINED

Innovation, inspiration and know-how in relation to promotional products – the PSI 2015 from 7 to 9 January 2015 in Düsseldorf is the largest and most important platform in Europe. Staging the trade show as a lifestyle event will again offer plenty of scope for new product launches, interesting services and platforms for networking and meeting. Here is a preview of the 53rd PSI.

Last year, PSI marked a new era with the new concept of the PSI Trade Show: The PSI 2014 presented itself as a fresh, modern lifestyle event. The implementation of this new concept will now be continued. “We are ready for change and willing to adapt to the needs of the industry,” said PSI Managing Director Michael Freter recently in Düsseldorf. “The figures from this year’s surveys prove that we are on the right path. According to the surveys, the level of visitor satisfaction rose by 18 per cent, the level of exhibitor satisfaction by 13 per cent.”

NEW EDITION OF THE PSI FIRST CLUB

The PSI 2015 will also creatively highlight the new design concept with eye-catching and colourful key visuals. The PSI First Club, whose members undertake to show their premiere product for the first time at the PSI Trade Show, will be back for a second year at the PSI 2015. Thus PSI will again focus on products and innovations and enable promotional products to be experienced not only as means of communication but also as desirable lifestyle prod-

ucts. For the products in their diversity and creativity are what make the PSI the most important promotional product trade show in Europe and a shopping paradise for the industry.

SOURCE OF INSPIRATION FOR THE TRADE

Offering the trade many different sources of inspiration and ideas for their own creativity is one of the main pillars of the new PSI Trade Show concept. A highlight is GUSTO, the marketplace for multisensory advertising. At this exquisitely designed, newly expanded counter, all kinds of delicacies will be offered for sampling under the slogan "Taste, Smell and Enjoy". For there is hardly a more effective way to attract the visitor's attention than to let him sample things. This was proven true at the GUSTO premiere last year.

TEXTILES IN FOCUS

Textiles have become so important as advertising vehicles that they are to be prominently presented at the next PSI. Therefore, PSI has created the Textile Area, a new exhibition area that offers additional opportunities especially for small textile suppliers to be present at the PSI. The centre of the Textile Area will feature the PSI CATWALK, the catwalk for original presentation shows of textiles and accessories. The PSI CATWALK had been newly created to reposition the PSI as a lifestyle trade show and celebrated its highly acclaimed debut at the PSI in 2014. The catwalk will now be included in the Textile Area, making it the heart and centre of attraction of the new exhibition area. To bring together what belongs together, the new Textile Finishing Area will be complete the Textile Area. Here is where visitors can learn about the latest techniques and machinery that turn textiles into promotional products.

ADDITIONAL HIGHLIGHTS

Highlights will be featured in every hall. In special areas such as the Technology Forum, the forum for young, innovative companies, and the HALL13 area, new technologies, start-ups and new exhibitors will be waiting to be discovered. For many years



now, PSI has been offering the Technology Forum, a classic which is now an integral part of the trade show. Here you will find specialists who give visitors an understanding of the different printing processes, various engraving techniques and other methods of attaching promotional messages. The International Area in hall 12 is once again convincing proof that PSI is a worldwide network of promotional product companies. This is where international associations and joint stands can be found, providing information about their country-specific offers, services and products. Among many others, this includes representatives of the Russian Federation and the PSI co-operation partner IPSA. Whether you are an exhibitor or a visitor, the 53rd PSI will again ensure added value for the entire industry. <





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



*“We stay ahead, also
at PSI FIRST.”*



Meinhard Mombauer
LM ACCESSOIRES

Strong brands, strong presence – LM ACCESSOIRES likes to think ahead when it comes to good ideas and great performance. Also with PSI FIRST. Because that is exactly what gives our customers the lead with their customers.



*Continuous success
is the result
of a stable
balance between change
and constancy.*

Karin and Peter Pfrommer
Nestler-matho®



“Technique meets design” is our philosophy. Vibrant innovation, many years of experience and a highly motivated team give life to our motto and our trendy collection. So the quality and functionality of our products are elementary, for us and for our customers.





” *Always an extra idea –
real added
value without
designer
price.* “



Lorne Spranz
Spranz

Our own brand worlds – innovative, legally compliant and protected products efficiently transport the message and create trust. In-house processing “Made in Germany” and CO₂-neutral transport throughout the entire supply chain round off our exclusive reseller concept.



*As many solutions as
customers –
and that in
88 countries.*



Beate Anniés
SENATOR

No “something like that” and no “ifs and buts” – at
SENATOR every customer finds the solution that he’s really
looking for. And that in 88 countries!





” *Attractive, good, practical –
values that
never grow
old.* “



Thomas Hertranft
Lediberg

Bergamo and Lemgo. Creativity and craftsmanship. A pairing, that convinces and shows in practice that you really can reinvent the calendar and the notebook. Lediberg will convince you again with new creations at the PSI 2015. Your customers will be delighted.



*Enhancing what is beautiful
and good,
also in small
quantities –
that's what
we're good at.*

Michael Liebhaber
Vim Solution



We're not different for the sake of it – but out of conviction. We'd rather know a lot about a little, for the benefit of our customers. So we have become specialists for electronic products with ideal advertising space – for you.





„Badge4u – with us, the name says it all.“



Wojciech Pawlowski
badge4u

It's the little advertising media such as badges, sticky cleaners or key rings that we produce highly professionally. We even deliver the machines, if you want to get active yourself – and that since 1992.

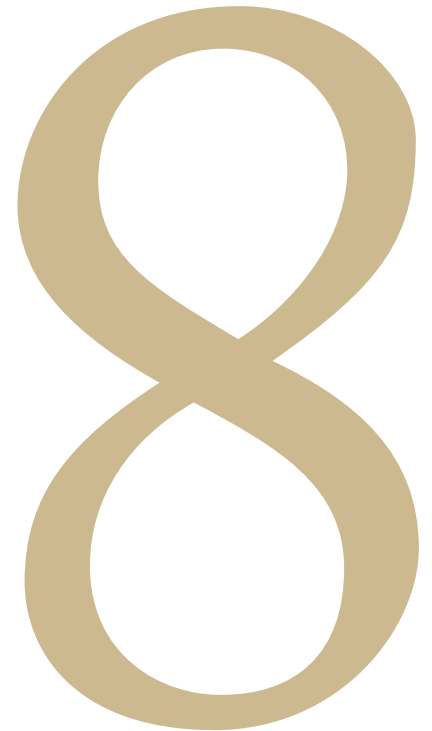


”Our new product is convertible! Everywhere and for every sector! Let yourself be enchanted!”

Matthias Huff
MACMA



We will, as is expected of us, present a strong new product range in a great catalogue.





*”Our strengths: creation,
diversity,
quality, flexi-
bility and
speed.”*



Katja Übbing-Mölders
JOYTEX®

We develop, produce and print high-quality textile bags for Europe. Because we do this from a single source, we have quality, flexibility and speed equally under control. Look forward to JOYTEX®-Creation at PSI FIRST.

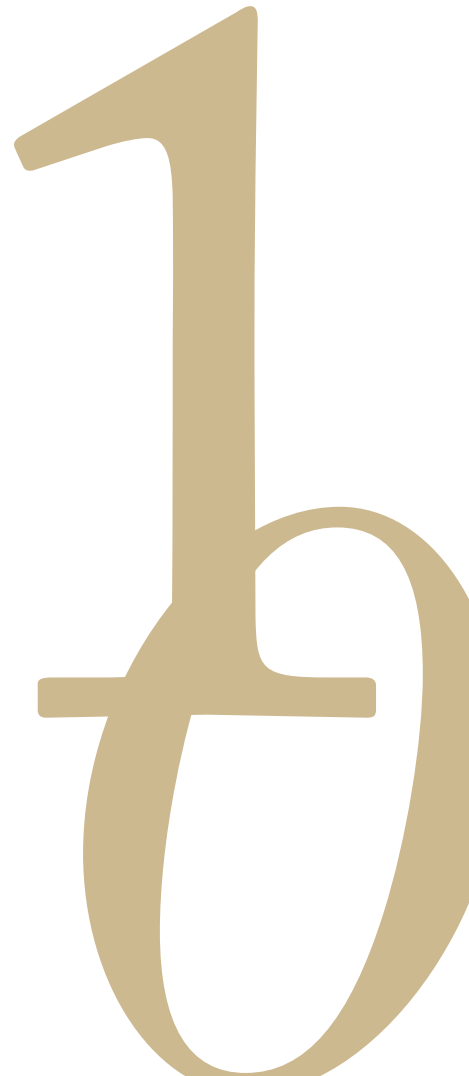


*”Always innovative,
up-to-date
and on the
heels of the
trends.“*

Marcus Sperber
elasto form



For us, elasto form is more than a company, it's a family: customer-family, producer-family, friend-family – and that means a lot to us, because we all live in the family. That's how we have become one of the leading suppliers in Europe.





CHRISTMAS

THE MOST WONDERFUL TIME ...

... for many people is the Advent and Christmas season of the Christian cultural circle. However, it is also the most important time for many industries. Our industry offers many attractive and promotionally effective products that can be put under the Christmas tree. Branche bringt so manches schöne wie werbeträchtige Produkt mit auf den Gabentisch.

It might only be the beginning of September, but before summer draws to a close and gradually gives way to autumn, the promotional product industry is again ahead of its time. With the year-end business now already beginning, the „festival of festivals“ is also shifting into the focus of representational advertising. For a long time now, Christmas has of course been on the path of profanation from the celebration of the birth of Jesus to a family celebration for the entire world. However, the essence of this „gift of God“ continues to live on in the custom of giving gifts. The diverse range of product ideas, including the continuously reinvented classics such as Advent calendars as well as numerous clever innovations, does homage to the seemingly deep-rooted urge of a moderate Christian and increasingly secular society to give gifts. If Christmas did not exist, it would have to be invented for this industry and its promotionally effective products alone. We have compiled a selection of these products for you on the following pages.





FINE TEA SETS

The 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.

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welcome@imagetools.com • www.imagetools.com



MAGIC VISION

The Dutch company Goudsmit Magnetic Design BV has added a snow globe to their product range. This shake-up globe with snow and tiny glitter elements inside is a favourite with young and old and lets snowflakes fall slowly down even when the winter is warm. At the same time it is a lasting reminder of a company, a logo or a product. The globe, made of glass with a diameter of 45 millimetres, can upon request contain a three-dimensional object, such as a polar bear or a large building. The base can be customized by means of transfer printing.

43808 • Goudsmit Magnetic Design B.V.

Tel +31 40 2212475 • design@goudsmit.en

www.goudsmit-design.com



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Email: verkauf@chocolissimo.de

www.chocolissimo.de



FOR CONNOISSEURS AND CODDLERS

This year again the Jung Bonbonfabrik Christmas catalogue has great new products involving tasty promotional treats. For instance, there is the 150 gram Haerberlein-Metzger-brand gingerbread assortment containing premium dainties such as Dominosteine, honey Printen, Spitzkuchen, almond gingerbread and cinnamon stars. The assortment is blister packed in transparent protective film. However, it also comes in a high-quality metal gift tin. The mini gingerbread man packed in a white or transparent flowpack also makes for a delicious snack. An ideal giveaway in the pre-Christmas season or as an extra in a package. All products can be individually designed with advertising messages.

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

THE SPIRIT OF CHRISTMAS IN EVERY ROOM

A miniature traditional Christmas tree (white spruce) decorated with little gift packages is available from Multiflower GmbH. Beautifully packed in a pot with foil and a silver ribbon, it enhances every room. It comes packed in individual cardboard boxes. Advertising can be printed on a separate greeting card or, upon request, a supplement can be enclosed. It weighs between 2.0 and 2.5 kilograms and the cardboard box is 180 x 280 x 570 millimetres.

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





ADVENT ON EVERYONE'S LIPS

Awow effect is guaranteed with the new Chocolate Advent calendars from Kaiserstuhl Chocolaterie. Four different varieties of fine chocolate ensure that each and every taste bud is tickled. 24 fine chocolate bars with the numbers 1 to 24 poured directly into the chocolate, individually wrapped in a crystal-clear foil and inserted into the new Maxi-box, is just one example of a chocolate Advent calendar that sets itself apart from the usual classics. The white lid has a large advertising space which is printed to customer specifications. The individual bars can also be packaged in individually printed paper. Another attractive option is the 150 gram bar featuring either the standard relief "Merry Christmas" or a company logo poured into the middle of the bar. The blocks of this large Advent calendar bar also feature the numbers 1 to 24. The sturdy cardboard packaging can be individually printed and the customer logo appears through a window. Kaiserstuhl Chocolaterie also has a lot to offer in the giveaway sector: Christmassy fruit jelly shapes in 10 gram bags or in a pyramid with three sides for advertising. Pocket Advent calendars filled in many standard designs and with colourful chocolate buttons or chocolate Santas lying flat in individual silver foil. All "at reasonable prices and in small quantities".

48639 • Kaiserstuhl Chocolaterie GmbH & Co KG • Tel + 49 7642 9000-90
info@kaiserstuhl-chocolaterie.de • www.kaiserstuhl-chocolaterie.de



SEASONS





BUON NATALE!

As every year, Die Olive – und mehr GmbH is putting high-quality products with an Italian flair onto the advertising market. The best-seller among the sweets especially at Christmas is the panettone from Loison, a family enterprise. The manufacturer pays strict attention to quality and the best ingredients. And then there is the lovely packaging, which gives the products that special something. The panettone consists of a tasty yeast dough with Amarena cherries and, after being warmed up in the oven for a short time, soon gives off its tantalizing aroma. The 100-gram treat also comes in a package of three, likewise in an Amarena – chocolate – plain flavour.

48993 • Die Olive – und mehr GmbH & Co. KG • Tel +49 6721 185300
info@olive.de • www.olive.de

FINE PACKAGING

The perfect packaging makes every gift look even more exclusive. Finely packaged Christmas gifts appeal to customers and business partners even before they are opened. Kröll offers a wide selection of quality products, starting with paper bags featuring Christmas designs, to gift wrapping paper and Christmas-themed ribbons, through to wine packaging. Most products can be supplied with customised printing for orders of just 500 or more.

48698 • Kröll Verpackung GmbH • Tel +49 89 7451360
psi@werbetaschen.de • www.werbetaschen.de



SELFIES AT ANY TIME

Now it is easy as pie to take selfies or group selfies. The Shutter – new in the product range of O-Square GmbH – is a remote release for iOS and Android devices which take pictures at the push of a button. The terminal devices need only have iOS7 (iPhone/iPad) or Android 4.4 (telephone/tablet) or higher installed. No further software or app installation is required, since the Shutter only has to be hooked up with the terminal device by means of Bluetooth (one-touch setup). The battery life is roughly two years, the range up to six metres. The Shutter's extremely robust frame is made of metal and also comes in special colours. The large advertising space leaves nothing to be desired. The Shutter comes as a single product or optionally in a gift set with a tripod and universal cell phone holder.

45998 • O-Square GmbH • Tel +49 8106 379380
info@osquare.de • www.osquare.de



THE MAGIC OF CHRISTMAS



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www.magna-sweets.de



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info@kaiserstuhl-chocolaterie.de
www.kaiserstuhl-chocolaterie.de



A CAN WITH A DIFFERENCE

A creative, innovative Advent calendar can be ordered from emotion factory. What makes it so special is that the current date is marked right on the tin can with a little red magnetic ring. Inside this stylish giveaway are four Christmas cookie cutters. The entire lid can sport digital printing as desired. As emotion factory says, there are many reference designs to choose from which can be downloaded as a PDF. The manufacturer states that the minimum order quantity is 250 units.

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

A WINTER DREAM

Enjoy a sentimentally long evening in the cold winter months: Indulge in the sky-blue Winter Dream from Römer Wein & Sekt GmbH with a small bottle of winter secco, 50 grams of winter fruit tea, a blue cup and 500 grams of Dresden Christmas Stollen. Who could resist that? All these ingredients are included in an attractive, blue gift box.

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





DESIRED PUNCH

The “Halmstad” cup from Macma conveys the warmth of Christmas when it is filled, for example, with punch. The cup features a joyous Santa Claus and can hold 350 millilitres of an extra-large serving of hot drinks – thus ensuring a cosy atmosphere for a long time. Macma can apply advertising on individual packaging by means of a sticker. The “Halmstad” comes individually packed in a white carton.

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



CHRISTMAS GREETINGS WITH CARE

Good 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 “apple-cinnamon” 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



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FRESH SNOW

The Flake decorative snow from Inspirion conjures up a white Christmas in the wink of an eye. It is easy to use: the snow granulate (ten grams) from the can need only be mixed with 400 millilitres of cold water. The mixture should then soak for a few minutes and the artificial snow is ready. This magic snow may not be cold, but it looks very real and is ideal as a Christmas decoration. It comes with a little shovel so that the snow can be used to decorate in portions.

42907 • Inspirion GmbH • Tel +49 421 52270

info@inspirion.eu • www.inspirion.eu



MANY NEW ADVENT CALENDARS

The importance of emotionally charged, individualized customer appeal is increasing disproportionately. A high-value Advent calendar expresses esteem for customers, employees and suppliers. And the advertising is at the centre of attention for 24 days. The Advent calendar experts at CD-Lux have more than twenty new products ready for this Christmas season and provide interested parties from the promotional product trade with personal offers, neutral sample packages or non-binding layout suggestions. "Top level" workmanship, fillings of premium brand chocolates (for example, from Lindt & Sprüngli) as well as an optimum price-performance ratio are at the fore with CD-Lux, is the word from company headquarters in Traitsching.

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

info@cd-lux.de • www.cd-lux.de

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www.daiber.de



CLASSIC WITH A NEW FIGURE

The Prisma Advent calendar from Kalfany Süße Werbung reinterprets the good old Advent. This table calendar measures 205 x 150 x 130 mm and has it all: no matter how you position it, the personal advertising message is always in the customers' and partners' field of view. Whether standing or lying down, the prism shape opens up completely new perspectives and design options. At its IFS-certified premises, Kalfany Süße Werbung prints all four faces of the Prisma Advent calendar with the desired advertising message, logo or image. What is surprising is not only its appearance, but also the contents, whether it be with Ferrero Kisses, Mon Chéri or classic chocolate bars – Prisma also scores in taste.

42706 • Kalfany Süße Werbung GmbH • Tel +49 7643 8010
info@ksw24.com • www.suesse-werbung.de

CHEERFUL AMBASSADORS

The specialists of Pruner Werbemittel are getting in the mood for the Advent season with cheerful ambassadors. Key chains or magnets made of various materials in the shape of a product or logo have a distinctive and unmistakable advertising impact – friendly little memories that preserve loyalty. Key chains with an integrated LED, which illuminate any path, ensure more safety in the winter months. Particularly key chains with a melody: whether it be Jingle Bells or your own personal favourite – music plays at the touch of a button. Just send Pruner a photo of the desired key chain motif and they will create an individual design, at no expense.

42634 • Pruner Werbemittel • Tel +49 7644 1063
info@pruner-werbemittel.de • www.pruner-werbemittel.de



CRYSTAL CLEAR FESTIVITIES

Useful aids such as the practical glass scraper from the company Maximex Import-Export GmbH in Solingen are always welcome – even in the busy Christmas season. Not only is the removal of adhesive residue on smooth glass surfaces of all kinds so much easier, the article is also an ideal advertising medium. The printing area is optimal in relation to its size of 68 x 62 millimetres. The slim design ensures it is suitable for mailing and fits in even the smallest space. The blade can be changed anytime and thus the scraper remains a durable companion – even for the upcoming Christmas festivities. The scraper is available in four standard colours: blue, red, white and yellow. It is delivered in a poly bag with instructions. A counter display or alternative forms of packaging are also available on request.

47810 • Maximex Import-Export GmbH • Tel +49 212 23065-0
info@maximex.de • www.maximex.de





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ELEGANCE FROM SEASONS

Even if the temperatures still don't remind you – the next Christmas season is just around the corner. PF Concept is presenting its new Celebration Collection from Seasons just in time for preparations. Those who want to surprise their business partners exclusively at Christmas have come to the right place with the wintry products in the white and grey star design. Individually finished, for example with your own company logo, the range offers the right choice for every taste and budget. A clever 'eternal' stand calendar, a lantern or tasteful coasters are as much a part of the collection as a cuddly star blanket made of warming fleece and a wellness set with hot water bottle in knit dress and a thermo mug to go. The matching gift bags assure the promotional gifts a worthy setting. They can also be individually branded.

40660 • PF Concept Deutschland GmbH • Tel +49 2822 960-0

info@de.pfconcept.com • www.pfconcept.com



ENCHANTING EFFECTS

The new product called Highlight from emotion factory puts advertising messages in the proper light. It has a sleeve printed in four colours around a lantern which creates enchanting light effects through the reflecting properties of the film or also through the unprinted areas. The printing is digital, which ensures the highest quality. The flame and warmth attract more attention for an advertising message by making it seem to move. The item is an ideal promotional product which can be used all year round, and is an impressive giveaway especially at Christmastime.

45997 • emotion factory GmbH • Tel +49 7042 81550

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

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1

Stollen-Sorte

Wählen Sie Ihren handgemachten Stollen aus drei verschiedenen Geschmacksrichtungen, wie Dresdner Stollen®, Marzipanstollen oder Mandelstollen und treffen Sie genau den Geschmack Ihrer Kunden.

3

Verpackung

Wählen Sie aus verschiedenen Verpackungen aus - sei es eine Kartonage, Geschenkbox oder Holzkiste - und gestalten Sie diese nach Ihren Wünschen, mit Ihrem Logo, Grußzeile und Ihren Firmenfarben.

4

Deko-Füllmaterial / Grußkarte

Wählen Sie, ob Ihr Stollen mit oder ohne Holzwolle als Deko-Füllmaterial verpackt werden soll. Des Weiteren bieten wir Ihnen auch eine Grußkartenbeilage an.

5

Versand

Gern übernehmen wir für Sie den Einzelversand im Umkarton oder versenden Ihre Stollenpräsentate im Massenversand direkt an Ihre Firmenanschrift.

2

Stollenbänderole

Auf der Stollenbänderole können wir auf Wunsch eine individuelle Gestaltung in Ihrem Firmendesign vornehmen. Hierzu können wir Ihnen gern einen grafischen Erstentwurf erstellen.



Backtradition seit 1474

In Dresden erschien der Begriff „Christstollen“ das erste Mal im Jahr 1474 auf einer Rechnung an den Dresdner Hof. Damals wurde das Gebäck noch überwiegend als „Striezel“ bezeichnet. Daher erhielt auch der älteste deutsche Weihnachtsmarkt seinen Namen, der Dresdner „Striezelmarkt“. Es dauerte nicht lange bis der Christstollen jedes Jahr zum Weihnachtsfest am königlichen Hofe genossen und verspeist wurde. Selbst der kurfürstliche Landesherr bekam jährlich einen anderthalb Meter langen Stollen von den sächsischen Bäckern zur Weihnachtszeit geschenkt.

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„Marke des Jahrhunderts.“

Als „Marke des Jahrhunderts“ wurde der Dresdner Christstollen am 22.11.2012 in Berlin mit dem „Markenpreis der Deutschen Standards“ ausgezeichnet.



PLAYING INSTEAD OF ANNOYING

At the airport, railway station and in a traffic jam, the Trolley “Player” from Inspirion has proven to be a sociable and entertaining travel companion for long waiting and travel times. The case with the company’s own brand CHECK.IN features a Ludo playing surface. The game pieces and dice are included. The fully lined interior features storage options on both sides with a storage divider including a mesh pocket and a packing strap as well as an inside pocket in the main compartment. Easy handling is ensured by the lockable and quickly retractable trolley telescope system as well as the silent 4-roller smooth-running trolley. A combination lock keeps all travel essentials safely under wraps. Another advantage: The compact hand-luggage format with its dimensions of approx. 55 x 40 x 20 cm is also suitable for low-budget airlines.

42907 • Inspirion GmbH • Tel +49 421 52270

info@inspirion.eu • www.inspirion.eu

IDEAL FOR DIY ENTHUSIASTS

Advent calendars have a long tradition. Reason enough for the screw-driving tool specialist, Wera, to offer an Advent calendar featuring 24 completely calorie-free items: high-quality professional tools which are sure to bring a smile to the face of any handyman or DIY enthusiast – or those who aspire to be. The DIY tools are stored in a novel textile box. To top it all off, a pair of work gloves in attractive design make an extra special gift. The original idea is suitable for all those who are searching for an exclusive gift long before Christmas Eve. The Wera Advent calendar is also great for the workshop or business as a festive lead-in to the Christmas season. The calendar is 56 x 45 centimetres in size.

48078 • Wera Werk • Tel +49 202 4045144

matuschek@wera.de • www.wera.de



FANTASTIC STOLLEN CAKE SHOP

Global Innovations Germany GmbH has come up with a novel idea: a special shop dedicated to Stollen cakes on the company website. The multi-award-winning traditional Stollen cakes produced in Germany can now be ordered directly at www.globalinnovations.de/stollen. Creative flavour varieties are also on offer, such as the red wine-walnut Stollen, which is not only a pleasure for the palate but also for the eyes. The minimum order quantity is 20 pieces.

46626 • Global Innovations Germany GmbH & Co. KG

Tel +49 6502 930860 • info@globalinnovations.de

www.globalinnovations.de



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www.kp-plattner.at



THE PERFECT SHINE

Searching for a Christmas present that's elegant and, at the same time, practical? Then it's worth taking a look at the current range by Frank Bürsten GmbH. The assortment includes a classic product that remains as popular as ever: the shoe care set. It comprises two fine horsehair brushes, two high-quality shoe polish creams in glass pots and an extra-soft polishing cloth. The accompanying shoe care instructions guarantee the perfect shine every time. The set is packaged in an appealing black box with hook and loop fastener. The manufacturer is pleased to apply promotional messages according to customer preferences.

41853 • Frank Bürsten GmbH • Tel +49 7673 888650

info@frank-brushes.de • www.frank-brushes.de

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GOOD ENOUGH TO EAT

Inspiration's 124-page catalogue for 2014 features around 450 special Christmas presents. Even the cover, showing Santa with his bag of gifts, makes you want more. The tasteful layout is deliciously served with cookies as a design element and offers a delectation for the eye, as well. The incorporated Picoworld Christmas Selection from Topico – at the end of the catalogue – convinces by contrast with heavenly first-hand gifts. The catalogue is available in several languages starting immediately.

42907 • Inspirion GmbH • Tel +49 421 52270

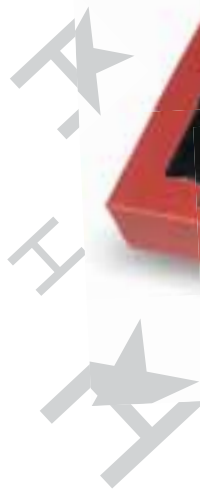
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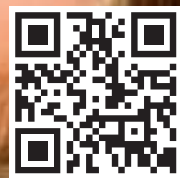
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E-Mail: birgit.mueller@brauns-heitmann.de
www.krebs-logo.de

CHRISTMASBAUBLES WITH LOGO



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BRAUNS HEITMANN



BEWITCHING GINGERBREAD HOUSE

A real highlight among the new Christmas products from Jung Bonbonfabrik GmbH is the hand-decorated gingerbread house. With an advertising display made of white cardboard and the one-sided oval window, this item is going to be a perfect ambassador for all advertisers, especially in the businesses of real estate, facility management, construction financing or the trades. The entire display can be customized with four-colour printing and is available in a tailored design on orders of only 105 or more. Jung sets the weight at 70 grams.

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

HOME BAKING

Home-made baked treats are popular gifts. So why not give the crunchy baked snacks as a present in the form of baking mixture in a glass? Yoomig has turned this idea into reality and offers beautifully designed Weck jars, which are filled by hand, layer upon layer, with the individual organic ingredients. When it comes to baking, simply add butter, an egg and a little cream, mix the ingredients together and roll out onto a baking tray. The delicious cookies are ready in just a few minutes. The following varieties are currently available: Cranberry Cookies, Chocolate Dream Cookies, Chocolate-Gingerbread Biscuits and Cranberry-Cinnamon Biscuits.

48742 • Yoomig KG • Tel +49 4192 8936823
lecker@yoomig.de • www.yoomig.de



POCKET-SIZED POWER SOURCE

Those who are still searching for a suitable gift for the Christmas campaign should take a look at the products on offer from USB-FlashDrive. These include a mobile phone charger that's extremely small (71 x 31 x 12 millimetres), thus making it a convenient accessory for key chains. Advertising can be applied on both sides, which means that it's visible at all times. The supplier takes minimum orders of just 25 pieces.

46516 • USB-FlashDrive.com • Tel +44 1753 491470
paul@usb-flashdrive.com • www.usb-flashdrive.com

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FENOLIGA

**Schreibgeräte
mit
OEM
Branding**



APPRECIATION IN SILK

In order to express personal appreciation for employees, business partners or customers at the end of the year, and particularly at Christmastime, ideas and presents are needed which stand for high value and exclusiveness. For this need, Club Crawatte Crefeld GmbH has high-quality silk ties and scarves on offer. Thanks to innovative technologies, such as jacquard weaving, textile printing or embroidery, the company wishing to advertise itself can always make a good impression enhanced by the tailored custom-made articles made with the help of the in-house team of designers.

43606 • Club Crawatte Crefeld • Tel +49 2151 7812990
service@club-crawatte.de • www.club-crawatte.de



CHRISTMAS GREETINGS

A special kind of Christmas greeting is available this year from i.p.a. cosmetics: the Christmas tube, filled with 250 millilitres of White Tea winter shower gel. Held in high esteem in China for centuries, people in our neck of the woods can now discover the care provided by the ingredients of white tea. The tube, printed with idyllic winter motifs guaranteed to appeal to every recipient protects the mild aroma of this high-quality shower gel care product, whose soft foam can be gently spread on the skin. Applying a blue logo makes the tube into an individual Christmas greeting.

42567 • i.p.a. cosmetics
Tel +49 2521 83000
info@i-p-a.de • www.ipacosmetics.de



PUT ON THE SLIPPERS

Macma brings the comfort of Advent to your home sweet home: A red Santa Claus set, consisting of four pairs of slippers in three different sizes, is ideal as slippers for guests. They can be kept in a big Christmas slipper which can be fixed to the wall. The desired advertising can be applied to the big slipper by means of transfer printing.

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



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KRG637/BL

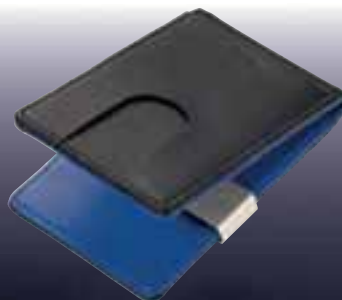
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CCC37/BL

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blau



NIGHT SKY

A Star is born NIGHT SKY - hell und dunkel, Tag und Nacht, Blau und Schwarz: Die neue Farbkombination setzt stilsicher modische Akzente und wirkt gleichzeitig zeitlos elegant.

Die gesamte Serie finden Sie auf

www.troika.org

*Design Award für funktionsgleiche, schwarze Variante KRG649/LE



ONE HIGHLIGHT AFTER THE OTHER

The Xmasline by mbw contains a compilation of all of the company's Christmas-themed products. Whether it's Santa Bert, the Christmas duck, festive felt or Minifeet: here customers can get a quick overview of what's on offer in order to find the perfect seasonal highlight. The Christmas Schmoozies can also be found there: Santa Claus and Moose are ready for the start of the festive season. The small, soft figures are not just adorable; their microfiber base makes them ideal for cleaning smooth surfaces. Advertising can be applied on a small flag.

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



FESTIVE BLEND

An extraordinary tea for the special festive season is available under the name LoyalTea Xmas Tee from Giving Europe GmbH. It comes in a very beautiful metal can with a Christmas motif. A metal tea egg is included to fully bring out the flavour of Masala Chai. Thus nothing more stands in the way of enjoying the relaxing pleasure of this tea at the festive time of year. Advertising can be applied by means of pad printing.

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



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Artikelnummer + Farbe gelb AL1240DI

Artikelnummer + Farbe orange AL1250DI

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Fragen Sie uns nach unserem aktuellen Händlerkatalog



Allflash Produktions + Vertriebs GmbH

Telefon +49 82 61 - 76 28 9 56

Telefax +49 82 61 - 76 28 9 69

E-Mail info@allflash.de **Web** www.allflash.de

MAGIC VISION

The Dutch company Goudsmit Magnetic Design BV has added a snow globe to their product range. This shake-up globe with snow and tiny glitter elements inside is a favourite with young and old and lets snowflakes fall slowly down even when the winter is warm. At the same time it is a lasting reminder of a company, a logo or a product. The globe, made of glass with a diameter of 45 millimetres, can upon request contain a three-dimensional object, such as a polar bear or a large building. The base can be customized by means of transfer printing.

49088 • XciteRC Modellbau GmbH & Co. KG • Tel +49 7161 4079910

info@xciterc.de • www.XciteRC.com





MINI SIZE – MAXI SOUND

The Cubi-man from Krüger & Gregoriades is a miniature hi-fi speaker for external devices (mobile phone, MP3 player, tablet, notebook, PC, etc.) and radio in one, which generates an impressive bass sound. The case is made of high-quality aluminium and comes in the colours gold, white and mocha. The power supply for this strong-sounding item comes from a lithium storage battery (600 mA) charged by a USB. One charging is enough for roughly three to four hours of listening pleasure. The Cubi-man has the following connections: USB, 3.5 mm jack for headphones (headphones not included). It comes with a carrying strap with an integrated antenna, USB/electric/audio cable (3.5 mm) and a carrying pouch. It is packed in an elegant gift box.

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

Retro Feeling *by*



P.COLLECTION



GIVING ATMOSPHERIC JOY

When the days get shorter, it is time for shining moments. Whether it be with atmospheric soundscapes or with entertaining movie highlights, the exclusive gift sets from micx-media offer just the right combination. Effective and tailored advertising messages are created with creative arrangements and quality gifts. In addition, the diverse range of gift sets with a variety of topics surprises recipients with a personalised greeting. Micx-media also guarantees short delivery times. Category: "Festive and stylish" at www.mediasets.de.

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

EXCLUSIVE NOËL FLYER

Christmas in summer? Is it now time to be thinking about the Christmas trade? Isn't it too early? The company Daiber says: No, quite the contrary: the perfect time to benefit from high availability, a large selection and fast service is right now. All this is provided by the Daiber brand Myrtle Beach with its NOËL articles. According to Daiber, there are also "highly attractive offers" based on the motto "save time now – avoid stress later". All Christmas items can be found in the exclusive Noël flyer. Products can be customized through printing and embroidery.

42819 • Gustav Daiber GmbH • Tel +49 7432 7016-800
info@daiber.de • www.daiber.de



DELICATE SET

This is always well appreciated – not just at Christmas: A delicate set for all chefs, grill masters and epicurean cooking enthusiasts. It contains geographically protected olive oil (Alentejo Portugal) of the highest quality in combination with the geographically protected Flor de Sal (Tavira Portugal) in a practical glass with handle. Together, both can refine food in a clever glass marinator with pipette and silicone brush – whether on the grill or stove. More articles on this and many other topics can be found in the current Spranz collection.

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

► PSI 2015

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PSI 2015
7th-9th January
Book now!



SWEET OR SAVOURY: THE CHOICE IS YOURS

Strong, attention-grabbing and extremely decorative – the Christmas greeting from i.p.a. Sweets GmbH. The Cover Card made of cardboard offers space for a plastic test tube which can be filled with either sweet or savoury treats. Whether it's mint or sherbet pastilles, chocolate confetti, salty liquorice slivers or colourful chocolate buttons, or alternatively basil, Italian herbs, oregano salad herbs, thyme, mulled wine spice or perhaps a cinnamon stick – this tasty greeting is sure to appeal to the recipient. The attractive Cover Card can be printed in four colours and is sure to attract attention, whether as a Christmas tree or Santa Claus.

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

info@ipasweets.de • www.ipasweets.de



A HINT OF LUXURY

Cosmetic specialist Francos has an attractive logo soap on hand to provide an especially pleasant skin feeling for the luxury bath at home. Mild and gentle, it cleans hands, face and body with creamy foam with a scent of melon, kiwi or fresh grass. Moisturizing substances care and protect even dry and sensitive skin. This handmade soap comes in four standard shapes: round, oval, angular or heart-shaped and in a plain transparent colour. The logo can be printed in pantone or CMYK colours.

47463 • Francos GmbH • Tel +49 2521 8255112

info@francos-gmbh.de • www.francos-gmbh.de

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Das **uma Patronen-Roller-System** ist die innovative Basis für neuartige Tintenroller-Schreibgeräte in Premium-Qualität. Dank seiner speziell entwickelten, verschleißbaren Kugelspitze punktet das **uma Patronen-Roller-System** mit einer bisher unerreichten Langlebigkeit. Das **uma Patronen-Roller-System** arbeitet nach dem Prinzip des Füllhalters und kann mit Standard-Tintenpatronen nachgefüllt werden. Die Schreibspitze mit TC-Kugel (0,7 mm) wird also immer wieder verwendet und nicht weggeworfen. So sind, mit dem **uma Patronen-Roller-System** ausgestattete Schreibgeräte nicht nur sehr wirtschaftlich, sondern auch in besonderem Maße umweltfreundlich.

www.uma-pen.com

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

Mehr Informationen: www.uma-pen.com/lady



SHATTERPROOF HOLIDAYS

Who would like a Christmas plate made of high-quality material, with a great porcelain gloss and a brilliant print that is shatterproof and light? Gimex melamine plus is the competent partner for such requests. Gimex products are easy to clean, food-safe tested, dishwasher safe and can be individually printed. The plates are absolutely odourless and tasteless – ideal as a decorative background for Christmas cookies, mandarins and nuts. A Christmas set for children also ensures much joy. The Gimex team is ready to accept requests for more Christmas wishes and ideas.

47578 • Gimex melamine plus GmbH • Tel +49 2204 402922
gimex@gimex.de • www.gimex.de

THE TASTE IS SIMPLY DELICIOUS

Everyone would be delighted to receive such a note: The new Stork note from Kalfany Süße Werbung is a real eye-catcher: the 90 x 70 x 10 mm glossy folding card is custom printed both on the outside and the inside with stickers of the brands Werther's Original, Riesen, Durchbeißer or merci – not only seductively sweet and with great variety but also 100 per cent individual. Kalfany Süße Werbung produces this attractive Stork note at its IFS-certified premises and complements it with goodies of your choice.

42706 • Kalfany Süße Werbung GmbH • Tel +49 7643 8010
info@ksw24.com • www.suesse-werbung.de



CHOICE OF REAL GENTLEMAN

Choosing a wallet and belt for your partner is kind of science. The science known by Santini. Always keep in mind that apart from stylish design, functionality is another feature which matters a lot. Wallet from Santini meets both requirements. Luxurious branded wallet from first-rate quilted leather has 3 pockets for banknotes, coin holder and 7 pockets for business cards. Leather belt with metal buckle from Santini was designed to meet demands of those, who do not make compromises about quality and require perfection even in details. Santini belt and wallet are packed in a staid gift box.

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



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- Veredelung: Siebdruck

*Mindestmenge 2.000 Stück

WEITERE NEUHEITEN UNTER
www.osquare.de

LOGO BALLS MADE IN GERMANY

What goes better with Christmas than the classic Christmas ball? Everyone associates it with beautiful moments. This is why this emotional promotional product should be used for customers because authenticity and individuality are what make a company or any other institution distinguishable. Brauns-Heitmann offers high-quality glass balls with impeccable workmanship. The company puts its emphasis on 'punctuality'. "With more than 15 years of experience in the production of Christmas balls with logo, we offer you a great deal of know-how and the unwavering desire to find a solution for you and your customers," claims the company. This includes more than 50 different ball colours, three sizes of balls and numerous packaging options. Any logo is possible – from single-colour lettering to five-colour images. A single-colour print can also be finished with glitter. According to Brauns-Heitmann, the delivery time is about three weeks (even in the months from October). A ball simulation and a sample pack can be supplied at no expense.

46905 • Brauns-Heitmann GmbH & Co. KG • Tel +49 5641 95481
birgit.muellner@brauns-heitmann.de • www.brauns-heitmann.de



INNOVATIVE AND HIGH QUALITY

Eurostyle offers Christmas promotional gifts up to the "last minute". The Alba series combines pens and business card holders in red and black leather-like material. This set appeals to men and women alike and is packaged in a gift box. Anyone looking for a leather set will also find it at Eurostyle. Billfolds and combi-wallets combined with a belt, key case, business card holder or key chain are not only ideal advertising mediums, but are also visually appealing and functionally perfect. Eurostyle will gladly put together sets according to the wishes of its customers. Of course, all products from the collection can be individually finished. Eurostyle has a special offer for men: a belt in carbon look delivered in a high-quality carton. The gentleman can choose between a pin buckle and a plaque buckle. They can be personalized with engraving. Cosmetic rolls and cosmetic bags suitable for every target group are available from the Eurostyle collection in many varieties and at affordable prices. The Eurostyle last-minute service is particularly popular: Collection items are shipped out within 24 hours and finishes can usually be applied within six working days.

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

BRIGHT LIGHTS WITH A "CLICK"

The Christmas season is abound with bright lights. Those who want to be spared the effort of connecting Christmas tree lights and fairy lights will make the right choice with the convenient Primera-Line Remote Control Set RC 2044 from Brennenstuhl. Two IP20 and one IP44 switch receivers and the accompanying transmitters are suitable for every purpose and can be easily controlled – both indoors and outdoors. Convenient, attractive and reliable; up to three wireless devices can be simultaneously switched on and off. Manual operation is also possible. Numerous devices can be controlled within a range of 25 metres. The 12-volt battery for the transmitter is also supplied. On request, finishing is also possible.

41141 • Hugo Brennenstuhl GmbH & Co. KG • Tel +49 7071 8801171
werbemittel@brennenstuhl.de • www.brennenstuhl.de



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reisen^{thel}

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Individuelles
Branding





HEAVENLY AROMA ...

Heavenly aroma and a pleasant Christmas is the promise made by products from Henosa-Plantanas. These include, for instance, Christmas tea or various spices, such as mulled wine spice mixture, cinnamon or cloves. Tea and spices not only taste good, but are also especially attractive at Christmastime. Truly enticing are also the company's dried fruits and nuts, covered in smooth, melt-in-your-mouth chocolate. Plantanas also fits the packaging to individual wishes, no matter whether in the form of cans, packets, plastic bags with label or header, see-through boxes, test tubes, cardboard or gift boxes. From giveaway to high-quality gift sets, Plantanas has the right item on offer for every advertising campaign. Customised Christmas messages can be featured on orders of 100 or more. The company will be happy to send out individual offers and free samples.

47992 • Henosa-Plantanas Group GmbH • Tel +49 7306 926230
info@plantanas.com • www.werben-mit-tee.de

ITALIAN CHIC

Bühning stocks small leather goods, such as the "Urlaub" credit card / passport holder. This handy case with an Italian look is made from shiny, full-grain Padova cowhide. Compartments for bills and cards, pockets and a compartment for an SD card provide room for the passport and other important cards and papers. Samples of standard models are available ex warehouse and can be used for design suggestions. They can be varied individually according to customers' specifications. They come in naturally grained or smooth shiny leather qualities in various colours. New are also structured and embossed leathers. Production is always project-related, and usually done in India. Cases can also be produced in Germany. Accordingly, the labelling can be done in accordance with the Product Safety Act just as the end customer desires. Bühning usually recommends blind embossing for advertising application on leather. Metal emblems with engraving are also possible, as well as textile strips with a logo woven in (on orders of 1000 or more). Samples of custom-made products take from one to two weeks. The delivery period for normal-sized orders (of 50 to 1000) is roughly four to six weeks after sample and logo are released.

40807 • Gabriele Bühning • Tel +49 4154 79540-0
Vertrieb@Buehring-Shop.com • www.buehring-shop.com





Marnati

Italian Gift Food



ITALIAN GIFT FOOD

via Aurora 29/D - 20010 S.Stefano Ticino (MILANO) ITALY - Tel. +39 02 97270626 - Fax +39 02 97274789

www.marnati.com - info@marnati.com

CONTACT US FOR THE NEW CHRISTMAS 2014 CATALOG

PSI Düsseldorf 2015 - HALL 11 stand. G45

CONCRETE MEASURES

GWW TAKES ACTION AGAINST FLAT-RATE DECISION

The German "Gesamtverband der Werbeartikel-Wirtschaft e.V." (GWW) takes action against the recent decision of the Federal Fiscal Court (BFH), on applying a flat rate of income tax, by submitting a typification draft and statement. GWW Chairman, Patrick Politze, says: "Contrary to all the protestations of the ruling coalition to resolutely commit itself to cutting red tape, companies are increasingly confronted with new bureaucratic hurdles that add up to enormous burdens that restrain economic development." Although the Federal Ministry of Finance (BMF) excluded promotional products

and non-cash benefits with a value up to 10 euros from flat-rate taxation in its letter on § 37 b dated 29 April 2008, and although this has been the common practice of the tax authorities, the Federal Fiscal Court (BFH) ruled in a recent case/individual judgment to subject so-called give-away promotional products with a net value of up to 10 euros to an income tax flat rate. Politze continues: "This is just one example of how the entitle-

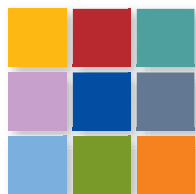


Prof. Dr. Johanna Hey of the Cologne Institute for Tax Law talking to Patrick Politze.

itlement and reality of an applicable tax law often drift apart. Cutting red tape and simplifying tax laws, both of which are often advocated and aspired by politicians, degenerate into a farce as a result of such decisions and will certainly not be achieved with such decisions."

STATEMENT AND TYPIFICATION DRAFT

As early as April, the GWW Board agreed in talks with representatives of the Federal Association for Wholesale Trade, Foreign Trade and Services (BGA) and the German Chamber of Industry and Commerce (DIHK) to intervene in this BFH "decision which existentially threatens the promotional product industry". Together with the Cologne Institute for Tax Law under the direction of Prof. Dr. Johanna Hey, they also prepared a statement on the application of the new BFH judgement to apply a flat rate of income tax in the case of non-cash benefits according to § 37b Income Tax Act in cases of low-value benefits. Armed with this statement, as well as a typification draft prepared by setting value limits and excluding certain benefits, discussions with officials of the Federal Ministry of Finance will soon be held to obtain clarification in the interests of the industry and to avert the risks resulting from the BFH decision. www.gww.de



GWW
Gesamtverband der
Werbeartikel-Wirtschaft e.V.

GEMACO GROUP

OFFICE OPENED IN MADRID

The Gemaco Group, a promotional product supplier operating throughout Europe, has been offering its services to the Spanish and Portuguese market direct from Madrid since early June. Peter Henk Heijstra and Oene Mees, managing directors of Gemaco Sales Promotion,



explain: "During our efforts to serve our global and regional customers with a local footprint, we were looking for people with the necessary qualities and experience to assist customers on the Iberian Peninsula in the best possible manner. We are delighted to have Pedro Vilches on board, who can not only look back on a long and very successful track record in our industry, but also fits in with the culture, dynamics and personality of our Group." Pedro Vilches adds. www.gemaco-group.de

NEW STAFF MEMBER

BÜHRING WELCOMES ANJA ERNST TO ITS TEAM

The company Bühring welcomes Anja Ernst to its team. As a graduate in business administration, she has already gained valuable experience in various industries. The word from the company headquarters in Trittau near Hamburg is that as a service-oriented employee, she is familiar with collaboratively working together with distributors and is looking forward to her new contacts. As a specialist

for customised products made from wool felt, genuine leather, synthetic leather, fine cardboard and plastic film mainly from Germany and the EU, Bühring places great emphasis on giving individual advice to its customers. www.buehring-shop.com



Anja Ernst

TRENDFACTORY

RITUALS SUCCESSFUL IN PROMOTIONAL PRODUCTS

Trendfactory has been successfully supplying promotional product distributors in the Benelux countries with Rituals products since 2004. In 2013, Trendfactory presented the wide range of luxury products for personal care and living areas at the PSI Trade Show for the first time. The aim of the Dutch company: To offer the feel-good products for body and mind with a high sustainable demand exclusively for the German promotional product industry.

www.trendfactory.eu <



SIGEL GMBH

OLIVER WINDBRAKE IS NEW MANAGING DIRECTOR

On 1 August 2014, Oliver Windbrake became the new managing director of Sigel Holding GmbH and Sigel GmbH. He assumes overall responsibility for marketing and product development and succeeds Werner Bögl. Prior to joining Sigel, Oliver Windbrake worked in various management positions in sales and marketing - among others at 3M, Henkel and Herlitz/Pelican - and boasts years of experience in the industry. Following the successful strategic realignment in the past few years, Sigel today stands for innovative, high-quality design products in the office.

www.sigel.de <



Oliver Windbrake

TROTEC

SPEEDY FLEXX SERIES RECEIVES PATENT

Two laser sources in one Speedy: the exclusive "flexx technology" from Trotec is now protected by a patent. Trotec is the first and only manufacturer of laser systems which offer a flat-bed laser with two integrated laser sources. This function has now been published under patent number AT 512092 B1. The devices of the Speedy flexx series are Speedy100 flexx, Speedy 300 flexx and Speedy 400 flexx. With the Speedy flexx series, a CO2 and a fibre laser source have been integrated into a flat-bed laser for the first time. This allows customers countless applications. The CO2 laser source is ideally suited for engraving plastics, wood, rubber, glass, leather and numerous other materials. A fibre laser is the right tool for marking metals and changing the colour of plastic. Depending on the material, the two laser sources are activated alternately - and this in a single job without manually changing the laser tube, lens or focus. Thanks to the flexx function developed by Trotec, both laser sources operate in a single operation. The patented laser software JobControl guarantees time savings and flexibility. www.troteclaser.com <



XINDAO

NEW FACILITY IN ROMANIA

Xindao inaugurated the new state-of-the-art Logistics & Printing facility of Printmasters in Cicarlau, near the city Baia Mare. Printmasters is 100 % owned by Xindao. Among the top-ranking guests was the Romanian Prime Minister Victor Ponta who was accompanied by a large delegation including Vice Prime Minister Mr. Liviu Dragnea, Agriculture Minister Mr. Daniel Constantin, Mayor of Baia Mare, Mr. Catalin Chereches and Mayor of Cicarlau Mr. Vasile Zete. The delegation was received by the General Manager of Printmasters, Mr. Jacques de Boer. The prime minister highly appreciated the investment of the Dutch company in Baia Mare and talked to the local management of Printmasters about the positive impact of the project on the development of the north-western region of Romania and specially on Maramures county, as the new production and engraving facility will add up to 500 new workforce to the local labor market in the near future. The construction of the facility on an overall plot of 6.8 hectares was completed in February 2014 and operation started in the same month. The total investment exceeds EUR 8 million. The printing facility has a total surface of 5.000 square meters and the logistics facility comprises 10.000 square meters, with a storage capacity of 18.000 pallets. The logistics facility is operated by Rabelink Logistics SRL, a Romanian subsidiary of the Dutch logistics service provider Rabelink Logistics. www.xindao.com, www.printmasters.ro <



SOL'S

NEW MEMBER OF THE FAIR WEAR FOUNDATION

For more than 15 years, SOL'S, the French supplier of promotional textiles, has been committed to high ethical and social values. Fittingly, SOL'S became the first French member of the Fair Wear Foundation (FWF) on 1 June 2014. With this membership, SOL'S guarantees to implement the following standards in its factories: FWF Labour



Standards; no forced labour; no discrimination in the workplace; no child labour; freedom of association and the right to collective bargaining; living wages; reasonable working hours; safe and healthy working environment; legally binding employment. As a member of the Fair Wear Foundation, SOL'S is committed to advocate social improvement and comply with the FWF Labour Standards. This is done in close cooperation with the factory managers on site and on the basis of an action plan drawn up by the FWF. Each year, SOL'S will prepare a status report and document the improvements in the working conditions.

ABOUT FWF

FWF is an international verification initiative which aims to improve the lives of workers around the world. It cooperates closely with a growing number of companies in the textile industry which want to assume responsibility for their supply chain. The 70 members represent more than 100 brands and are headquartered in seven European countries. The production facilities of the members are located in 15 countries in Asia, Europe and Africa. For additional information, visit: www.fairwear.org – www.sols-europe.com <



WIN-WIN

SPRINTIS ACQUIRES SEIFERT

On 1 August 2014, Sprintis, the Würzburg-based wholesale company for printing supplies and packaging products, took over the wholesale company Seifert Lösungen für Printprodukte GmbH & Co. KG in Kirchheim/Teck. The company Seifert was



Sprintis managing director Christian Schenk (l.) and Thomas Seifert.

founded by Thomas Seifert in Schlierbach in 1995 and evolved into an established wholesaler of packaging products with its own small production area. In future, industry expert Thomas Seifert will be responsible for customer service and sales as a sales representative of Sprintis at the sales office in Kirchheim/Teck. The sales office will be located in the former location of Seifert and can be reached under their current contact details. Thomas Seifert: "I am looking forward to being part of the Sprintis team, and to working under the management of the two managing

directors Christian and Matthias Schenk in a win-win situation for my customers and for Sprintis." www.sprintis.de <

JUNG SETS THE COURSE FOR THE FUTURE

DENNIS DENNIG IS A PARTNER

On 1 July 2014, the course was set for the future of the Vaihingen-based confectionery specialist Jung Bonbonfabrik GmbH & Co. KG and the associated company foodvertising GmbH & Co. KG based in Arnstadt (Thuringia). The medium-sized, owner-run promotional product manufacturer was founded in 1828 and has now been joined by Dennis Dennig, son of the managing partner Jörg Dennig. After qualifying as a marketing communications agent and successfully completing his degree in international business management, Dennis Dennig is now working as the assistant to the management and is also a partner at Jung and foodvertising with immediate effect. Beside the Kühlbrey family which is represented by the managing partner Stefan Kühlbrey, the Dennig family has also found a successor to help shape the company's future. www.jung-europe.de <



Dennis Dennig

GOLDSTAR EUROPE

NEW SALES ACCOUNT MANAGER

Volker Beermann has been working as the new Sales Account Manager for the writing instruments manufacturer Goldstar Europe in southern Germany, Switzerland and Austria since the beginning of August 2014. The qualified marketing specialist has been working in the promotional product industry since 1991 and most recently worked at Häusser Europe and Braun Büffel. As a leading supplier, the declared aim of the company headquartered in Dundalk, Ireland is to also establish the internationally successful brand Goldstar in German-speaking countries. Goldstar offers a large number of full-colour pens, has 32 laser engraving machines and offers an all-inclusive price. www.goldstar-europe.com <



Volker Beermann

RIEDLE

A COMPETENT DUO

Riedle is focussing on even more power in bag design and production with two new employees. After Nicole Mensak left to take maternity leave for a year following nearly four years of employment, the specialist for individual paper bags has now reinforced the graphics department



Jennifer Bilek and Julia Graeff. Photo: Riedle

through Jennifer Bilek and Julia Graeff. “Both complement each other perfectly in terms of technical expertise, industry experience and creativity. In addition, the competent duo excel with absolute reliability in the design and production of paper bags,” says managing director Volker Riedle. www.bags-by-riedle.de <

RELOCATION

SPORTSTERNE EXPANDS ITS BUSINESS PREMISES

The sportsterne team is moving into new premises in Maisach in the county of Fürstentfeldbruck on 1 July 2014. The company's qualified staff will continue to be available in southern Germany at all times when it comes to customised promotional products, giveaways, merchandising articles and promotional displays of all kinds.

THE NEW CONTACT DETAILS:

sportsterne
Am Gut 4
D-82216 Maisach
Tel. +49 8142 4627569
oliver@sportsterne.de
www.sportsterne.de



CHANGE OF NAME

S&P WERBEARTIKEL NOW GMBH

The promotional product distributor S&P Werbeartikel managed by BWG board member Carsten Lenz is now trading as a GmbH. The Meerbusch-based company has thus responded to the growth development of the past few years. In February, Daniel Meffert (formerly marketing manager at PSI) joined the company as sales manager with solid experience in the industry. As equal partners and managing directors, Lenz and Meffert are now jointly responsible for the fortunes of S&P Werbeartikel GmbH. Lenz: “Understanding and trust were always on a par. It was therefore a natural step to consolidate the success of the past few months in a joint economic partnership. “With effect as of 1 August, the new GmbH takes over all business activities of S&P Werbeartikel. Meffert: “Of course, the existing business relations with our suppliers are not affected. Accordingly, we have not significantly changed the company name. The name S&P has enjoyed a good reputation among our customers and suppliers for decades.” www.sp-werbeartikel.de <



The S&P team (left to right): Dorothee Schlottau (Order Processing), Carsten Lenz (Managing Partner, Sales, Technology), Conni Schottenhammel (Back Office Sales, Finance), Daniel Meffert (Managing Partner, Sales, Marketing & PR), Claudia Krouss (Project Management, Events, Order Processing).

REGINE IQTRIM GMBH

REGINE HAS A NEW COMPANY NAME

Regine GmbH has changed its name to Regine IQtrim GmbH. IQtrim is Regine's accessory range for the clothing industry. IQtrim especially offers reflective tapes and transfer prints for sportswear and workwear with its brands IQseen™, IQlooks™ and IQperform™. Many police uniforms, uniforms for firefighters and the German Red Cross as well as, for example, the racing overalls worn by various ski teams are equipped with materials from the Regine IQtrim Group. In addition to the Regine production in Germany with its own weaving, printing and coating facilities, IQtrim also has its own production facility in China to be available on site for the local clothing manufacturers and to create shorter paths. In order to make the organization leaner and eliminate the duplication of structures in Germany, Regine GmbH has decided to completely integrate the German IQtrim in Regine. www.reginegmbh.com <



The company headquarters of Regine in Albstadt, Germany.



The new company building of b&d merchandising.

B&D MERCHANDISING GMBH

LARGER, GREENER, MORE MODERN

Thanks to the new e-shop system Smake, the promotional product and merchandising specialist b&d merchandising has enjoyed its largest growth rate since being founded 20 years ago. Extensive investments have been made in technology, IT and HR at its new site in Castrop-Rauxel (Germany). The transition to sustainable energy has also brought a massive reduction in energy consumption.

B&d merchandising has completed its 360-degree growth strategy. At the centre of an extensive catalogue of measures is Smake, the e-shop system developed entirely in-house. Smake enables highly individualized promotional textiles to be produced "on demand" by using embroidery, printing and laser in-house and delivered within one business day. "Customers are increasingly requesting individualized and personalized merchandising products. Thanks to Smake, we can not only meet these requirements, we have even managed to become a pioneer in the field of textile finishing and promotional textiles thanks to our versatile product lines as well as our independent production, finishing and quality assurance processes," says a confident Mark Busche, managing director of b&d merchandising.

VERSATILE GROWTH

A complete integration of Smake into the entire company not only required restructuring, but also an extensive financial commitment. As part of these growth measures, the relocation of the company headquarters in Castrop-Rauxel as well as substantial investment in technology and human resources were necessary. The production and logistics areas as well as the office space in Erinstraße were enlarged, thus creating space for new technologies and employees. In addition, b&d merchandising has set up its own in-house photo studio to ensure the best possible presentation of its products and to be able to offer its customers even more extensive service benefits. Moreover, a separate department for graphic and web design was created and the IT department was signifi-

cantly extended. As a result of the growth strategy, a total of nine new jobs have already been created at headquarters within six months. At the end of this year, five more jobs are planned and b&d merchandising aims to increase the number of employees by a further 20 by the end of 2015.

ENVIRONMENTALLY RESPONSIBLE

The company not only relies on business management and technological growth, however. In addition to product finishing in Germany and the exclusive procurement of goods through certified distributors, b&d merchandising has now shifted fully to green electricity and, at the same time, to investing in energy-saving technologies. An example has been the conversion of all



The b&d merchandising managing directors Thomas Drees and Mark Busche (left to right).

lamps to LED technology. Thus, approximately 65 per cent of the energy used for lighting has been saved. In the medium term, the company fleet will be replaced by electric cars.

LIVING CORPORATE CULTURE

"Our company was founded 20 years ago. With our 360-degree growth strategy centred around our Smake system, we have taken the biggest step in the development of our company since being founded. Our goal is to meet the gradually changing needs of our customers now," says Mark Busche. "We also wanted to send a signal that our company is socially responsible and clearly more sustainable," adds Thomas Drees, the second managing director. "We consider our growth strategy to be a corporate culture, not an economic necessity." www.bd-group.de <



► PSI 2015

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Twelve selected supplier partners brought along a number of new product ideas to Dortmund.

DICKE & PARTNER

12 EXHIBITORS – 1000 IMPULSES

Under the motto “12 exhibitors – 1000 impulses”, the promotional product professionals of the company Dicke & Partner invited their customers to an “Idea Exchange” held at their company. There were not only a lot of new products to explore, but also numerous impressive ideas for creative marketing.

The series of promotional product events has a long tradition at Dicke & Partner GmbH in Dortmund. At more than 20 in-house exhibitions, the specialists for promotional products showed their customers the latest products in the industry on their own premises – and are thus one of the few promotional product agencies who understand the concept of “in-house exhibition” as a literal obligation to welcome their customers in the relaxed atmosphere of their company. And this time the team

at Dicke & Partner again remained faithful to their clear, shrewd philosophy. “In times of increasingly larger events with an ever increasing number of exhibitors, we deliberately focus on a small but more personal setting,” says Karin Dicke, managing director of Dicke & Partner. “Being close to our customers in a manageable setting is more important to us than any superlatives. We and our customers appreciate this individual proximity here at our company. As experience has already



Creative minds: Helmut Hecht and Oliver Rentzsch (left to right) exploit creative impulses for developing products at Dicke & Partner.

shown, this human interaction also leads to long-lasting, intensive relationships.”

MANY INSPIRATIONS

Twelve supplier partners contributed to this by concentrating their innovations in the presentation area of the company and showed what extraordinary achievements imaginative and clever promotional products are capable of when they are integrated into a marketing campaign. With the advisory support of the Dicke team, some 100 interested guests were inspired by the per-





Original cuisine: hearty currywurst was freshly prepared at the front of the entrance.



Karin Dicke talking to a customer.



Illustrator Michael Hüter deftly drew amusing portraits of guests on umbrellas that then became unforgettable giveaways.



sonal atmosphere and latest innovations and returned to their companies with many new promotionally effective ideas.

INDIVIDUAL PRODUCT DEVELOPMENT

As with previous in-house exhibitions, this "Idea Exchange" also revealed the special features of the company: At Dicke & Partner, we are not simply satisfied with the mere presentation of good, attractive promotional products, but also exploit our own creativity for customized product development. Thus extraordinary impulses have also been given in this area. "Our aim is to constantly develop promotional and merchandising products which are unmistakable, different and distinctive, attract attention and achieve a high acceptance," says Karin Dicke. "In this case, the sales

team of Dicke & Partner is responsible for the promotional product concepts and full-service programmes, developing the range of premiums, presentations, the entire customer service such as order processing, quality testing and information about developments in the market. The purchasing team searches worldwide for products and optimum manufacturing facilities, is responsible for inventory management, quality testing – even at local suppliers – and works on permanent process optimisation. Our customers benefit from ideally coordinated teams with the same values of service and quality," explains Karin Dicke.

GUESTS TAKE TIME

At the moment, 25 employees are working on ways to implement these services

as optimally as possible for the customer. And the latter knows what advantages are offered by promotional product service providers. This was clearly evident at the recent "Idea Exchange". The guests took the necessary time for conversations and seemed happy to linger in the showroom. In addition to remarkable products, illustrator Michael Hüter attracted plenty of attention. He deftly drew amusing portraits of guests on umbrellas that then became unforgettable giveaways. Just as original as the selection of promotional products was the catering of the guests. Apart from a hearty buffet indoors, a snack van with freshly served currywurst in different variations was located at the front of the entrance for soul-food lovers. www.dickenet.com <



The audience of the BWL Summer Meeting listened attentively to the speakers.

BWL SUMMER MEETING 2014

COLOURFUL ARRAY OF TOPICS

More than 100 guests from a variety of industry associations attended the BWL (Bundesverband der Werbeartikel-Lieferanten e. V.) Summer Meeting 2014 on 30 June and 1 July in the RheinEnergie Stadium in Cologne. On the agenda was a wide range of topics.

High on the agenda were the latest cross-association key performance indicators of the promotional product industry as well as the new tax challenges, most notably the potential danger of a flat-rate taxation of promotional products according to § 37b of the Income Tax Act. As for the economic situation in the first quarter of 2014, a very positive growth was recorded despite a slight weakness in spring. According to the statements made, more than 50 per cent of the companies managed to increase their turnover, and more than a third assessed the overall situation as being satisfactory.

UNITED ASSOCIATION HOTLY DEBATED

Also of great interest was the bulletin from the Chairman of BWL and GWW, Patrick

Politze, on the united association which is due to be incepted at the beginning of 2015. In anticipation of the conversion of the GWW (Gesamtverband der Werbeartikel-Wirtschaft e. V.) by the umbrella association into an association with individual memberships, PSI has already relinquished its membership in the Zentralverband der deutschen Werbewirtschaft (ZAW) to the GWW with effect from 1 July 2014. “We need powerful collaborations that help us to enhance our visibility. This is a crucial year for us all,” emphasized PSI Managing Director Michael Freter. The chairmen of the individual associations agreed with this assertion, even though Joachim Schulz, Chairman of BWG (Bundesverband der Werbemittel-Berater und -Großhändler e. V.), still sees “room for improvement” with some



Michael Freter, PSI Managing Director, was one of the speakers at the BWL Summer Meeting.

concept details for the united association. “Basically, we are willing to go down this road in the hope that it is the right path for the industry,” said Joachim Schulz. An incomparably stronger support for the united association came from AKW Chairman and GWW Board member Klaus Rosenberger: “The united association will be incepted at the beginning of 2015. We are on the right path. If everyone is of good will, this goal will be achieved.”

MORE ORIENTATION FOR REACHING A CONSENSUS

Addressing all attendees, BWL Chairman Patrick Politze defined a joint roadmap: “We will also do everything in our power to maintain the best possible basic conditions for our industry in the future. Consensus-oriented, avoiding frictional loss through confrontation.” And he called for a change in mindsets: “We have to operate with the performance data of the promotional product. Everyone is called upon to be persuasive: concentrate less on the product by presenting the entire form of advertising! This is also a basis for seriously facing the challenges of the present and the future.”



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Association of Importers, Wholesalers and Manufacturers of Promotional Goods



Once again the beautiful setting of the PSF Forum: the Schweizerhof Luzern on Lake Lucerne.

PSF FORUM 2014 IN LUCERNE

SWISS INDUSTRY MEETING

The PSF Forum, the trade show of the association of the Swiss promotional product industry – Promowiss – ended in early June with satisfying results. For the fourth consecutive year, the exhibition of the Swiss promotional product industry was held in Lucerne at Hotel Schweizerhof on the banks of Lake Lucerne.



Under the aegis of Promoswiss, a total of 66 exhibitors from seven nations presented a wide range of representational advertising with their latest products. A worthy setting for the PSF Forum was once again the historic ceremonial room of the traditional Schweizerhof. The event was again professionally organized and conducted by the Promoswiss Board and aroused

the interest of just as many visitors as last year's trade show. Although the total number of visitors of 185 people from 92 companies was slightly below the expectations of the organizers, plans are already being made to increase this number next year, "for which some marketing activities are being considered," as Promoswiss President Roger Riwar emphasises – efforts that

are likely to be worthwhile considering there are approx. 180 companies operating in the Swiss promotional product market with a minimum turnover of more than 100,000 Swiss francs. Not least for this reason, PSI was also represented this year with its own stand at the most important industry event in Switzerland as a competent partner for the various services of the PSI network.



Delighted representatives of the companies which won the PromoFritz Awards.



Promoswiss President Roger Riwar welcomes guests to the evening event.



Priska Hauser informs Michael Mätzener about the new training course "Qualified trader specializing in promotional products".



The PromoFritz trophies are highly coveted.



NEW TRAINING COURSE

Embedded in the course of the trade show was a highly regarded panel discussion on the subject of "Qualified trader specializing in promotional products" – a new three-year vocational course in Switzerland, which was initiated and made possible by Promoswiss. Talking to Michael Mätzener, Vice-President of Promoswiss and responsible

for vocational training and further training, and Priska Hauser, managing director of the vocational training institution “Grundbildung Kaufleute – Branche Kommunikation” in Zurich gave a stimulating insight into and outlook for the entirely new profession for the promotional product industry. “The prolonged panel discussion at the

end of the talk confirmed that the association has recognized the needs of the industry with this offer and has quickly taken the appropriate steps,” says Michael Mätzener.

PROMOFRITZ AWARDS

The coveted PromoFritz Awards were presented during the gala dinner following the trade show. About 120 guests watched

with excitement as the trophies were awarded between the courses of the dinner. The six-member jury was spoiled for choice having to select the winners from the 50 products or promotional product campaigns submitted. This year’s winners in the category “Promotional Product of the Year” were the companies Meterex (gold) with the “Leuchtmeter (LED rule)”, Deonet (silver) with the USB stick “Shape”, and Herzog Products (bronze) with their “Media Package”. The award in the category “Innovation of the Year” went to Römer Präsente and their versatile wine packaging “Rack Pack”. In the category “Campaign of the Year”, the focus was on the implementation of promotional products in an advertising mix and on the creativity of the product. The award-winning companies here were Drosselbart Promotionsartikel (gold) with their “Hangover Kit”, E7 Promotion (silver) with Triofan advertising and Cadolino by Com Team AG (bronze) with the campaign “Medgate”. “The number of products and campaigns submitted as well as the enormous interest in the winning products show that the PromoFritz Award is now a significant cutting-edge award in the Swiss promotional product landscape,” says Christoph Zindel, member of the Promoswiss Board responsible for marketing. The President of Promoswiss, Roger Riwar, thanked all those who contributed to the success of the PSF Forum with a humorous speech.

HIGH-SPIRITED BOAT RIDE

On the eve of the PSF Forum, the organizers invited all exhibitors to a boat cruise on Lake Lucerne to set the mood for the trade show. Accompanied by original Swiss folk music, the directors of the Promoswiss proved to be the ideal hosts, tirelessly serving their supplier partners with hearty food and beverages during the trip against an impressive Alpine scenery. The next PSF Forum, by the way, is scheduled to take place on 21 May 2015.

www.promoswiss.ch



The gala dinner on the evening of the trade show was a festive event.



PSF Forum partner agency: Simone Brodmann (Troika) and Günter Schmidt (Fare) met each other at last year's event and have been happy partners ever since.



On the eve of the trade show, the Promoswiss Board invited its supplier partners to a jovial boat trip on Lake Lucerne – including original Swiss music.

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2014 VÖW SUMMER MEETING

SUCCESSFUL ASSOCIATION MEETING

On 26 and 27 June 2014, the members of the association of Austrian promotional product distributors (VÖW) met in Bad Leonfelden for their annual meeting. The first day was devoted to the discussion of industry-relevant issues such as certification and vocational training, and on the second day a trade show with around 40 supplier partners took place.

The VÖW meeting is also a congress, trade fair and networking event, and enjoys great popularity. This year, more than 100 distributors and supplier partners from Austria, Germany and Switzerland attended the industry meeting.

LIVELY DISCUSSIONS

The general meeting of the Austrian promotional product distributors traditionally takes place on the first day of the summer meeting. The president of the association, Konrad Godec, opened the meeting and welcomed the attendees as well as the

guests of honour. This was then followed by a review of recently completed projects, such as the relaunch of the VÖW website and the introduction of the VÖW certificate. The upcoming projects were then presented. The objectives for the coming year were discussed together with the members. "The exchange with our members is an important part of our association work. For this reason, we also try to discuss with them all those topics that concern them in their daily work at their customers or in collaboration with their supplier partners. Possible solutions are then developed in the plenary session," explained Godec.

VOCATION TRAINING AS A CENTRAL THEME

Among the most important issues of the VÖW is the gradual continuation of the certification of distributor members which had been initiated in spring. In addition, a series of workshops on the topics of law, marketing and sales under the motto "Creating Added-Value" will commence in autumn 2014. Godec: "Continuous vocational training is a key instrument to successfully gain an edge over the competition. With this training offensive, VÖW not only qualifies individual distributors, but ultimately strengthens the entire industry."

TRADE SHOW AND PERSONAL EXCHANGES

On the second day of the summer meeting, more than 40 supplier partners presented their new products. The spectrum ranged from giveaways to high-quality brand products, as well as classics and top-sellers. The declared aim of the trade show was to promote personal exchanges as the cornerstone of a trusting collaboration between distributors and supplier partners. During the event, the renowned Waldviertel-based company Framsohn Frottier, represented by Isabella Zeller-Ebhart, was voted "Supplier Partner of the Year 2013" by the VÖW promotional product distributors. The two-day meeting at Jausenstation Rading came to an end in a cosy atmosphere. <



The terry towelling manufacturer Framsohn Frottier was voted "Supplier Partner of the Year 2013" (left to right: Konrad Godec, VÖW President; Isabella Zeller-Ebhart, Key Account Manager at Framsohn Frottier; Wolfgang Kohout, VÖW Board member)

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The majority of investors in Central and Eastern Europe is satisfied with their location selection.

AHK ECONOMIC SURVEY IN CENTRAL AND EASTERN EUROPE 2014

INVESTORS EXPECT ECONOMIC RECOVERY

The German Chambers of Industry and Commerce Abroad (AHKs) have presented the results of the 9th Economic Survey in Central Eastern Europe (CEE). The CEE region is of tremendous economic importance to Germany. Nearly ten per cent of all German foreign investments can be found in Central and Eastern Europe; more than ten per cent of exports go to the region. The results of the survey are therefore highly relevant for the German economy.

According to the assessments of some 1,500 managers surveyed in 16 countries of the CEE region, the current economic situation as well as the prospects for 2014 have slightly improved compared to the survey in 2013. In the majority of countries in the region, the current view

that still prevails is that the economic situation of the country is not good – the reverse is true in only four countries – but the bottom line of negative and positive responses is better than last year.

ECONOMY IS BETTER THAN LAST YEAR

When asked about the prospects for 2014, the optimists are more predominant in most countries, both in terms of the overall economic outlook as well as their own business situation. A certain

north-south divide is apparent: the Baltic States, Poland and the Czech Republic usually occupy a position in the high rankings, while in the countries of the Western Balkans the mood is rather pessimistic. Hungary, Slovakia and Romania are mostly in the midfield. In almost all countries, the improved economic situation is reflected in an increase in plans for employment and investment.

ATTRACTIVE MANPOWER POTENTIAL CHARACTERISES QUALITY OF LOCATION

On average, the assessment of location conditions in the region has barely changed compared to 2013. In all countries, everyone is particularly satisfied with the local labour force, both in terms of productivity as well as qualifications and costs. In almost all countries, however, everyone is less than satisfied with the level of vocational training. Whilst the availability and quality of local suppliers largely meets the expectations of investors almost everywhere, the infrastructure in most countries still shows deficits. Many aspects of the economic situation remain unsatisfactory. Above all, corruption, lack of accountability and bureaucracy pose problems for companies. As for the tax system, there are some significant differences between the countries.

POLAND IS AGAIN MOST ATTRACTIVE INVESTMENT LOCATION

Despite some shortcomings in the country, the vast majority of investors are satisfied with their original choice of location: On average in the region, 83 per cent of respondents would choose their current location as an investment location again; only 17 per cent would prefer alternative locations. As for the attractiveness of individual countries as an investment location, the top five rankings have not changed at all in the 2014 survey: the most attractive investment location for the more than 1400 managers surveyed this year was again Poland; Czech Republic defended its second place ahead of Estonia which ranked third. <

THE AHK ECONOMIC SURVEY CEE

Since 2006, the German Chambers of Industry and Commerce Abroad (AHKs) have conducted a joint annual survey in the countries of Central and Eastern Europe (CEE) on the economic situation and the investment conditions in their host countries. In 2014, the survey was conducted in 16 countries in the region; a total of 1,435 managers participated, especially German and foreign investors. Thus, the AHK CEE survey is the most comprehensive of its kind.

The full results of the survey are available to download free on the DUIHK website: www.duihk.hu/konjunktur

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TABLEWARE STYLISH APPEARANCE

Whilst the first part of our lead articles focusses on presents put under the Christmas tree, this part is devoted to the appearance of stylish products on the festive table. We also touch upon related topics. Of course, this does not exclude savoury accents.

The buzzword tableware basically includes the entire cultural sphere of human nutrition and its historical evolution. This includes, for example, decoration, table manners, rituals and ceremonies, dishes and regional specialties and the associated cultural identification, and above all the utensils necessary for eating. In an age of globalization, the differences in culinary customs are subject to the alignment with international standards which, in turn, are influenced by country-specific or regional accents. Whilst the following selection of promotional products only provides a partial overview of the many innovative offerings in the industry, they once again demonstrate the creativity with which talented individuals create product ideas that are not only beneficial but also attractive. Thus, there is a rigorous development from ancient to modern tableware; moreover, the associated products and accessories are genial and enjoyable, but in any case they achieve a long-lasting advertising effect. <



DRINKING WINE EVEN BETTER

The “WINE@8” product from Troika, which received the red dot Design Award, increases the enjoyment of a good wine in two ways. Firstly, the metal ring with the inside felt catches any unwanted drops. Secondly, the silicon cork increases the drinkability of opened bottles. The shiny chromed “WINE@8” is also an elegant eye-catcher. Advertising is placed on the product by engraving the bottleneck ring; this service is free for orders of 100 units or more.

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

a.bauer@troika.de • www.troika.org



ATTRACTIVE NIBBLES

The attractively curved Cuchara bowls from Rominox are true eye-catchers. Adorned with finger foods and snacks, the practical and sophisticated spoon-bowls will tempt people at any stylish reception. The Cuchara bowls are made of shiny polished stainless steel. Further information can be provided by Rominox.

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SPEEDY FLAVOUR ROLLER

The “Fastfood” salt cellar-egg from Troika is aptly named. Equipped with wheels and an invisible pull-back motor, the porcelain piece becomes a speedy object that brings movement onto every breakfast table. “Can you roll the salt?” will virtually become a saying, before the flavour runabout zooms across the table. The egg styled in exclusive Troika design lends conventional tableware a note that’s both truly dynamic and unforgettable. Promotional messages are applied via printing on the side of the salt cellar-egg. It comes supplied in printed fibre-cast packaging.

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



ENJOY COFFEE ON THE MOVE AS WELL

For many people, coffee or tea is indispensable in the morning, even when the morning happens to start quite late. The stable Thermo coffee mug is intended for the latter case, as it is also perfectly suited for travelling and looks really chic at the same time. No matter whether it’s on the way to work, in the car or on the bus – with the high-quality, double-walled porcelain mug the hot drink stays hot three times longer, the cup on the other hand stays temperate on the outside and is therefore easy to hold. The removable silicone lid is equipped with an opening for drinking. The mug has a filling quantity of 280 millilitres and can be finished in ceramic screen printing.

41369 • elasto form KG • Tel +49 9661 890-0
mail@elasto-form.de • www.elasto-form.de

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Kalfany Süße Werbung GmbH & Co. KG
Holzmattenstraße 22, D-79336 Herbolzheim

www.ksw24.eu



ADAPTABLE TRAYS

The adaptable trays from the brand freeform – which is distributed through Profino – will win you over with its very practical dual function since they can also be used as sets. Its shape and its aesthetic appeal speak for themselves: here elegance is paired with high value. The patented serving tools made out of high-quality imitation leather are also adaptable. The tray is turned into an elegant table set in no time at all by just lying it down. What is more, when turned over, the colour and motif are also interchangeable. And with freeform, storing cumbersome trays is also a thing of the past. When used as a flat table set, the pieces can be put in a shelf in order to save space and can serve as an eye-catching decoration, or they can be placed in a drawer for practical purposes. The motif series includes themes ranging from New York and Paris to Cakes & Cookies. The adaptable trays with motif imprints are available in six different versions. Thanks to the handle recesses, it is easy and safe to carry around, and once you are finished using it, all you will have to do is clean it with a wet towel.

47807 • Profino GmbH & Co. KG • Tel +49 2173 1014720-0
info@profino.net • www.profino.net



TO SPICE THINGS UP

The salt and pepper mills from Nestler-matho, fitted with a ceramic grinder, come with a highly modern, shiny appearance. These high-quality must-haves will put some spice in your food and some style on the table. They are available with the dimensions 18.4 x Ø 4.8 cm and 25.5 x Ø 6.5 cm in shiny black or shiny white. Advertising material can be positioned on the bulging part of the mills, where it is guaranteed to make an impression.

41816 • Nestler-matho GmbH & Co. KG • Tel +49 7221 2154-0
info@nestler-matho.de • www.nestler-matho.de

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PEN**

STILOLINEA



STARTING EARLY

Preparing food is one of the most popular role plays for children at home or in kindergarten. The company Erzi from the Erz Mountains in Germany addresses children's everyday situations and their needs on a regular basis. The company is now presenting sets that have themes which are appropriate for kids, such as the popular idea of cutting a cheeseburger or curry sausage. The highlight of the set is that each set contains a cutting board and knife which, of course, are made out of wood. With this set, a hamburger can have personally selected toppings; a curry sausage can be divided among the children; and the sandwiches will remind them of lunchtime – and all this without any mess. Children want to cut, cook and prepare food by themselves just like adults do. The Erzi cutting set encourages kids to use their fine motor skills in a fun way and to use their fantasy and creativity when playing with the many combination possibilities.

49306 • Erzi Qualitätsprodukte aus Holz GmbH • Tel +49 37294 920-0
Alexander.Hoffmann@erzi.de • www.erzi.de

MAKE YOUR DAY BRIGHTER

Who said that mugs cannot make you smile? Every time you drink from Soffy, you must notice smiling face embedded at the bottom. Transparent material is elegant and ready for personalization. Customization is possible with 50 × 50 mm sandblasting or glass printing. Thanks to useful handle, Soffy is ideal choice for cold autumn and winter evenings. Think out of box, amuse your customers.

46051 • REDA a.s. • Tel +420 548131125
export@reda.cz • www.reda.info



REASON TO CELEBRATE

There is always some reason for a celebration. And what is more obvious than sweetening the day with a titbit for customers, employees or business partners. Whether for an anniversary, the inauguration of a new machine, a groundbreaking ceremony or a new opening: with the Muffin Maxi or the original little yes cake from CD-LUX, which can bear custom printing, every campaign becomes a sweet highlight. CD-Lux will be happy to make up a personal offer, a sample or a non-binding layout suggestion.

45452 • CD-Lux GmbH • Tel +49 9971 8571-0
info@cd-lux.de • www.cd-lux.de

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Lipcare GreetingCard



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OWN PRODUCTION

Plastic production



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Filling



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- Formulas controlled by Institute Fresenius
- Submission of the CPNP notification



KHK GmbH

Ringstr. 9-11, D-50996 Köln
Tel. +49 (0) 221/985473-0
e-Mail: sales@lipcare.de
www.lipcare.de

COLOUR YOUR KITCHEN

Victorinox, the Swiss knife specialist, is presenting new legendary household knives, including four models consisting of small, extremely handy household knives with handles in four fresh, trendy colours. These knives simplify the preparatory work in every good kitchen: A tomato and sausage knife with serrated edge, two short vegetable knives with pointed tip, one with a serrated edge and a slightly longer vegetable knife. They feature super-sharp blades and are dishwasher safe. Their ergonomic design combined with attractive haptics makes working with them easy and safe. The knives are available in green, pink, yellow and orange and can feature etched blades. They can be offered for promotional purposes to a wide target group, either individually or in packs of two to six.

44281 • Victorinox • Tel +41 41 8181211

261@victorinox.ch • www.victorinox.com



PSI 2015
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A PATENTED BOTTLE OPENER

A new highlight has been added to the range of more than 100 patents from the company Global Innovations. The patent-protected opener for PET and glass bottles makes it easier for children, the elderly or other people with physical impairments to open the sealed tops of bottles without much effort. What makes this opener special is its ergonomic shape and the three inlying spring metal pins, which make it simple to use and fit all commercially available bottles exactly – regardless of whether the caps are metal or plastic. The large space on the front can be personalised and it offers enough space for a logo, which can be printed on it or be engraved directly in the mould.

46626 • Global Innovations Germany GmbH & Co. KG • Tel +49 6502 93086-0
info@globalinnovations.de • www.globalinnovations.de



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Sticky Mobile Cleaner



Tube Bandanas



Microfibre Clothes



Felt Sleeves



Bags



Kitchen Products



Cases



Headbands & Wristbands



PRACTICAL MINIS

The resourceful Dutch designers at Issue Tissue are presenting a brand new product with the mini Pocket Box. The colourful prints with the eight soft and highly absorbent tissues are ideal for any woman's handbag and will be close at hand when you are at your desk. With this small, practical and environmentally-friendly box, your advertising is guaranteed to stand out. More information is available direct from Issue Tissue.

44613 • Consuma-Issuetissue BV • Tel +31 70 3630918
info@issuetissue.com • www.issuetissue.com

PRESENT WITH STYLE

The luxury wine set "Alu Line" from Giving Europe is always a stylish present to give someone when you are their guest and it is perfect to use as an elegant present during the holidays. In terms of quality and workmanship, it is very stylish, and the set contains four useful accessories. A safety lock protects the wine bag (personally selected and inserted), and it also features a carrying handle, which makes it easier to carry around. An advertising message can be placed on an additional metal label using laser engraving with a minimum of effort. (This is not included and must be ordered separately.)

45737 • Giving Europe GmbH • Tel +49 421 596597-0
kontakt@givingeurope.de • www.givingeurope.de
www.impression-catalogue.com



A BOTTLE IN ICE

The new and very special summer highlight that has been developed by Global Innovations is an unusual, patent-protected ice block bottle cooler. This cool eye-catcher will cause a sensation at any kind of party – whether at home or in a disco atmosphere – with its impressive presentation, and it is also ideal for promoting a brand-name product in a striking way. The ice block bottle cooler comes as a three-piece set and includes a silicon mould for the block of ice, a drip pan for the melted water and a bottle holder. Even if the block of ice melts after several hours, the bottle will remain perfectly in position thanks to the stand. The shape was developed for wine/sparkling wine bottles and spirits as well as for a six pack of beer.

46626 • Global Innovations Germany GmbH & Co. KG
 Tel +49 6502 93086-0 info@globalinnovations.de • www.globalinnovations.de



DECORATES ANY DRESSER

These smart storage boxes (1.5 litres each) made of glass will decorate any dresser. The two glass containers presented by Macma offer many different possible applications, e.g. as a container for biscuits or pastries. Thanks to the stacking function and the lid, everything is well protected. Advertising is applied to the boxes using laser engraving. On the same theme are the patina-style Macma drink dispensers for domestic use with a capacity of 4.5 litres. The nostalgic bubbles embedded in the glass make them look hand-made. Here Macma prints the advertising material digitally (in multiple colours) on a label that is stuck onto the individual packaging in an appropriate position.

40909 • Macma Werbeartikel oHG • Tel +49 911 9818133

verkauf@macma.de • www.macma.de



»koziol ideas for friends GmbH
Werner-von-Siemens-Str. 90
64711 Erbach/Germany

www.koziol.de



ENJOYMENT ON THE MOVE

A whole 200 millilitres of coffee pleasure on the go is offered by the stylish porcelain cup “La Mata”. Thanks to the silicone ring for holding it, there will be no more burnt fingers despite hot contents. At the same time, the smart silicone lid ensures that the coffee will stay hot for longer and nothing will be spilled that easily. Advertising is achieved by means of ceramic transfer above the silicone ring. All-round printing and colour-changing printing are possible on request. “La Mata” is supplied individually packaged in a box.

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



FOR CHEESE-LOVERS

The optically appealing cheese knife set from Krüger & Gregoriades is a practical aid in every kitchen and is also ideal as a high-impact gift for cheese gourmets. The three-part set, consisting of a cheese knife, cheese slicer and cheese cleaver, looks good in every kitchen and on every table setting thanks to its beautiful, timeless design and high-quality finishing. LFGB-standard tested, it comes supplied in a sophisticated gift box with transparent cover (dimensions: approx. 28.5 x 19.0 cm).

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



SERVING UP FORTUNE PRALINES

Producing one's own pralines – with the pralines kit from Multiflower, this is really easy. Appealingly packaged in a metal tin, it contains dark chocolate, vanilla sugar, rum flavouring, a praline mould (with fortune clover cut-outs) in silicone and a small recipe fanfold featuring a choice of several recipes. Promotional printing is applied on the recipe fanfold as a standard motif. Custom fanfold design is possible from just 250 pieces.

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

-Advert-

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WINECARD FOR ADVERTISING

The WineCard is an accurate wine thermometer weighing only seven grams which can be used for mailings and is otherwise reusable. This card, in an embossed postcard format, gives customers an elegant, new and functional gift. It can be sold or handed to distribution partners and end customers, sent by mail or fastened to the bottle at the POS. The WineCard can easily be pulled over the wine bottle again and again like an elastic banderole. The precise crystals of the integrated, TÜV (German technical control board) tested film thermometer responds immediately and shows the wine temperature on the front of the card. As an additional service, the right wines for these temperatures can be listed right on the card. In this way, the WineCard makes for a smart visiting card for companies. JH Innovations offers the WineCard in an individual design or with an integrated, perforated strap for safety at the POS. More details can be obtained directly from JH Innovations.

48291 • JH Innovations GmbH • Tel +49 621 7481466
info@jh-innovations.de • www.jh-innovations.de



BACK THE RIGHT HORSES

Generally speaking, animals have no business to be on tables. The “Caressing” salt and pepper pots from Topico, however, will cut a beastly figure on any table. And not only horse-lovers will be thrilled by the handsome earthenware duo. The white horse can be filled with salt, the black horse with pepper. The opening for doing so is found under the animals’ bellies and the shaker is on the head. The articles are delivered in a black box. With the “Caressing” table set, customers are guaranteed to back the right horses.

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

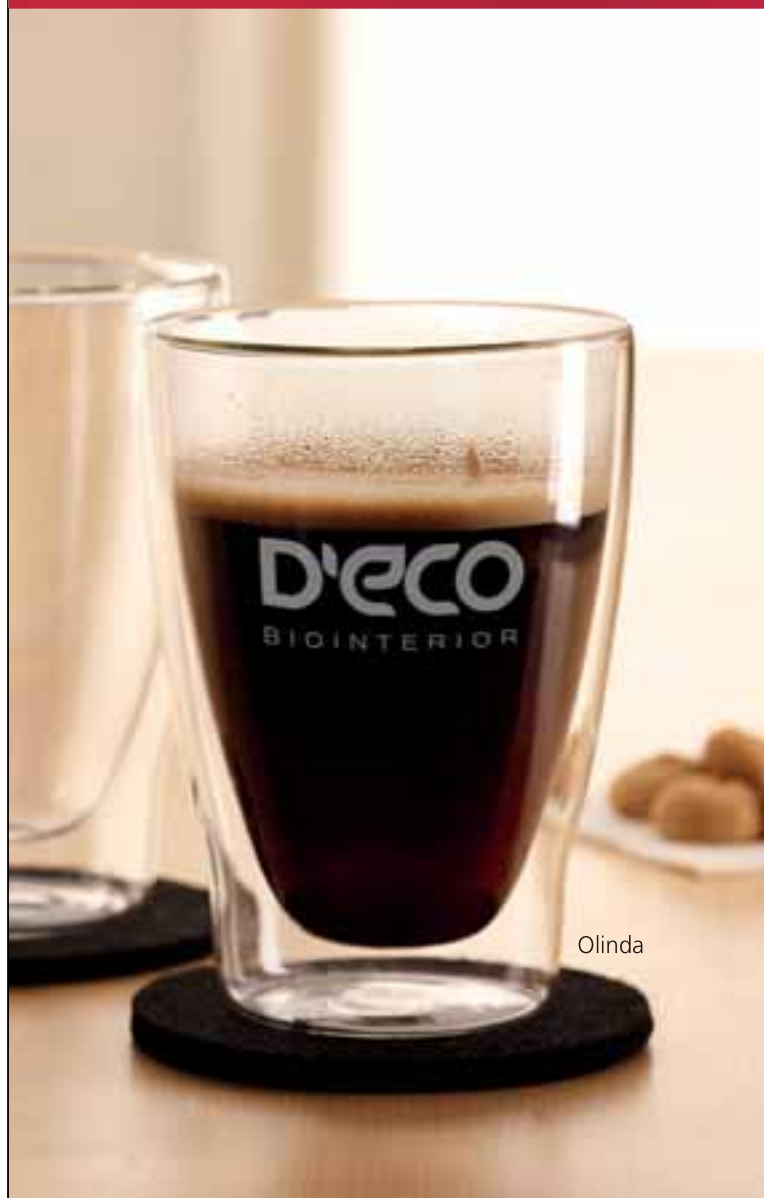




DOUBLE PACK OF SPICES

Everyone needs adroitly styled helpers in the kitchen or on the table. The salt cellar and pepper pot duo from Giving Europe in a sophisticated metal look meets these requirements. Subdivided with a transparent plastic insert, clearing the view of the salt and pepper, these seasoning dispensers in a double pack are additionally easy to use with one hand. Promotional messages are possible by means of pad printing or laser engraving.

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



Olinda

Doppelt hält länger!

Neu von RASTAL! Thermobecher Olinda – eine echte „Schönheit“, die auch mit inneren Werten überzeugt. Hält Warmes länger warm und Kaltes länger kalt.



ATTRACTIVE GOURMET SET

On the cover story topic of “Tableware”, Spranz GmbH is contributing a fine gourmet set with a water carafe and two glasses made of real glass (ecological plus: high proportion of recycled material) with a non-drip, self-closing pourer on the carafe. The carafe holds one litre and the glasses 250 millilitres each. The attractive set is supplied in a designer box. More items on this theme and many others can be found in the current Spranz collection.

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



FULL-SERVICE PACKAGE

In order to gain the attention of your customers, you need solutions that will stay in people's memories for a long time. Books and booklets are valued as high-quality free gifts and people like to keep them. But finding a topic and implementing it drains resources – and where to get the contents from in the first place? With his 40 years of international experience in the publishing business, Dorling Kindersley offers a full-service package that covers everything from planning and design through to printing. In line with the customer's wishes, he designs product forms that are a perfect fit: whether it be a recipe booklet as a free gift with mineral water (see illustration) or an illustrated book as a present for special business partners. The contents are compiled individually and the product details and customer's logo can be integrated as required. The handling of the printing is, of course, also taken care of – right through to delivery on a precisely stipulated date.

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

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iOS



ANDROID



SERVED UP WITH A SHINE

For festive culinary occasions, Easy Gifts recommends the chrome-plated dish "Laguna Beach" made of ceramics. Four feet on the bottom allow it to stand firm. The company will apply the promotional message to the individual box by means of an adhesive label or, alternatively, direct onto the dish (on request) by laser engraving. More information is available direct from Easy Gifts.

47300 • Easy Gifts GmbH • Tel +49 911 81781111

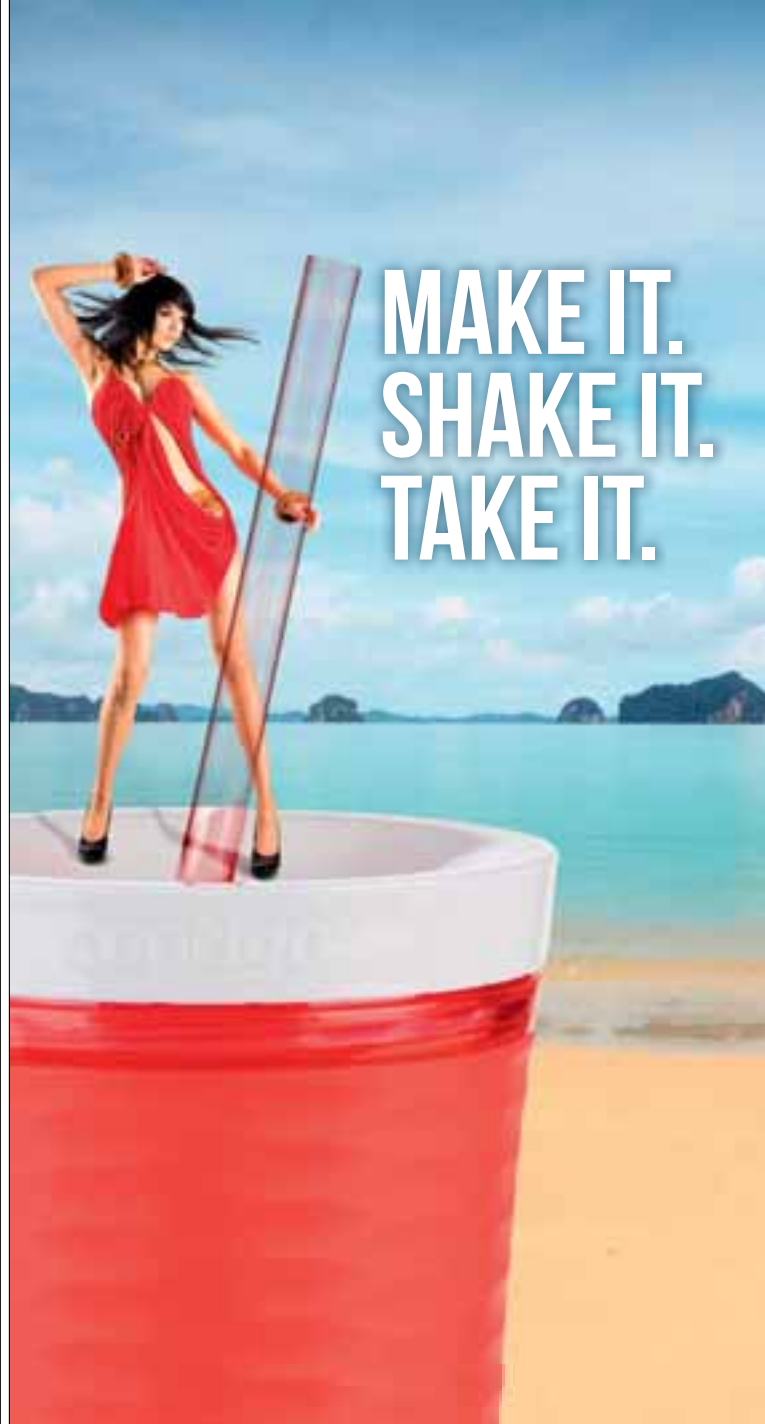
info@easygifts.de • www.easygifts.de



BEAUTIFULLY INDESTRUCTIBLE

Whether sports events, festivals, company parties etc. – even during outdoor activities, no-one needs to make do without stylish looks. Senator is therefore bringing a particularly clever development in its cup range onto the market. The new Purity Fun mug looks like glass, but is made of plastic and perfectly combines the properties of both materials: attractive and easy-care, food safe and colourful, stackable, shatterproof and suitable for many uses. Produced in high-quality SAN, a plastic that is extremely resilient, Purity Fun offers safe drinking enjoyment. Purity Fun or Purity Fun Plus with rubberised decorative sleeve are 100 per cent “Made in Germany”, available in the standard colours Glass Clear, Red, Blue or Anthracite, and can be custom dyed from a quantity of just 1,000 units. Another practical feature is the new online configurator, with which Senator at www.senatorglobal.com makes it really easy to choose the right standard colour and quickly and easily visualise the finishing: Upload a logo, position it and see in multiple views of photorealistic quality how the Purity Fun could look with the logo as a promotional product. Senator’s Purity series is also available as porcelain mug Purity Plus with colourful decorative sleeve or as partly satinised drinking glass Purity Glass.

41838 • Senator GmbH & Co. KGaA • Tel +49 6162 8010
info@senatorglobal.com • www.senatorglobal.com



SHAKE-UP THE SUMMER WITH THE INNOVATIVE “SHAKE & GO” TUMBLER

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SPICES FROM THE ORIENT

Multiflower has a well-rounded, three-piece spice set in its product line for light Indian and Asian dishes. The glass test tubes, which are filled with chillies, curry and garam masala, are held in a rack made out of beech wood, which can be placed within reach in the kitchen. A special logo can be placed directly on the beech wood rack using pad printing. It is also possible to give the tiny decorative flags their own special design from just 250 units.

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



STYLE ALL ROUND

It looks exquisitely good on a well-laid table: the ceramic turntable from Macma. Vinegar, oil, salt and pepper are positioned in the middle, surrounded by a circular rotating piece with little dishes. Now you are all set for a sociable evening meal. The advertising material is printed onto the interior of each of the flat dishes by means of ceramic transfer.

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



GIVING GIFTS IN STYLE

The new gift set from Mahlwerck Porzellan has everything: the printed gift wrap, a cup from the Christmas collection plus another extra: traditional Dresdner Stollen Christmas cake, a little Moleskine book, aromatic coffee or high-quality chocolates. The scratchproof printed motifs are kept in an elegant, classic style this year. A fashionably shining print on the matte black Original Coffee2Go cup, for instance, or the painting of an Old Master in a new context, all in red. The sets come packed in a premium gift box made just for these sets and printed with a Christmas motif. As few as twenty finished sets need be ordered. The deep Mahlwerck engraving is especially ideal for putting your own logo in an aristocratic way on the cups or mugs. Additional personalization is also possible (on orders of 60 or more).

44833 • Mahlwerck Porzellan GmbH • Tel +49 8031 274724
martin.hauer@mahlwerck.de • www.mahlwerck.de

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The Prodir team at the headquarters in Kastellaun

20 YEARS OF PRODIR GERMANY

THERE'S STILL SOMETHING THAT CAN BE DONE

From a nameless writing utensil manufacturer to a recognized brand – Prodir now looks back on twenty years of success on the German promotional product market. Manfred Dreher built up the German branch and has been its manager since it was founded. An interim assessment.

In the early 90s, Prodir was one of many nameless manufacturers of writing utensils. Prodir had a contract with a German wholesaler which took care of sales by way of distributors. Its plan was to bring out Prodir writing utensils under its own brand. As importers do today. However, the company decided back then not to go down

this path but to build up Prodir as an independent brand in the promotional market, expand its portfolio and take care of distributors directly through its own sales. The logical step was to found Prodir GmbH, the first distribution organization outside Switzerland. Here is an interview with Manfred Dreher who has been on board since

the outset. *tvvitNo*, not at all. But with the strategic objective of building Prodir into a brand, I had a clear goal in sight. I was able to tackle this task. And above all, I quickly got the feeling we could achieve a great deal. Those were exciting years. Two of us started in a small office in Mühlheim-Kärlich near Koblenz, only to move soon thereafter to Kastellaun, which has since been the headquarters of Prodir Germany. With 26 employees, we are now the biggest branch office and the most important market in the group.

Do you remember your first customer call?

Very clearly. That was in Stollberg near Aachen. The customer's name was ASW Schwarzer and we made a DS3 in white with two-colour printing for a savings bank in Aachen. A lovely writing utensil which is still appealing today.

A lot has changed since then. What is behind the success of Prodir in Germany?

We created the segment "popular luxury" in the promotional product market for wri-

ting utensils. When we began, customers had a choice between an expensive brand-name writing utensil with a high-quality refill and a low-priced throwaway item with a substandard refill in the lower price segment. We went our own way. By combining timelessly sophisticated design and excellent refill quality in the medium price segment, we created something new. Which, by the way, benefited the perception of the ballpoint pen as a promotional product. That is basically the gist of our story. Our classic DS3, which stands like no other for the “popular luxury” project, has become an icon of this segment: no gimmicks, sustainable, long-lasting quality, functional for both the writer and the advertiser. The DS8 is intentionally continuing this tradition: up-to-date and yet classic, it stands for everything that makes Prodir what it is.

Prodir has always drawn attention for its good communication.

The added communication value of a good promotional product is, after all, what is attractive about this market! Communication competence is one of our brand values – as are good design and the quality of our refills. That we have always seen and developed those as a single unit is what makes Prodir what it is. Good writing and lasting communication – this two-fold competence is the example we set, otherwise the promise is empty. That’s why we are delighted to receive awards, such as the recent Red Dot Award for our “Purity” campaign in 2013. Today, Prodir is the only brand in the promotional product business which is perceived as a strong brand without an image gained through decades of retail sales.

How do you see the market today?

The market has become less transparent, faster, more varied. There are new players, new production and distribution channels, new rules and new requirements. These changes offer opportunities but at the same time they are happening in a market that is pretty stagnant. Twenty years ago, that



Twenty years ago, Manfred Dreher built up the Prodir branch office and is still its manager today.

was different. The cut-throat competition is enticing some to act short-sightedly, which tends to harm the market and the reputation of the industry in the medium and long term. We need a minimum of fairness, especially since it is getting more complicated. But the demanding conditions on the promotional product market at the present time can only mean that we have to step up our game a notch.

What does that mean in concrete terms?

Generally, it means to hold course, think of the long term, concentrate on core competences and be true to yourself. Brand management through stringent product development and communication is still the key to lasting success for us. The sales organization must also grow to meet the new requirements. We will improve there, too. In a certain sense, by the way, this observation applies to the entire industry. This year’s PSI Promotion World in Hannover showed how a professional presence can enhance the prestige of the industry as a whole. To be perceived properly, we have to present ourselves properly. Every-

one has to get more committed here, manufacturers and distributors alike.

You are broaching an important topic. Prodir was one of the first to seek direct contact to industrial customers.

Name me one resellers’ market where brand manufacturers do not communicate directly with end customers. This is one side, the other is that direct selling is not an option for anyone who knows the market. Still, I assume that at sometime a competitor will give it a try. We are going to be seeing how this attempt will fail pretty miserably because the market will not tolerate it. For Prodir, the strategy is clear: we want industrial customers to get information on our products, values and services from ourselves, as well. At trade shows, through mailings, newsletters and calls. That is our duty. Our distributors have been benefiting from this for twelve years, not only because it generates orders they can fulfil. This has created trust.

What changes do you see in the behaviour of industrial customers?

Let me take one example that affects us directly. Prodir always had a high rate of repeat orders. And that is still the case. What has changed is that customers who used to order the same model for eight or ten years are now more willing to change. They are still loyal to us, but ask for a new model after three to five years. Here we have to put more wood on the fire in a faster innovation cycle without giving up our accustomed focus on relatively few, select designs, and at the same time consistently strengthen our brand.

How do you intend to tackle the next twenty years?

My Motto? There’s still something that can be done.

www.prodir.com

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The company building of Brand Promotion in the Czech city of Brno.

BRAND PROMOTION S.R.O.

FLATTERING HEADGEAR

Shortly after being founded in 1998, the team of the Czech company Brand Promotion decided to specialize in manufacturing headgear for the promotional product industry – a concept that has successfully proven itself to date thanks to the creation of its own high-profile brand called “coFEE”.

Brand Promotion established in 1998 in Brno, Czech Republic, with the idea of offering a new promotional offer in the promotional world, with the production and distribution of customised items. In only a short time the two founding members, Dalibor Manas and Ivo Jambor, understood that the market requires specialization and decide to focus on the caps and hats; first with the classic baseball cap and then expanding the range to the most sought forms and materials, creating the brand coFEE. Today, Brand Promotion is present in all European markets through a network of distributors and customers

Brand Promotion also offers warm promotional hats for the cooler seasons of the year.





This is where caps and hats are embroidered.

who have embraced the philosophy of quality products and dedicated services, with a range of unique customisation. There are 25 people who make up this team motivated and dedicated to the service of promotion and more.

COFEE STOCK COLLECTION

The brand name coFEE spawned thirteen years ago and immediately occupied primary position in the headwear world and became a challenge for the others. Detailed design caps with the brand name coFEE, relates to the most modern trends in sports and in world fashion. Materials used, follow a future technology, it spawned in eco-

logical conditions and guarantees impeccable shape and durability for the whole time of its use. Company had to carefully choose and adjust the collections year after year, until we had reached a perfect offer, which fulfils every request even for the chooser client. Detailed variety of caps made from trendy materials that corresponds to the most stringent criteria in maintaining form, colourfast and its fine wearing. Color combinations follow the latest trends in the fashion world and in combination with your logo becomes an integral part of daily life and a fashionable complement, ready to fulfil all requirements on a cap. In ware-

house stocks are available more than 1 million units of caps and hats which are at disposal online. In-store stock is constantly monitored and stocked up when goods are low, ready to satisfy any requirements within at least 24 hours.

COFEE WINTER COLLECTION

The stock offer is completed by a winter collection truly varied and customizable, unique. Each customer has available a wide range of products and accessories to get the best result depending on the need. The offer cover knitting hats, scarfs and headbands in different customize choice of colour combination. The individual logos made



Promotionally effective accessories are produced with labour-intensive detailed work.

Young, fresh and colourful is the image of the coFEE collection (right).





Over one million caps and hats are available in stock ready for delivery.

by jacquard or embroidery technology. Customer can use 100 per cent acrylic or a combination of merino wool and acrylic materials. There can be lining acrylic, anti-peeling fleece or functional material poly-colon inside. Main advantage of this offer is small minimum quantity and fast delivery time because of being an EU production. There are available many other winter items from far east produced with cus-

tomers design, too, without any limit to the request. Popular materials are cotton, acrylic, anti-peeling fleece or polyester.

STRONG SERVICES

What is really unique offering Brand Promotion are services dedicated to the customisation for customers because the com-

pany is composed of several specialized departments; in fact internally can be manufactured large quantities of custom hats with many different types of printing, embroidery flat or 3D, applications (patches, rhinestones,...); specially in the department of embroidering Brand Promotion is very strong thanks to 6 embroidery machines that run minimum 18 hours/day to satisfy all requests. But the pride of the company is the production of headsets and accessories through 6 knitting machines able to satisfy any need for choice and numbers of special productions in a very short time and with a quality always under control. A huge advantage for its customers, especially thanks to the reduced production times and the ability to supply in season with no waiting or minimum to be respected. This of course is also very important for those who want to create their own private collection.

SABBOT COLLECTION

The consensus of customers has led the company to develop a brand for distribution: Sabbot. A line up with the fashion trends, developed in two seasonal collections that are continuously enriched by new products. Always current, sophisticated, assorted on season, for the store as well as retailers, for those looking for something new. The various collections are presented in a young, fresh, colourful catalogue which interested parties can download as a PDF file in German, English, Italian and French on the Brand Promotion website.



Brand Promotion has high-performance embroidery and knitting machines.



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- Massenabfertigung zum Sensationspreis.

* Bitte nicht mit Qualität verwechseln!





XINDAO

ENVIRONMENTALLY SOUND AND TRENDY

Sustainable fashion. With its XD Apparel Collection, Xindao launches jackets and body warmers the makers themselves call “the greenest jackets on the planet”. Young, trendy brand for outdoor clothing, that is made to set a new, inspirational standard in the world of fashion.

The Dutch supplier presents its new collection very self-confidently and at the same time uses some more superlatives. “This outdoor clothing collection from the new brand XD Apparel is actually the most sustainable of its type,” Xindao says. As a matter of fact, the makers try to cause as

little damage as possible to the planet while making their jackets and body warmers. “Keeping the ecological footprint of the product as small as possible,” goes the important motto when the clothing is designed. In practice this means that as little energy and water as possible is used

for the production. At the same time the makers ensure that as little waste as possible is produced when developing and making the outdoor clothing.

TO TURN OLD INTO NEW AND CHIC

In fact: All XD Apparel jackets are made from recycled polyester that is extracted from empty plastic drink bottles. This particular polyester is more sustainable than organic cotton and very suitable for processing in clothing. A recent study surveying the life cycle of materials and products, in which recycled polyester was compared to standard polyester, showed that the first sort leaves a smaller ecological footprint because less energy is required to produce the material. Moreover the mechanically recycled polyester used in the XD Apparel jackets is less damaging to the environment than chemically recycled one. The designers at XD Apparel announced these facts with conviction and pride at the recent launch of their clothing line. In addition they emphasize that all steps of the development and production are constantly analysed for



**Stand for a sustainable concept:
Xindao-CEO Albert van der Veen (l.) and
Managing Director Diederik van Styrum.**

**Young, trendy and environmentally sound.
The new XD Apparel Collection of Xindao.**

further improvement and an even more environmentally sound design.

CHOICE OF THE RIGHT PARTNERS

The advantages of a sustainable, recycled polyester are faced with the difficulty that it is not available in bulk at the moment. Xindao carefully selects suppliers on the principles that occupy centre stage at XD Apparel. "We prefer to work with suppliers who apply the same standards as we do," explains a spokesperson from XD Apparel. Xindao names in this regard the companies YKK, the producer of zip fasteners, and Thermore, the maker of thermal insulation material for outdoor clothing.

INDEPENDENTLY CERTIFIED

XD Apparel has had their clothing line tested and assessed by Bluesign, an independent clothing certification institute. This renowned institute examines by means of strict social and, in particular, environmental criteria if the standard has been reached. In this case with great success – all jackets from XD Apparel now bear the mark "Bluesign approved fabric".

THE NAMES SAY IT ALL

The jackets, that are delivered as standard practice in a unique clothing bag made from recycled non-woven fabric, bear the names of European capital cities, notably places where the winters are extremely cold, such as Oslo, Warsaw, Helsinki or Stockholm. XD Apparel expresses thereby: These jackets and body warmers re-

ally keep warm – even in severe cold. Their advantage: They can be combined, so to say "layer on layer". Wearers of the new XD Apparel Collection are dressed trendy, warmingly and environmentally sound. And, that is where Xindao really feels confident: "Very few clothing companies can at this time say the same". www.xd-apparel.com <

ABOUT XINDAO AND "VISION 2020"

At the PSI trade show 2014, Xindao's CEO Albert van der Veen und Managing Director Diederik van Styrum introduced the "Vision 2020". A huge challenge, both men emphasized. With a view to the products, the message was and still is: They will all be PVC-free by 2020. No product will contain dangerous substances. All packaging will be made of paper which has the FSC stamp on it (and is therewith made of wood that has come from forests that are cultivated in an exemplary way) or other materials that are environmentally friendly. The supply chain will constantly be subjected to audits. The QES programme (Quality Environment Social Audit) should be fully implemented by 2020. Xindao aims to invest continuously in the use of sustainable materials. The Dutch promotional product supplier wants to be at the forefront when it comes to the use of recycled, biodegradable or other environmentally friendly materials. With XD Apparel Xindao sends another signal in the matter of "Vision 2020". "To prove that our words have actually been followed by sustainable deeds," the company calls it. www.xindao.com



Photos: Kleen-Text Industries GmbH

Visitors to the PSI 2014 were welcomed in grand style on a Kleen-Text event carpet at the main entrance.

KLEEN-TEXT INDUSTRIES GMBH

“ONLY YOUR MIND IS YOUR LIMIT”

Kleen-Text is a company that operates as a world-renowned sought-after provider of innovative mat solutions. The family-owned business was founded in LaGrange, Georgia, United States in 1967.

Located in Kufstein, Austria since 1995, the European headquarters of Kleen-Text supplies the entire European market. Other plants are located in the UK and Poland. Kleen-Text specializes in the production of high-quality, washable floor mats

for the core areas of living and interior, events, advertising and representation as well as laundry, office and hotel. The spectrum includes Nautic mats, “wash+dry” floor mats, promotional mats as well as logo mats, standard mats and workplace mats.

IMAGE AND BRAND TRANSFER

Mats are becoming increasingly important in the promotional area. “They can have an enhancing impact, take centre stage or simply have that certain something. Promotional or advertising mats ensure image and brand transfer at campaigns, events and corporate presentations,” says Heidi Höllbacher, team manager of the Promotion Mats division at Kleen-Text, when describing the effective marketing tool. The possibilities for individually tailored promotional and advertising mats are almost as limitless as their design: from high-traffic foyers, events, trade shows to promotional presentations or point of sale promotions through to merchandising items or giveaways, promotional and advertising mats add value visually and also complement the communication.



The European headquarters of Kleen-Tex is in Kufstein, Austria.



The congenial promotion team – contact persons for promotional products (left to right): Teresa Glarcher, Maike Wichert, Sandra Obereder, Heidi Höllbacher.

PSI 2014: KLEEN-TEX VISIBLY PRESENT

At the PSI 2014, Kleen-Tex chose an expressive trade show motto: “Only Your Mind Is Your Limit”. “We showed how to use promotional and advertising mats stylishly and suitably for the occasion – there are almost no limits to the possible ideas,” explains Heidi Höllbacher. “We wanted our offer to arouse interest and raise awareness of our promotional and advertising mats among distributors, advertising agencies and companies. We therefore consider direct communication with customers to be invaluable. In collaboration with the PSI, Kleen-Tex products were omnipresent in almost all halls. The various areas were accessed on Kleen-Tex sponsorship mats; at the main entrance, visitors were welcomed in grand style on a Kleen-Tex event carpet.



Promotional and advertising mats can have an enhancing impact, take centre stage or simply have that certain something.

KLEEN-TEX PROMOTION MATS IN USE

“Although the Promotion Mats division at Kleen-Tex is only a small segment, we are very proud of the projects that we have developed in this area,” says Graeme Staniforth, new Managing Director of Kleen-Tex Europe. Kleen-Tex is usually present at large international events. Whether at international football events, in the players’ tunnel or at the annual Team Challenge Triathlon competitions in Germany, Kleen-Tex Event Mats al-

ways ensure that athletes receive a worthy reception!

PROMOTION MATS FOR EVERY NEED

Jet Print and Jet Print Straight Set mats are ideally suited for use in public areas where fire protection plays an especially important role. They are certified according to the European standard DIN EN 13501-1 and thus comply with the applicable fire protection requirements of public and commercial buildings. Furthermore, they combine expressiveness and elegance with per-

fect dirt trap strength. Due to their special design, fine image details and even small letters can be reproduced. All Jet Print mats comply with Oeko-Tex 100 for eco-friendly, hygienic textiles and are washable up to 60 degrees in the washing machine as well as dryable.

FOR LARGE-SCALE PROMOTIONAL APPEARANCES

The Kleen-Way can be individually printed up to 20 metres in length and is best suited for use at events or in entranceways. The Big-Size is suitable for large-scale promotional appearances such as trade show stands, promotional areas in shops or department stores. The Patio - perfect as a give-away - is produced using the Chromojet printing process. It features a velour surface with vinyl coating and is available with or without borders. Elaborate designs can be created with the Ad-Mat Floor Mat or Ad-Mat Premium, where the focus is on a photorealistic reproduction. All promotional and advertising mats are made in the EU. <



Kleen-Tex is usually present at large events: Whether it be at international football events, in the players’ tunnel or at the annual Team Challenge competitions – Kleen-Tex Event Mats ensure athletes receive an optimum reception. Image: © NBR GmbH



Red carpet for customers: The Kleen-Way is up to 20 metres in length and is suitable for events and entranceways.

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Samsonite

**JÖRG-PETER HELMERS**

BRAND POWER FOR THE INDUSTRY

Our portrait candidate belongs to that group who can confidently be counted among the highly esteemed category of “old hands” in the promotional products industry. However, Jörg-Peter Helmers cannot yet be considered “old” of course. Despite more than twenty years of experience, he is still hale and hearty and, you could well say, at his peak. After various major positions, he finally appears to have found the place where he belongs in the many-faceted sphere of promotional products. He has been in charge of the B2B business as Sales Manager for the global brand Samsonite in Germany since 2012.

We arranged to meet Jörg-Peter Helmers in the dapper Samsonite showroom in Düsseldorf. Here among the “long-time hits” and new creations of the popular brand, we first took a tour that showed us how thoroughly Helmers has already imbibed the qualities of the prod-

uct range and how enthused he is about his task of giving the industry an understanding of the advantages of Samsonite creations. During the subsequent interview, he also jumped right into the midst of things, rhapsodizing to us about the many and varied qualities of Samsonite

products, such as the customizing possibilities, and told us all about the successes of his “efforts at persuasion” so far. However, we would like to anticipate the course of our conversation a bit and first broach the subject of the chronology of Jörg-Peter Helmers’ career before we turn

to his current calling in the impressive world of the Samsonite brand.

ON THE WAY TO THE INDUSTRY

As a “Northerner”, he first saw the light of day near Verden on the Aller on a stormy night when the Weser and Elbe rivers flooded their banks in February of 1962. “The midwife could not get to the house on time, nor did my father, who came along later in a rubber boat,” he tells us. Growing up in Hanover and Göttingen, he finally completed an apprenticeship as management assistant in hotel and hospitality. Since there were no jobs to be found in this field, he trained to become a paramedic in the German Air Force. However, his first job took him back to the commercial division of a pharmaceutical wholesaler. Then he went on to a non-food company in Reinbek, where he made it to the position of field executive for sales. His next position was with Schneider & Sons, at that time Europe’s largest fine paper trading company, where he had his initial encounters with professional graphics reproduction. Finally, Jörg-Peter Helmers landed in the field service of Gillette Schreibgeräte GmbH, selling writing utensils in the 1990s and thus in the promotional products business “without realizing it”. This is because Waterman + Parker was behind Gillette. Helmers’ task there was “to build up a distributor system”.

ACQUIRING EXPERIENCE

Following “some fine, good years” with Gillette/Waterman, during which he “learned a lot about the world of promotional products”, his next stage was with “Süße Werbung”. “This was a very interesting, amus-

ing time, during which I experienced the development and growth of this company (and helped shape it: editor’s note). In hindsight, I find it incredible how much can be done with sweet products,” Helmers remembers. By way of Lamy, he was drawn on to the all-round promotional products company Xindao – a longer episode, in which Helmers acquired additional, in-depth experience and used it to give the company a distinctive visage in Germany. “It was really a spectacular assignment and an exciting time, in which a lot was risked and a lot achieved in terms of business,” says Helmers.

ARRIVED AT SAMSONITE

In the interim phase that followed, during which Helmers as a freelance commercial agent took care of the brand portfolio of various well-known promotional product specialists, “an acquaintance approached me and asked if I would be interested in taking charge of the B2B division of Samsonite in Germany, which had to be built up again after being taken back into the company.” In the past few years, Samsonite had expanded its product range and distribution channels and starting in January 2013 decided to run its own B2B business for the brand, which is known for innovation, quality and functionality. For this purpose, it was looking for an experience professional in the industry who would be able to take care of optimizing procedures in this sector, among other things. Jörg-Pe-

ter Helmers was immediately attracted to this challenge, especially because it involved setting up his own B2B team for a globally prized brand in Germany and to “clock to B2B” the basic conditions and all persons involved. “At first, there was a good deal of ‘educational work’ to be done in this respect, and it is also a process which cannot be accomplished overnight. Still, we were able to get a lot going in the short time,” says Helmers.

SUCCESSFUL B2B START

At the actual B2B start, the company used the PSI Trade Show in 2013 to give the industry an initial impression of the broad product range it is now distributing on its own initiative and to present Jörg-Peter Helmers’ team to future customers. At the same time, Samsonite expanded the product segments now being distributed exclusively on its own in Germany as a supplement to luggage and the business and leisure bags. The company has been managing its own development, production and distribution of travel accessories – starting from suitcase straps and going to neck cushions up to adapter plugs, camera bags, umbrellas and cell phone or tablet cases – since 2012. The same has also applied to small leather goods, including writing cases, since 1 January 2013. “This gives the Samsonite B2B team a wide product range with a fully developed, matching design from a large number of categories in order to offer the promotional product trade high-quality brand-name goods to meet the respective need,” says Helmers.

COMPETENT TEAM

This B2B sales manager has put together a dedicated team to take care of the promotional product business. In the office, Cornelia Scheliga, Michael Tax and Jeska Richartz make sure that orders are handled smoothly, as well as everything to do with customer service. Jörg Schachten, Oliver Kasper, Martin Modler and Kerstin Fiedler are responsible for advising customers in the field. This competent team has meanwhile proved its worth and already strongly enhanced the industry’s level of awareness of Samsonite’s own B2B department.



Ahead: The latest model in the “Rain Pro” series is the super-mini umbrella in a practical box with a zipper.

Left: The “San Francisco” model of the “American Tourister” brand.



JÖRG-PETER HELMERS IN PERSON

What was your first thought this morning?

Hopefully there's no traffic jam on the A57!

What makes a good day for you?

When we have managed to satisfy lots of customers!

What really lifts your mood?

When everything goes to plan and a delicious espresso.

And what makes your blood boil?

Despite having travelled more than 2 million kilometres by car, I am still unable to relax in a traffic jam.

What do you find easiest to forgive yourself for?

Little, far too little!

What makes you lose track of time?

An exciting book: Simon Beckett/Mankell or the usual suspects. Unfortunately, I have too little time...

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

Oh, such a long time! I've never done that before! I'd love to tour through California.

What do you gladly spend money on?

On my children.

Are you taken in by advertising?

Rarely, but it happens.

What makes a good promotional product?

When it is of high quality, sustainable and has real benefits.

What is the best promotional product you have ever received?

There were too many 'best' ones; I can certainly remember a bad one: A desk calendar with my name printed on my birthdate. Unfortunately, it was printed on the wrong date ...

What annoys you about some promotional products?

The fact that many companies supply promotional products to their customers with little compassion, and to some extent without preparation. That's a gilt-edged opportunity to remain positively in the minds of customers in the long term.

COMPLETE SERVICE FOR THE TRADE

The entire brand range, with all of its defining characteristics, is now available to the promotional product market. "To this end, we offer all common kinds of advertising application," says Helmers, "including embroidery, the newest method." "We give promotional product distributors and agencies an 'all-inclusive worry-free package' covering complete service – from selecting the product to intensive consultancy on utilization possibilities and suitable advertising application up to the entire area of logistics," emphasizes Helmers, who likes to point out to trade partners the possibility of making appointments in the presentation rooms in Düsseldorf, Hamburg or Eschborn for joint project talks "as a source of inspiration". Another building block in the comprehensive customer service at Samsonite is a software solution, still in planning, which will provide support for customer service in proposal preparation. "A real creative tool we want to continue developing that will enable customers to automatically prepare proposals for their industrial customers on their own online platforms," says Helmers, providing a preview of the smart, digital future at Samsonite, although he would not yet like to name a fixed date for these future plans.

TAILORED PRODUCTS

Of course, it was only possible for Jörg-Peter Helmers to build up Samsonite's own B2B division so successfully with a thoroughly healthy corporation to back him up. As early as business year 2013, Samsonite was able to chalk up a two-digit sales increase on a percentage basis in the German B2B business. And in 2014 another rise in sales is looming which is showing nearly twice as high a growth rate (as of late May 2014). "These successes are also related to the adjustment of the collection," explains Helmers. "Basically, the entire Samsonite product range is available to the industry, but our team provides important selection and advice. In order to provide even better support for the promotional products trade in making an efficient selection, there will soon be a Samsonite B2B catalogue with the most promising products for the B2B business. This catalogue will also contain some Samsonite products which are specially tailored and exclusively available to the promotional products business. At first, these will consist of a soft luggage series, a few wallet models and the 'Rain Pro' umbrella series." Helmers also recommends the decades-long successful international "American Tourister" series as "an interesting option for the B2B industry in Germany and a sensible supplement to Samsonite. Now Samsonite is also concentrating on this young and, compared to Samsonite, less expensive brand in Europe, as well, with new, colourful collections and accompanying advertising efforts." However, the classic Samsonite products are still in great demand. Jörg-Peter Helmers is only one of many who have been putting their trust in the quality of Samsonite products for years. "The new lightweight yet robust Samsonite suitcases are unbeatable, but I also have another 'old' Oyster which does me good service now and then." And we are convinced that he too will provide Samsonite customers with good service for a long time to come. <

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The company Herbertz from Solingen offers a wide range of inexpensive, multi-functional tools, regardless of whether you need them while you are out and about or for the little challenges you face during everyday life. One product for example, the Herbertz mini-tool, has a striking appearance (three-colour design). It includes a wide range of tools such as pliers, a blade, saw, bottle opener, nail file with a nail cleaner, and four different screwdrivers. All of the tools are black coated. This product comes with a light case made out of a black nylon material, which can be used to store the tools and to fasten it to your belt.

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THERE IS QUITE NOTHING LIKE FELT

Moynd has good news for anyone who is looking for an inexpensive solution but doesn't want to give up using felt in combination with sticky notes. The sticky note experts from Wolfenbüttel now give price-conscious customers the option of using polyester felt as an alternative to wool felt. This artificial felt material can be finished with high-quality laser engraving. Stamped designs can also be realised. The customer can combine individually imprinted sticky notes or paper markers to complement the cover.

46708 • Moynd GmbH • Tel +49 5331 90099-0

info@moynd.de • www.moynd.de



FULL POWER

When mega-performance (5000 mAh) meets elegant design, Spranz GmbH is talking about Metmaxx Big Block Charger "MetalMegaPower". Its special attributes: flat aluminium body, rounded with a phenomenal surface for promotional messages, battery status display, universal USB port and mega output power (2 A) – and so it is optimally suited to smartphones and even tablets. The Big Block Charger is available in a designer cardboard box, including MicroUSB and iPhone 4 adapter.

41462 • Spranz GmbH • Tel +49 261 984880

info@spranz.de • www.spranz.de



A BELT FOR ALL

The belt that fits everyone. Virro Europe has it. The special thing about this belt: it has no holes and simply functions via a clip. This global patent can be effortlessly adjusted to every body shape. It is also possible to affix a custom logo from 50 pieces.

Virro Amsterdam B. V. • Tel +31 88 1188500
roland@virro.nu • www.virro.nu



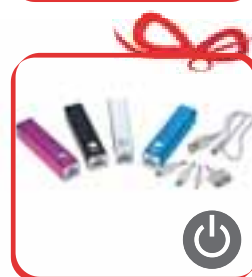
A 'BOOTH' TO BUSINESS

How do you make a maximum impact with a mini-booth? Kölner Display Factory GmbH offers the necessary utensils for every case. And these solutions will endure as well. The mini-booth is for (almost) all occasions – be it conference, sales event or even for trade show use. The self-manufactured mini-counter with its own profiles, the self-printed roll-up and the mobile brochure stand will pull off every appearance to perfection. The printed surfaces can of course be swapped around, making the booth an enduring, professional and cost-effective companion.

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GO THROUGH LIFE WITH FRESH FEET

Sanders Image tools is selling a classic promotional product which has consistently been in high demand. The foot bath tabs, which come in the shape of cute little feet with either a scent of “lime” or “mint”, are sure to put a spring back into the step of tired feet again. The two little feet are packaged in transparent sachet packaging, which can feature a paper banderole label with a high-quality, customer-specific 4c imprint on it. This is an ideal way to combine a positive message with fragrant satisfaction and relaxation. This product is available for a minimum order of only 200 units.

46551 • Sanders Imagetools GmbH & Co. KG • Tel +49 9401 60798-0
welcome@imagetools.com • www.imagetools.com

SWEET MESSAGES

Do you want to have a highly successful mailing campaign? Jung Bonbonfabrik makes it possible. The innovative packaging for mailings called “Letter Plus”, which is made out of white shiny cardboard, will surprise people with a tasty give-away tucked away inside: the individually wrapped fruit gums can be found directly under the letter in the address field. When the letter is taken out, the main message of the mailing appears in the form of a yummy give-away and is sure to create a wow effect. All sides of the mailing cover can be printed on using 4c digital printing – even for small print-runs – and can be sent by mail at the low postal charge of 0.39 euros/letter (within Germany).

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



ACQUIRING A TASTE

The Oktoberfest is the world's biggest popular festival. Just in time for the start of Wiesn 2014, the delicious products from MAGNA sweets will get customers in the right mood for it. The tasty burnt almonds in the promotional bag are available from just 250 pieces in the standard bag with suitable motif, or in a custom bag. Those seeking something a little more unusual will choose the burnt almonds packed in Tetraeder. The chocolate-coated savoury pretzels in a standard bag bearing the company name will please customers, and can be supplied with a custom motif at any time. And those who prefer it savoury will be delighted with the Huober pretzels, which come delivered with a food-safe custom card enclosed.

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



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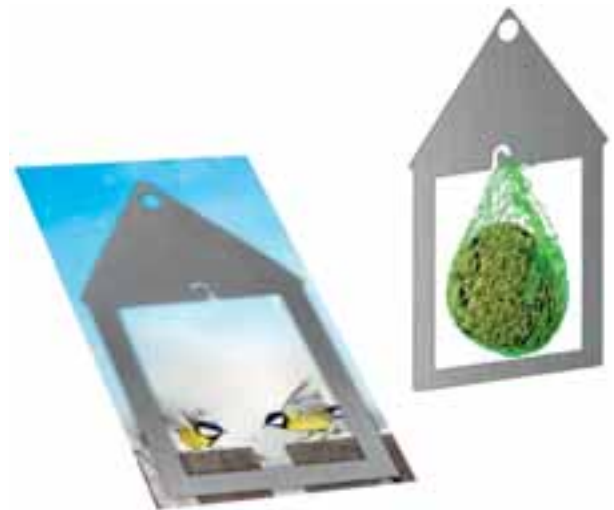
The new "Promotional Emery Boards" from Hermann Flörke GmbH now offer a twofold customisation option: through both shape and print finishing. The nail files are available in the widest variety of shapes. Depending on the customer's wish, the shapes can also be customised. High-quality printing directly onto the file surface in up to four colours. The basic material is white, further ex-warehouse standard colours can be used without supplementary charge.

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

A BIRD COMES A-FLYING

There may still be a few months until winter, but some promotional products are already available ahead of time. This is just the case with the small bird house made out of stainless steel which is being sold by Multiflower. This new kind of bird house requires very little space due to its compact size. An advertising imprint is placed on its standard motif. It is possible to design the card yourself for orders starting from 250 units. The bird house weighs only 32 grams and is delivered without fat balls.

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



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NOBLE EYE-CATCHER

The elegant "Chrystal" bottle seal is ideal for all wine-lovers. Its noble design makes it appealing (a large crystal in acrylic). At the same time the lower part, consisting of gleaming metal with a rubber seal, takes care of perfect closing. "Chrystal" can be obtained in a decorative box with a red satin inlay. Promotional messages can be applied via pad printing.

45737 • Giving Europe GmbH • Tel +49 421 596597-0
kontakt@givingeurope.de • www.givingeurope.com



LOOKING FORWARD TO CHRISTMAS

Custom-printable Advent calendars in premium quality are among the top-selling Christmas promotional products. With them, promotional messages remain at the focus for 24 days, without disappearing under the deluge of Christmas post. CD-LUX offers what is, by its own information, Europe's widest Advent calendar range. Sweet Advent calendars for every budget, custom-printable, are supplied by the manufacturer from just 100 pieces. The filling with exquisite premium branded chocolate, from Lindt & Sprüngli or Sarotti for instance, promises heavenly moments of enjoyment.

41615 • Geiger-Notes AG • Tel +49 6134 188-0
info@geiger-notes.ag • www.geiger-notes.ag

PLACE A STAMP EFFECTIVELY

Anyone who is looking for a writing instrument with added value will find exactly what they are looking for at HERI-Rigoni. The company from the Black Forest, which has a long-standing tradition, has been making exclusive writing instruments for over 50 years. The main criterion for their success is the individuality of each writing instrument, which is achieved by giving each owner a personalised stamping plate. HERI-Rigoni delivers all of its stamping products with an online voucher that has a QR code for free, which can be redeemed at the service page on the www.Stempelservice.com website, or they can come with unchanged stamp texts and motifs.

41016 • Heri-Rigoni GmbH • Tel +49 7725 9393-0
mail@heri.de • www.heri.de





A CLASSIC LOOK

The GOODRAM Mimic combines modern technology with a classic universal design. It was developed for anyone who knows what they want. Mimic has a USB 3.0 interface and is sure to satisfy even the most demanding users. The cover is appealing with its timeless design, it is made out of durable plastic, and it protects the data carrier from damage. GOODRAM Mimic can come with a capacity ranging from 8 GB to 64 GB.

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



MIDI, MAXI, SUPER-MAXI

Whether it's at the cosy fireside or with an enlivening coffee at the office – chocolate is simply indispensable in the run-up to Christmas, especially with a custom promotional message. The new sweet message is: A chocolate bar with logo, picture or message in a special shape. Kalfany Süße Werbung is making the exquisitely melty Alpine milk chocolate from Kraft Foods/Mondelez Int. available in three snack sizes from IFS-certified manufacture: Midi (5 grams), Maxi (25 grams) and Super-Maxi (40 grams). Besides the chocolate bar, the promotional white or glass-clear flowpack, alu-sealed in each case, also offers a whole load of creative space. A real eye-catcher and a treat for the taste-buds.

42706 • Kalfany Süße Werbung GmbH & Co. KG • Tel +49 7643 80120
Vertrieb@ksw24.com • www.suesse-werbung.com



Licht trifft auf Sound

LED-Glühbirne mit integriertem Lautsprecher

Mit der Playbulb präsentiert die Klaus Stephan GmbH einen innovativen Werbeartikel, der sich sowohl sehen als auch hören lassen kann. Die Kombination aus Glühbirne und Lautsprecher verfügt über 50 superhelle LEDs, die trotz niedrigem Energieverbrauch für eine hohe Lichtausbeute sorgen. Der 3W starke Bluetooth-Lautsprecher im Inneren der Glühbirne bietet mit Hilfe eines 360°-Abstrahlwinkels klangvollen Musikgenuss im ganzen Raum. Über eine App für Android (ab 4.3) und iPhones (ab 4s) kann die Glühbirne bedient und in verschiedene Modi, z.B. Aufwach-, Nacht- oder Standbymodus, geschaltet werden.

Klaus Stephan GmbH
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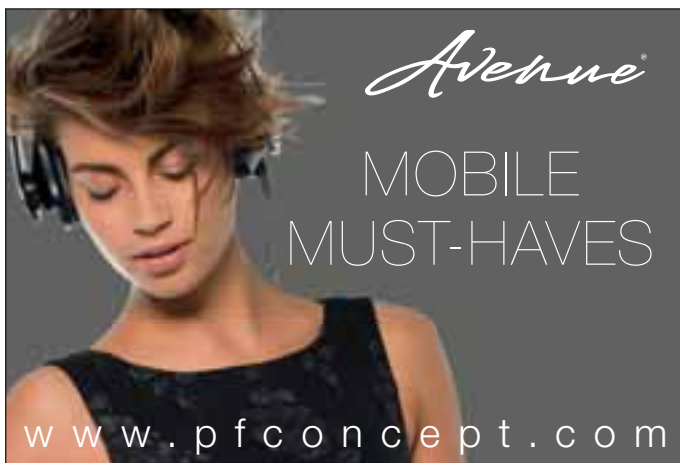
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Übernehmen Sie den Verkauf unserer Produkte in Festanstellung! Führen Sie Verhandlungen, leiten Sie eigene Projekte und pflegen Sie engen Kontakt mit unseren internationalen Kunden. Ihre hohe Flexibilität, Kreativität und Ihr gutes Gespür für Trends ermöglichen es Ihnen, sich in die Wünsche unserer Kunden hineinzuversetzen.
Reisebereitschaft sowie routinierten Umgang mit modernen Kommunikationsmedien setzen wir voraus.

Wir freuen uns auf Ihre qualifizierte Bewerbung mit Ihrer Gehaltsvorstellung und Angaben zu Ihrem frühest möglichen Eintrittstermin.
Bewerben Sie sich bitte schriftlich bei Sabine Bley, sabine.bley@wuertth-interwerbung.de.

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Sie verfügen über mindestens 3 Jahre Berufserfahrung mit nachweisbaren Erfolgen im Bereich Konzeption/Sales/Key-Account-Management. Gerne kommen Sie aus dem Agenturumfeld, dem Werbemittelhandel, der Werbemittelproduktion oder der Marketingberatung, suchen jetzt aber pragmatischere Herausforderungen. Sie können komplexe Sachverhalte erklären und sind überdurchschnittlich kommunikationsstark, kreativ und zielorientiert.

Wir über uns

Mohn media Kalender & Promotion Service GmbH ist ein Unternehmen der Be Printers Group und gehört zu den führenden Werbemittel-

dienstleistern Europas. Für unsere Kunden entwickeln wir über eine einzigartige Wertschöpfungskette individuelle und innovative Lösungen. Neben Lizenztiteln und Produkten mit exklusiven Inhalten sind wir auf kundenspezifische Sonderkonzepte spezialisiert.

Zur Verstärkung unseres Teams suchen wir einen Vertriebspezialisten m/w.

Ihr Denken und Handeln ist zudem unternehmerisch und Sie übernehmen gern Verantwortung? Dann freuen wir uns auf Ihre Bewerbung!

Senden Sie Ihre Bewerbung an

Mohn media Kalender & Promotion Service GmbH
Personalabteilung, Frau Diana Mai
Carl-Bertelsmann-Str. 161 K
33311 Gütersloh

Für weitere Informationen

besuchen Sie bitte

unsere Webseite:

<http://www.mohn-kalender.de>



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Neue Zielgruppen im Blick

IHR KONTAKT IN DIE PBS-BRANCHE:

BusinessPartner **PBS**
Die Zeitschrift für Handel und Industrie

PRINT: BusinessPartner PBS ist eine der führenden Fachzeitschriften für Handel und Industrie in der PBS- und Bürobranche im deutschsprachigen Raum

ONLINE: Umfassendes Internet-Angebot inklusive Online-Newsletter unter www.pbs-business.de

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START YOUR **CHRISTMAS** SEASON WITH PSI

Christmas will be back this year faster than you think. Therefore, now is the best time to prepare for Christmas. And to the delight of PSI members, PSI provides professional support. How? Through Product Sourcing. Product verification is one of the most popular services of the PSI – and is a great way to get your Christmas season off the ground. And it is all quite straightforward. Simply send a sample of a new product together with your current Christmas catalogue to the PSI sourcing team, without any obligations. This will ensure that our sourcing team is in tune with the times and can inform potential and existing customers about all your new products. If you have any queries, just call +49 211 90191-333 or send an e-mail to: ProductSourcing@reedexpo.de.

Please send your product samples and Christmas catalogue to:

PSI – Reed Exhibitions Deutschland GmbH

Astrid Langenstein

Völklinger Straße 4

40219 Düsseldorf



NEW MARKETS – NEW OPPORTUNITIES

Helping members to gain access to lucrative markets. For the PSI, this also means concluding cooperations and being present on site. Further evidence in this direction: IPSA powered by PSI in Moscow (23 to 25 September 2014). IPSA, the leading event for the Eastern European promotional product industry, will be held this year for the first time with the support of PSI. Thus, PSI members have a special opportunity to gain access to



a fledgling market. And the Russian promotional product market is booming. Currently, the turnover amounts to approximately 1.2 billion US dollars and is growing by 15 to 20 per cent (Source: www.ipsa.ru) – and so too the opportunities to successfully participate in this market. Again some 7,000 visitors are expected, about half of whom will be in search of new suppliers and products. IPSA powered by PSI is offering attractive conditions and a comprehensive marketing package for first-time exhibitors. Anyone wishing to receive personal advice is best advised to call +49 211 90191-600 or send an e-mail to sales@psi-messe.com.



AT THE PSI TRADE SHOW 2015 TEXTILES COME UP TRUMPS

The PSI is the largest promotional product trade show in Europe. Textiles as promotional products play an increasingly important role. The use of textile promotional materials enjoys a high standing. After all, 40 per cent of visitors search for textiles. That is reason enough for the PSI to expand the trade fair concept in 2015 to focus on the colourful theme world of fabrics. A significant external indication of this expansion is the new areas in Hall 10 – with integrated CATWALK: the Textile Area and the Textile Finishing Area. The branded Textile Area – not too large, affordable and extremely eye-catching – offers new, small,



smart, trendy textile companies the chance to put themselves in the limelight. To this end, the PSI has put together special starter packages for textile manufacturers. Despite little effort, exhibitors can enjoy great success. Thus, the order of the day is: join now and participate in Düsseldorf from 7 to 9 January 2015. And speaking of participating. This also applies to all PSI members who operate in the field of textile finishing. The Textile Finishing Area is definitely the 'place to be' for these companies. Show the inquisitive trade show visitors the multitude of opportunities offered by textile finishing. Demonstrate the technology behind the technology and gain potential customers for your own machines. In short: exploit this exhibition area – to your advantage. For further information, contact Nina Schiffhauer, nina.schiffhauer@reedexpo.de, Tel. +49 211 90191-212.



ADDED VALUE AND PREDATORY PRICING

How does our industry actually work today? The word “actually” reveals a lot. If this word appears in a sentence, then you know that the speaker is uncertain. Many of us apparently do not really know how our industry works today and how it will work in the future. Uncertainty exists.

A section of the suppliers, importers and distributors is still of the view that we have a clearly structured value-added chain. The fact that this no longer exists is not new, but it is still disputed by some or considered anachronistically indispensable. Markets cannot be regulated. But what market participants can do and what they need to learn to do is to change their behaviour and business practices so that a new, sustainable and healthy business can arise.

In the long term, added value is destroyed by price wars. Market discussions on this topic have revealed an alarming

picture, particularly from the distributor's perspective. Products that are produced sustainably do not play a role: in fact there is simply little or no interest. This is particularly true for core markets such as Germany. The main thing is being able to offer predatory prices. This fact is all the more frightening because, on the one hand, legislation has an increasing effect on the quality and, on the other hand, many suppliers are already producing sustainable quality and are virtually operating in a missionary sense. Expensive certifications such as ISO 9000, BSCI and many more provide assurance and sales arguments. But they do not make the prices any cheaper. This is apparently being ignored.

If these issues are not dealt with by the trade in their sales and advisory skills, how can the end user be made aware of this? By end user I primarily mean small and medium-sized enterprises. At large com-

panies there are usually already clear guidelines. It is imperative here to create greater competence, to provide information and to evoke a behavioural change in the trade. Here is where suppliers, importers and the trade can pull together again – in a new, sustainable value-added chain.

Best regards,



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



»In the long term, added value is destroyed by price wars.«



DECORATIVE ACCESSORIES ENHANCE ADVERTISING

Women 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 describes, however, the important role of the decorative accessory. 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. In the second topic group in this issue, we will focus on new products that specifically serve to promote sales.

Please bear in mind the cover stories of the November issue "Kitchenware and delicacies" and "All about laptops, smartphones and tablets" and send your product presentations (image and text) no later than 19 September 2014 to: Edit Line GmbH, Redaktion PSI Journal, e-mail hoechemer@edit-line.de.



MORE THAN JUST SIMPLE T-SHIRTS

The Stedman brand was founded 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 Stedman is one of the most successful European brands and supplies premium promotional textiles at attractive prices. We will be presenting the successful brand of the supplier Smartwares Printables in detail.



TEXTILES IN FOCUS

Almost half of the visitors to the PSI seek promotional textiles. They have become such an important advertising vehicle that they should also be in focus at the PSI 2015. As part of the new hall layout, Hall 10 will clearly focus on textiles. The focus will be on the Textile Area with the catwalk and an integrated Textile Finishing Area. Accordingly, a major segment of the upcoming issue will be devoted to the topic of textiles.



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