

➤ **PSI**

POWER FOR PROFESSIONALS

International magazine
for promotional products

FEBRUARY 2015

Volume 54

JOURNAL



Sigurd Emt
E & H Design
The acrylic
professional

Acquisition

The power of positive
emotions

Product guide

Summer, garden, sport
Calendars, watches

PSI Promotion World 2015

A thoroughly
good decision

Industry

Companies, events,
markets

New on the market

Innovative promotional
products



PSI 2015

FRESH WIND AND A GREAT ATMOSPHERE

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NEU

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ANFORDERN!



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Auch auf:



EDITORIAL

CHANGE THROUGH DISTRIBUTION

Not always are we under the impression that distributors share this view, whatever industry they are in. However, it also depends on one's own point of view. Manufacturers immediately support the thesis, but miss its implementation in the daily work of its distribution partners. Manufacturers and especially brand owners simply love high innovation rates, whereas distributors tend to prefer product range stability. Distributors want variable quantities and the highest possible margins, manufacturers love large order quantities and prefer uniform margins. Manufacturers want to increase brand loyalty, distributors distributor loyalty. These are just some of the target divergences of distributors and manufacturers.

And despite these divergences, brand owners, manufacturers and distributors in Germany – and PSI – now want to form a unified association to enable the interests of the industry to be better represented. This is no simple process as it demands a lot of tact, diplomacy and vision from the players. Voluntary association representatives have managed to achieve something that seems impossible in politics and in administrative structures. These same association representatives are also said to be stuck to their chairs and unwilling to relinquish their privileged positions. Nice to see how prejudices atomize.

Change through distribution needs to be lived, both in daily work and in one's own positioning. Although one must make it clear that importers are also classic distributors who prefer to wear the manufacturer's hat – often in some areas they are manufacturers, too. They have all realized that they need to overcome the divergences of the past. The future poses other challenges: The expansion of product ranges, the myriad of me-too products, increasing market transparency and an increasing intensity of competition – even through the Internet – are thus more likely to cause far-sighted contemporaries to close ranks.

Whereby “win online, lose offline” contains at best a trend truth. Clear signals show that offline is regaining ground. Driving markets and generating new revenues can only be accomplished, however, through the clever combination of both. And this calls for changes to distribution. Multi-channelling is one answer. The individual distributor who provides advice need not become an online distributor, but rather he and his products must enthrall new customers in the networked worlds. He can only exploit his own strengths, not those of an online distributor. In any event, he cannot compete with their software and customer purchase histories. Both have a future, as is increasingly being demonstrated by young distributors with unconventional but traditional methods. Cooperation and communication in a unified association will (can) create possibilities and models for the future that we do not yet see today. Something to look forward to.

Keeping this in mind



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Manfred Schlösser



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when good coffee
is the story.

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OUT INTO THE OPEN

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By the time you read this issue, the winter season for the time of year will keep us from venturing beyond heated areas. Farsighted promotional product traders are now looking further ahead to warmer climes. For this reason, we are focussing on the topic of “summer” in the first product section of our February issue. Fitting optimally in this time of year are the topics of “garden” and “sport” because we prefer to deal with both much more intensely in a comfortable atmosphere. These are areas in which the targeted positioning of promotional products cannot fail to have an impact.

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THE POWER OF POSITIVE EMOTIONS

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Establishing business contacts is not easy. It requires not only skilful communication but also the necessary know-how. There is now verified expertise that should be acquired by everyone who wants to increase new business. It is important to formulate targeted messages and also to appeal to the emotional level.

PSI 2015: FRESH WIND AND A GREAT ATMOSPHERE

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The 53rd PSI has lived up to its name once again as the leading trade show of the promotional product industry: With 873 exhibitors from 38 nations, the trade show recorded an increase of 2.4 per cent compared to the previous year. A new dynamic, fresh energy and optimism characterised this year's trade show. We have carried out an initial review.

A THOROUGHLY GOOD DECISION

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There are many reasons to opt for something: objective reasons – in other words the pure facts – or rather emotional reasons – if the assessments made by others are convincing. Reasons to opt for the PSI PROMOTION WORLD are one or the other.

SIGURD EMT: THE ACRYLIC PROFESSIONAL

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20 years ago, Sigurd Emt went into business for himself with E & H Design. He has since expanded the two-man operation into a medium-sized, ISO-certified company. The specialist for plastic and acrylic processing and finishing offers customised products for numerous industries, including the advertising and packaging industry, as well as tailor-made promotional products. This is the portrait of an entrepreneur with a wealth of knowledge, courage and ideas.

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IN BLACK AND WHITE

Having something in black and white spells relief for many people. Especially when long-awaited details of an agreement are recorded in writing or an important contract is signed. The meaning of this idiom dates back to the times of Johannes Gutenberg, the inventor of letterpress printing with movable type. This refers to the application of ink on white paper. Even the celebrated German poet Johann Wolfgang von Goethe used this idiom. According to 'Faust I', "What you have in black and white, you can safely take home." Attractive promotional products in black and white can also be safely taken home, as is demonstrated by the selection of examples printed in black and white.

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GOPARK – NEW PRODUCT OF TFA DOSTMANN

CLEVER ELECTRONIC PARKING DISC

Having participated more than 40 times at the PSI, the company TFA Dostmann from the German town of Wertheim is one of the few exhibitors from the early days of the trade show. “The PSI Trade Show is still one of the most important trade show platforms for us and we always use the trade show to showcase our new products,” emphasises managing director Axel Dostmann. One of these much-acclaimed new products from TFA proved to be a real crowd puller at the PSI 2015: the electronic parking disc 98.1010.01 GOPARK, which we are presenting exclusively here. GOPARK is the first electronic parking disc approved in Germany by the German motor vehicle office. It has already been certified by the German technical inspection centre (TÜV) and has been allocated a motor vehicle part number. GOPARK is simply stuck to the inside of the windshield and replaces the blue parking disc. Once the engine is stopped, the time is set to the mandatory arrival time (next half hour). When the car engine is started again, the device reverts to the current time. GOPARK automatically changes over to summer and winter time. Axel Dostmann: “We are very proud to have presented the first electronic parking disc, officially approved by the German motor vehicle office, at the PSI – a real and, moreover, very smart innovation that can spare motorists from paying costly parking fines. It is amazing that there has not been anything like it before. After all, all sorts of automated high-tech assistants can be found in the accessories catalogue of carmakers: From the cruise control to the low beam, the rain sensor for the windscreen wiper and the individual seat setting right through to the automatic parking assistant. Even in the



Mercedes S class, the parking time still has to be set with an anachronistic cardboard parking disc. And that is often not always at hand when you need it, is often forgotten or ignored – and another parking ticket is already looming.” GOPARK offers an intelligent solution and provides real support to motorists. There is enough space on the back for an advertising message which the TFA can attach in high print quality using screen printing, pad printing or digital printing and is clearly visible to the vehicle occupants. “By giving someone this product, you provide a real convenience solution and an absolute novelty which actually should have always been available,” says Axel Dostmann.

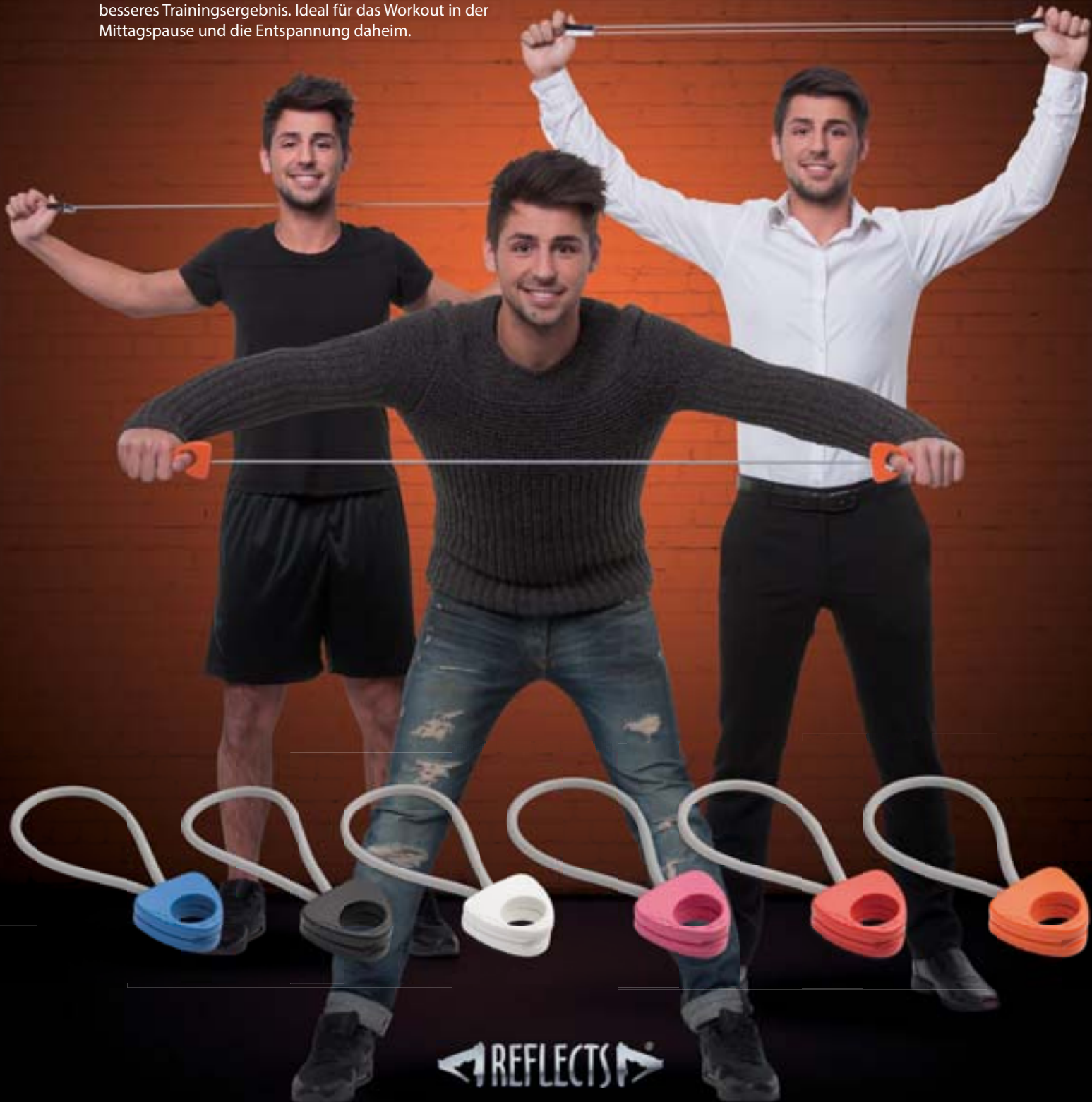
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SALES SUCCESS THROUGH APPRECIATION (2)

GENERATE POSITIVE EMOTIONS

Establishing business contacts is not easy. It requires not only skilful communication but also the necessary know-how. There is now verified expertise that should be acquired by everyone who wants to increase new business. It is important to formulate targeted messages and also to appeal to the emotional level.

Let's start with an example: "What would your management say if you could measurably increase your personal appointment rate?" – Behind this formulation lies a communicative structure, a so-

called hypothetical question. In sales jargon this question belongs to the type "Would that be interesting if ...?" (WTBI for short). This question type is of particular importance in customer acquisition con-

versations. Why? Hypothetical questions are based on the following structure: We use an assumption, and assuming that this hypothesis is true, we draw a conclusion. If this assumption is a desired situation of our interlocutor, he can hardly refuse to agree with us. We force him to say yes, so to speak. Therefore, this type of question is an effective tool that needs to be properly used.

AVOID ASSERTIONS

The much more common way to start a conversation with a potential customer, however, is quite different. Most salespeople initially describe their services or products in a business-like manner, saying for example: "We will help you to increase the number of trade show contacts". The person spoken to considers this to be an assertion that must first be proven. Only then can a decision to accept it or reject it be made. Psychological structures ensure that we do not accept unproven assertions before they have been scrutinised. Because of these structures, those who use the WTBI tool have a much greater chance of liais-



ing with the customer. They do not make an assertion, but pose this (hypothetical) question: “Would you be happy about increasing your trade show contacts by about 20 per cent?” The response to this can only be affirmative. A short digression into brain research illustrates why this is so.

EMOTIONAL STRUCTURES

In the past 20 years, brain research has managed to accurately identify and describe cerebro-physiological mechanisms. In the situation described above, the recipient’s affirmation is an impulse that the questioner, as the transmitter, has literally caused. The action takes place on a level which – at least in the first instant – is deprived of control by the human mind. At the same time, the listener responds positively to the emotional level. Experts speak of the limbic system, where stimulation by a benefit-stimulus is reacted to with a sense of reward. We do not wish to go into more scientific details; it is simply a matter of knowing certain automatic functions that take place in the human brain, and to exploit them when making a sales pitch. By

no means is it alleged that the human is already adequately described by reference to his cerebro-physiological processes and emotional structures. But the simple fact is that there is a variety of such processes and that many happen involuntarily, in other words uncontrollably. Salespeople need to know something about the processes in the brain so that they can take advantage of them instead of being dominated by them.

CREATE VISION, AVOID ASSERTIONS

The key advantage of the hypothetical question is that it does not contain an assertion, but rather an expectation or vision. Some salespeople we coach, however, remain sceptical about this and argue: In response to the salesperson’s question, “Would you be interested in getting 20 per cent more appointments?”, the customer not only has expectations, but is also given the impression of an actual effect. Indeed, customers draw the conclusion that they would get more appointments through this contact. However, that is not correct. To illustrate this, here is a short dialogue based on practical experience:

PILLARS OF PROFESSIONAL SELLING

Friday night hotel bar sales pitch

A handy 10-second summary of a core benefit of your services, tailored to the respective interlocutor and the situation.

Communicate from right to left

For a predefined communication goal (e.g. making an appointment), you consider the ultimate customer benefit, summarise it goal-oriented in a linguistic tool and reach the target with the help of the tool through the customer benefit.

Being authentic

All formulations for linguistic tools represent communicative structures that help you to reach your goal. They are considered to be inspirations for your own creativity.

Telephonist: “This is ABC Finance Company. Would you be interested in paying less tax?”

Target person: (called on private number) “No, the government also has to make ends meet!”

Telephonist: (disappointed) “But we can show you how to pay less tax.”

Target person: “I’m not interested.”
(hangs up)

What the employee of the call centre has not understood is that there is a fundamental difference between raising an expectation and making an assertion. Raising an expectation to pay less tax was fine. But if the target person does not react in the expected manner (i.e. positively), it is counterproductive to follow up with an assertion: “But we can show you ...” This is an overkill. We all know that such unsolicited calls in a person’s private sphere have long since been prohibited – even if they still continue to happen. A company that allows such activities must expect to be fined up to 300,000 euros for violating the Act against Unfair Competition.

LEGAL ASPECTS OF CUSTOMER ACQUISITION

Incidentally, many salespeople think cold calls to companies are also forbidden. With in this generality, this is certainly false. It is in fact allowed to make telephone calls from business to business (B-to-B), such as those to make an appointment, as they are normal business practices. They are legally permitted if putative consent exists. The latter is assumed if specific circumstances suggest there is a tangible interest on the part of the called party. (See for example: Stefan Engels. Not generally prohibited – sales calls; www.magdeburg.ihk.de) Therefore, the secretary who we deal with receives dozens of such calls. It is understandable that she wants to avoid having to deal with such calls. Sometimes the access barrier of a company is the switchboard. Not only are some callers completely misunderstood there, but are more or less rudely brushed off by irritated or ignorant staff. However, a lot can be learned from such experiences. Here are some



handy tips that help to adequately deal with rejections.

THE EMOTIONAL PARAPHRASE

First, you should consider whether the discourtesy is directed at you personally or only in the capacity in which we are calling. There is no point in taking such remarks seriously. Instead, we can convey understanding and appreciation. To this end, we use a tool that we refer to as the emotional paraphrase. What does this term mean? Paraphrasing means restating what the other person has said but in your own words. Various effects can be achieved with paraphrasing. The first step is to establish a personal connection to the other party at the emotional level. We put ourselves in the position of the telephonist if she reacts negatively or is obviously irritated. Here is a way to exploit this situation in a positive manner: You ask a yes question: “You have probably often had to deal with calls that you have to reject from the outset, right?” The vigorous yes that you will then certainly hear can be used to connect emotionally with your opposite number: “I can understand that you disapprove of such a call. It may even prevent you from doing your work.” After this transition, you can

now ask the actual target question: “Do you want to know the reason why I’m calling?” Everybody wants to know the reason and therefore the chances of getting connected are good.

DEALING WITH NEGATIVE CONVERSATIONS

It is also helpful to keep the following in mind: The brashness of some employees who take first-contact calls is often a reflection of what they themselves have experienced: disrespectful callers who literally “scorch earth” in their wake. When dealing with unpleasant interlocutors, creating an image can help, a fact we owe to Elisabeth Lukas, an expert in logotherapy, a concept developed by Viktor Frankl: She compares the adverse experiences of a conversation with taking a shower. However unpleasant a conversation may seem, it is always possible to allow the unpleasantities showered upon you to simply trickle off. If you heed this advice, you will find it easier to deal with rejections.

TARGET-ORIENTED COMMUNICATION

Another piece of advice in this respect: Every experience we make offers the chance to learn from it. If we sense that the term “marketing” does not go down well with



certain clientele (such as in areas of the skilled trades), then target-oriented communication means that we dispense with such terms. Because the latter tend to weaken the bridge we seek to build to our interlocutor rather than strengthen it. Communication experts refer to this as a filter. Other filters are terms such as “management consultancy”, “advertising” and “buy”. Filters have the property of causing negative associations and straining a dialogue rather than promoting it. Let us continue the scenario: We know that the term marketing is not well received by our target group and thus we avoid it. Nevertheless, how do we go on from here? We could adjust the question to suit the position of our target person as follows: “Who is responsible for making your company better known in the region?” A variation would be: “I have one polite request: Who is responsible for the acquisition of new customers?” The special feature of such formulations is they do not ask for a specific position. So the caller does not entertain the idea that he has to disclose company data if he responds to the question. Instead, he is faced with a challenge which he has to think about.

APPEALING TO HELPFULNESS

Of course it may happen at this point that the interlocutor builds a barrier (“What’s it about?”). In this case, you can respond with a short benefit stimulus in the form of a question: “Who looks forward most of all to being able to draw the attention of potential customers to your company?” Sometimes the phrase “What’s it about?” is a reflex that the person in question can no longer control. Another tip: People are more inclined to act in your interest if you appeal to their helpfulness. This is why phrases such as “Would you be so kind ...?” or “Can I ask you for a favour ...?” or “Could you help me?” are far more effective than expecting them to react to imperatives such as “Please connect me with ...” Appealing to the helpfulness of people opens many doors. In this sense, the saying “You reap what you sow” is quite helpful. <



Dr. Daniel Langhans is a graduate in mathematics and humanities. Since 1999, he and his team at Profiakquise have performed a number of acquisition projects for companies from industries requiring extensive consulting. He also works as a communication trainer and speaker at trade fairs and entrepreneurial events.

Publications:

- Anleitung zum Akquise-Erfolg (2011)
- Werkzeuge für den Verkaufserfolg (2012, audio book)

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PSI 2015 WAS A COMPLETE SUCCESS

FRESH WIND AND A GREAT ATMOSPHERE

The 53rd PSI has once again lived up to its name as being the leading trade show of the promotional product industry: With 873 exhibitors from 38 nations, the trade show recorded an increase of 2.4 per cent compared to the previous year. The number of visitors remained stable at 16,290 (up 0.3 per cent). A new dynamic, fresh energy and optimism characterised this year's trade show.

Whoever walked down the trade show aisles in Düsseldorf between 7th and 9 January felt reminded a little of the industry's golden years: Laughing faces in and in front of the stands, almost continuously occupied consultation areas and a lively atmosphere at the accompanying

events. Most of the trade show conversations reflected the optimistic attitudes and a more confident look to the new year: the overall mood was more positive than it has been for a long time. The PSI Trade Show is traditionally regarded as the starting signal of the new promotional product year

and its progress is also regarded as an indicator of the state of the industry. The mood prevailing during the three days of the trade show often spreads into the industry for months on end. So the prospects for 2015 are good.

A QUALITATIVE LEAP

After several difficult years with a partial decline in the number of exhibitors and visitors, the PSI 2015 regained its traditional strength. After a successful repositioning in the previous year, it has further developed and has sent a positive signal. At the same time, the importance of the industry platform PSI cannot be determined alone by the official figures, but rather by its capacity as a mood barometer and source of inspiration in the industry. Especially the last two trade shows clearly demonstrated the subtle nuances of the development of the trade show: The PSI 2014 presented itself in a new look and was successful with unusual, eye-catching presentation styles and additional networking and information services. With an increase of around 20 exhibitors and virtually a stable number of visitors, this year's PSI in-



deed increased only slightly in quantitative terms. However, because it developed far more dynamically than in the previous year, one can certainly speak of a qualitative leap forward. This was not only ensured by the well-known returnees, but also by the newcomers, inventors and young, innovative companies whose ensemble also ensured that there was a colourful and multifaceted trade show.

RETURNEES SEND SIGNALS

The fact that the major players in the industry, including PF Concept, Mid Ocean Brands, Senator, Macma, Klio Eterna, New Wave and Promodoro, were on board again has clearly shown that whoever wants to be in the front row of the international promotional product business cannot ignore the PSI. It is the most important and largest European marketplace for promotional products and there is no comparable event where internationally operating suppliers can present their products as impressively and effectively. The “returnees” impressively expressed this in their statements. “Your return is a sign of confidence and, at the same time, makes it the duty of the PSI to continue the path of renewal” said PSI Managing Director, Michael Freter, at the opening press conference on the first day of the trade show. Milestones of this renewal are, for example, new for-

mat such as the extended CATWALK and the Tasting Pavilion GUSTO, as well as the initiatives that go beyond the trade show, such as the Code of Conduct, empirical studies, association and political work, vocational training opportunities as well as the preparation of standards in the areas of sustainability and compliance.

YEAR OF OPPORTUNITY

At the opening of the trade show, there was more good news that gives reason to expect a vibrant business year for the promotional product industry. The PSI industry barometer, that appeared just in time for the trade show, provided a very positive assessment of business development on the basis of a representative survey – both for the year 2014 just ended as well as for 2015. More than half (51 per cent) of the 736 international PSI member companies surveyed assessed business

development as improving, compared to the previous year. For the new business year, no fewer than 61 per cent expect an upward trend – the industry is thus optimistic about the new year. “This reinforces the trend that following the difficult times in recent years, the change in mood that was noticeable at the PSI 2014 will also continue on an international scale. The promotional product industry is enjoying an upswing,” says Michael Freter when commenting on the results of this initial survey, which will be carried out by PSI twice a year in future. For those who wish to read more figures in the current issue: the PSI industry barometer with the latest market data is exclusively available to PSI members at PSI, free of charge.

POSITIVE TREND FORECASTS

The current edition of the promotional product monitor of the GWW also featured a positive trend forecast: In the past calendar year, the German promotional product industry was able to defy the adverse market conditions caused by regulations as well as by the government and industry. With a turnover of EUR 3.48 billion, the industry achieved the highest ever market volume in its history. The increase of 1.25 per cent compared to the previous year





corresponds to the rate of increase of the overall economic growth in Germany. More encouraging results: A third of all companies also expects to see increased spending on promotional products. In addition, companies are more convinced than last year about the positive effect of promotional products on awareness and image. This is therefore a good starting point for the trade to convince the industry of the advantages of using promotional products. Promotional products are still at the top of the promotional media used by all advertising enterprises in all size categories. There was also encouraging news about the global advertising climate to hear at the start of the trade show: Leading media agencies predict a rise in global advertising spending to around 540 billion dollars, of which only 30 per cent will be spent on digital media. Most of the advertising spending will therefore continue to flow into traditional channels, and thus also reach the promotional product industry.

SUSTAINABILITY AS A KEY ISSUE FOR THE FUTURE

Sustainability as an overarching business philosophy will be a key issue for the promotional product industry and for PSI in the future: According to the PSI economic barometer, 60 per cent of suppliers con-

sider sustainability to be a particularly important parameter of the development of the industry. In light of this, PSI will be presenting the "PSI Sustainable Award" for the first time, which will take into account the areas of ecology, economy and social matters. In a total of eight categories, companies, products and cam-

paigns will be awarded according to objectively verifiable criteria. PSI is thus taking an important, pioneering step forward towards corporate responsibility and quality assurance.

COMMUNICATION PLATFORM OF THE INDUSTRY

The PSI is the industry's traditional show for new products. This is all the more so since the PSI First Club was launched. Besides providing information about products and innovations, it also traditionally serves as an equally important communication platform. This combination is what makes it so unbeatable and indispensable. Meeting up in Düsseldorf at the beginning of the year is a lovely and valued custom. This is the meeting place of national and international exhibitors and distributors as well as associations from around the world, a place to exchange information and ideas, to make contacts and to pave the way for business deals. Even those who are not exhibitors come as visitors to meet colleagues and maintain contacts. In particular this network effect of the industry platform was once again strongly highlighted by the participants of the trade show this year. <





ANETA MRZYWKA, PROMONOTES

Our visitors were particularly attracted by our new products. Not only were catalogues collected, we also noticed a genuine interest in placing orders. We were also satisfied with a great stand location here in Hall 10; that was a good choice. <



FRANK SMETS, V. FRAAS

With about 25 per cent more contacts than last year, we were very satisfied with the trade show. The location of our stand in the passageway between the halls was optimal. We not only made lots of new contacts but also had qualified conversations. In addition to scarves and shawls, our home accessories such as rugs and pillows also aroused great interest among our visitors, particularly as we offer customised products from as little as 100 pieces. Our customers were also satisfied with the fact that all our products are Made in Germany – from the manufacture of yarns to the weaving and finishing of fabrics right through to design and packaging. <



JÖRG WARDAU, LEDIBERG

On the first day of the trade show, we had even more conversations with visitors than last year. Also, the stand location in the passageway between Hall 9 and 10 was an excellent choice: Lots of passageways thus ensured there was a generous flow of additional customers. In addition, we feel very well looked after by the PSI: In short, everything is tiptop. <



HAN VAN HOUTEN, XINDAO

We are represented here with Xindao, XD Design and XD Apparel at a total of three stands. The quality of the customers, particularly from the German-speaking countries and the Benelux, is high and the mood at the trade show is accordingly good. Wednesday and Thursday have been two crowded days. We managed to keep the motivation of our team at the highest level as this is important in order to be successful. <



FILIP HAUSER, REDA

The PSI is of course the most important industry event for us. For many years, we have relied on the high standard of this trade show and we have received excellent support. Our stand is usually visited by decision makers. As always, we have observed many international visitors, especially from European countries. We are also satisfied with the quality of our neighbouring exhibitors – also an important aspect of a trade show presentation. <



CHRISTOF ACHHAMMER, MID OCEAN BRANDS

The PSI is the right platform for us because it is the largest trade show of our industry in Europe. We are glad to be back again. In the last two years, our company has been reorganized under new management and we have become one of the largest and most innovative printing and logistics centres in Europe. This is the message we have brought to our visitors at the trade show. We are extremely satisfied with the quality customers at the trade show because the key decision makers visited our stand. <





**ALEXANDER SLEMP,
KLIO ETERNA**

After not having exhibited at the PSI last year, it is clear to us that our participation at the PSI to kickstart the new business year has sent a strong signal that we want to exploit again. Whilst our previous participation at the trade show served more to enhance customer care, we see it today as a trade show for exhibiting new products. The Klio colour concept, that also includes electronics products, has become very successful: Strong colours, a chic design, small quantities. We are satisfied with the PSI and will be back again in 2016. <



BEATE ANNIÉS, SENATOR

The PSI is the perfect platform to start the new year with a relaunch. Accordingly we have received a fantastic feedback to our brand relaunch and our new range. We had an extremely high number of visitors at our stand, both in terms of national and international customers. We consider the mood in the industry to be very positive and the professionalism is growing: The industry continues to evolve. We returned to the PSI with a good feeling and are very satisfied with this year's trade show. <





**JÖRG DENNIG,
JUNG BONBONFABRIK**

As for the number of visitors, this PSI has been the best trade show in the past five years. Our stand was really crowded almost all the time, with a generous length of stay. Even today, on Friday, it is still very lively and we have had a lot of intensive advisory discussions. Our concept has certainly proven to be a success! I think the fact that the stands are no longer so large has benefitted the trade show: There are more exhibitors providing variety and new attractions.

<



**FRITZ HAASEN,
KALFANY SÜSSE WERBUNG**

So far we have been very happy with our exhibition which this year has focussed on the presentation of new products. We have been able to show customers a lot more brands, new packaging technologies and promotional ideas. That is why we increased the size of our stand and created a larger consulting area. Our new products and our intensive customer service have been well received – a great trade show! <



JAN ECKSTEIN, SND

The trade show ran fantastically: We had a very large number of visitors with many intense conversations. We are still very busy even today on Friday afternoon. Overall, the mood at the trade show was excellent; you could feel the positive attitude and optimistic expectations of customers for the new business year. For me personally, this PSI has been a lot of fun because I have seen an incredible number of happy faces. <



**SERGE MERTENS,
BENELUX PF CONCEPT
INTERNATIONAL**

The PSI was a truly outstanding success. Having paused for two years, we are now glad to be back. Our stand was always very well attended: During the first two days, more than 1,000 companies visited our stand. The quality of the discussions was also extremely high. The atmosphere is very positive and I hope our customers kick off the new year with lots of motivation and optimism. <



CARINA HARTMANN, FARE

Everything is running really well at the stand we share with Halfar and Daiber. We have had a lot of top customers here. Between 11 am and 4 pm, our sales team was consistently busy and our lounge with catering was also always crowded. The stand location and concept have definitely proven successful as we all benefit from the synergies created. <



SÖNKE HINRICHS, INSPIRION

Overall, we are satisfied with our trade show presentation. This year we had quite lengthy conversations and intensive advisory discussions with scheduled appointments. I think the trend is towards customers arranging appointments in advance and then spending more time, rather than just quickly taking a catalogue. We also have the impression that the southern European markets, including Greece, are picking up again. <





Here are the three winning products of the PSI FIRST AWARDS 2015: URANIA from the agency mood rooms (1), the mobile phone holder from MACMA (2) and the multi-block wall calendar from Prinopa (3).



PSI FIRST AWARD – CAMPAIGN OF THE YEAR 2014

INCREDIBLE PRODUCTS AND CLEVER CAMPAIGNS

The much-anticipated presentation ceremony of the two PSI competitions PSI FIRST AWARD and PSI Campaign of the Year 2014 once again lived up to its promise: clever, innovative promotional products on the part of manufacturers and suppliers, as well as imaginative and efficient advertising campaigns on the commercial and agency level once again proved how creative the industry can be when it realises its full potential.

The adequate venue for the awards ceremony at the end of the second day of the trade show was the PSI CATWALK which had already proven itself during the professional textile presentations. It was the duty of Eva-Maria Geef, owner of the marketing service provider 7 Divisions – marketing on demand, and PSI Director Michael Freter to welcome the numerous visitors and exhibitors in attendance at the venue as well as to present the lucky winners with stelaes and certificates. It was once again not an easy task for the jury to choose the six prize-winners considering the abundance of original, unusual and

imaginative product creations and cleverly arranged campaign concepts. The fact that the experts ultimately chose worthy winners was substantiated by the high concentration of quality of the participating products and campaigns.

EXEMPLARILY IMPLEMENTED

The PSI Campaign of the Year award was presented for the last time in this form. In the future, it will be replaced by the new PSI Sustainable Award which will henceforth honour companies, products and campaigns in a total of eight categories. No fewer than twelve campaigns were nominated. A particularly encouraging aspect

here is that the big brands also chose to once again use promotional products in campaigns in 2014. First place was eventually awarded for a product launched by the Rhein-Hesse utility company EWR which marketed various electricity supply packages targeted at specific groups in a comprehensive campaign which was exemplarily implemented by the Mainz-based Bartenbach AG. Whoever purchased a product package also received a promotional product tailored to the respective product in addition to numerous give-aways. The jury justified its decision by claiming that as a result of this campaign, an “invisible”



The lucky winner of the Campaign of the Year 2014: Anselm Müller-Gastell, Managing Director of Bartenbach AG, accepted the award from PSI Director Michael Freter.



Campaign of the Year 2014, 1st place: Product packages from the Mainz-based Bartenbach AG for the energy utility company EWR.

Campaign of the Year 2014, 2nd place: "Hummeln im Herzen" from Präsenza Promotion International GmbH.



product was made tangible, transparent and thus capable of being experienced.

HIGH STANDARD

Second place went to "Hummeln im Herzen", a campaign developed by Präsenza Promotion International GmbH for Bastei Lübbe, the publisher of the eponymous novel by Petra Hülsmann. In keeping with this theme, bumblebees of all kinds were used – namely as a promotional product. In order to present the novel in bookstores in the best possible way, a seated bumblebee, for instance, was also integrated in the campaign: A round fleece-lined stool designed like the bumblebee on the cover. The designs of all selected promotional products were based explicitly on the book. Third place went to "TASSIMO Ideenwerkstatt", submitted by the company koziol. As part of an online campaign, TASSIMO

called on their fans to submit proposals for a new product via Facebook. Participation was possible exclusively through Facebook. TASSIMO relied on a multi-stage campaign with high standards. A particularly convincing aspect of the campaign was that it was conducted entirely via the social network.

EXCLUSIVE AT THE PSI

The 50 participants at the PSI FIRST premiere platform of 2015 were successively presented in recent issues of the PSI Journal. The companies showed their new products selected for the PSI FIRST Club at the PSI 2015 to the international audience of experts for the first time. Three of the participants of this exclusive campaign hosted for the second time were presented with the PSI FIRST AWARD.

SMART IDEAS

The first winner of the PSI FIRST AWARDS comes from the traditional glassmaking industry. The Cologne-based agency mood rooms convinced the jury with URANIA – an acoustic amplifier made of blown glass, distributed by Holmegaard, the traditional Danish glass manufacturer and supplier to the royal family. The trumpet-shaped loudspeaker system can be connected to a smartphone. Its special shape ensures a

"crystal clear" sound. The winning product from MACMA is a flexible mobile phone holder that can easily be connected to a socket via the recharger cable. The advertising message is also visible when the smartphone is in the holder. The third winner was an "old" product reinvented by Prinopa. The company helped the proven multi-block wall calendar to have new features, functions and applications. The BIZTIX® Deluxe 4 wall calendar enables calendar pages to be detached without prebending or perforation. Thus no residues remain when tearing paper. The individual calendar sheets can also be used individually.

JUBILARIANS HONOURED

Following the awards ceremony, Michael Freter also thanked the jubilarians of the PSI who were distinguished with a badge of honour for their long-standing membership. Chairman Gordon Glenister accepted the award on behalf of the British promotional product association BPMA for 50 years of partnership. Among the other jubilarians, the companies Spranz (50 years), TFA Dostmann (50 years) and Meterex (PSI exhibitor for 40 years) were exemplarily mentioned.



Campaign of the Year 2014, 3rd place: TAS-SIMO Ideenwerkstatt, designed by koziol.

► PS1



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PSI PROMOTION WORLD 2015

A THOROUGHLY GOOD DECISION

There are many reasons to opt for something: objective reasons – in other words the pure facts – or rather emotional reasons – if the assessments made by others are convincing. Reasons to opt for the PSI PROMOTION WORLD are one or the other.

At the heart of the market, directly accessible for the user and integrated into the entire value-added chain: This best describes the PSI PROMOTION WORLD which will be taking place in Hanover from 17 to 19 March 2015 (parallel to the CeBIT). The successful premiere in 2014 showed that the cooperation between Reed Exhibitions Deutschland as sponsor of the PSI and Deutsche Messe was the right move to redesign the previous event with innovative new impulses through the PSI PROMOTION WORLD for haptic advertising and multi-sensor technology.

WHY EXHIBIT?

There are a number of reasons for participating as an exhibitor at the PSI PROMOTION WORLD.

From a holistic perspective: The PSI PROMOTION WORLD is the largest event of its kind in Germany. It represents the entire value-added chain of the promotional product. Nowhere else do so many interested parties from the industry meet manufacturers, importers and distributors of promotional products.

Promising: In 2015, the trade show will be held parallel to the CeBIT, the world's largest IT trade show. The marketing managers of companies exhibiting there naturally want to effectively push their product innovations – with the promotional products from the exhibitors at the PSI PROMOTION WORLD.

Pin-point accuracy: About 66 per cent of the visitors at the PSI PROMOTION WORLD

2014 were decisively involved in marketing decisions. There is no better way to get so close to top decision-makers for the use of promotional products.

Professional: With Deutsche Messe and Reed Exhibitions Deutschland GmbH, two partners with many years of experience have joined forces to organise the trade show: ensuring successful visitor promotion, making sure that everything runs smoothly and ensuring the success of all participants. <



**FLORIAN MOLL,
MOLL KONZEPT**

"The PSI PROMOTION WORLD has become a must for us. We will be exhibiting for the fourth year in a row this year – each time with a larger presence.

With our four core areas of 'advertising, presenting, packing & printing', we offer a comprehensive range for our customers and are thus ideal contact partners for trade visitors. We are excited about this year's trade show and are looking forward to establishing interesting contacts."



**DANIEL MEFFERT,
S+P WERBEARTIKEL**

"As a distributor, our mission is clearly in the area of consulting: The customer needs a contact partner who understands his needs and can find the right product

for him from the wide variety of choices. The PSI PROMOTION WORLD is a professional platform that enables us to introduce ourselves to the customer as a consultant. The concept of scheduling parallel to the CeBIT makes a lot of sense. According to our research, CeBIT trade visitors are a very marketing and advertising savvy target group for S+P. Companies in the IT sector are very innovative and are therefore active advertisers. Accordingly, it is an excellent opportunity for us to present ourselves to these clients as personal advisors on promotional products."

www.tln-trader.de

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Abnahme	Stückpreis*
100 Stück	3,99 Euro*
250 Stück	3,79 Euro*
500 Stück	3,49 Euro*
1.000 Stück	3,35 Euro*

*** Preisangaben**

Alle Preise verstehen sich zuzüglich MwSt. ab Lager Mainz-Hechtsheim.
Preisänderungen aufgrund von Währungsschwankungen vorbehalten.
Aktionspreise sind gültig solange Vorrat reicht.

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Geschäftsführer: Sascha Thielen



SUMMER, GARDEN, SPORT OUT INTO THE OPEN

By the time you read this issue, the winter season with its snow, frost and other weather situations typical for the time of year will keep us from venturing beyond heated areas, but nature will soon awaken again and we will find it easier to venture outdoors again.

Farsighted promotional product traders are now looking further ahead to warmer climes. For this reason, we are focussing on the topic of “summer” in the first product section of our February issue. Fitting optimally in this time of year are the topics of “garden” and “sport” because we prefer to deal with both much more intensely in a comfortable atmosphere. And particularly occupying ourselves with household botany – albeit on a smaller scale on the balcony or in our own garden – has enjoyed a real renaissance in recent years. The proverbial “green thumb” is now almost a natural aspect of modern culture. Whether as an activity to offset everyday working life, from an affinity for flowers or even with the status of an actual hobby – self-planted and cultivated pots and flower beds are flourishing. Even the garden plot – still ridiculed as being old-fashioned not too long ago – is now considered a place of (active) recreation. It is a similar story with sport. According to recent surveys, the urge to lead an active and balanced lifestyle is growing. These are areas in which the targeted positioning of promotional products cannot fail to have an impact. <



COLOURFUL SPOT FOR BIRDS TO LAND

Cheerful colours, a trendy design and picket fence look are the characteristics to enthrall customers at the POS from the country-home world of emsa. Along with flower boxes and tubs and many other colourful accessories, the colourful range of bird feeders is now providing strong promotional accents to encourage impulse buying. They are versatile and can be used in the garden all year long, in the summer as a cheerfully coloured birdbath or font, and in the winter as a snack station for the feathered guests. This product is made in Germany and comes in yellow, green, turquoise, pink, white-pink and white-green. The bird feeder can be hung from a tree or screwed to the side of a house, and a universal bracket can also be separately ordered as an accessory.

42692 • Emsa GmbH • Tel +49 2572 130

info@emsa.de • www.emsa.com



REDISCOVER THE LOVE OF GARDENING

Designed by Anne Rieck, Troika is putting Garden Love on the promotional products market – attractive key chain pendants with three pendants consisting of a rubber boot, garden spade and carrot. Weighing only 27 grams, these lightweight accessories are made of cast metal and enamel with a polished chrome finish. A reawakened passion for working the land starts small – and is lots of fun even in the city. Rubber boot, carrot, spade: this key chain pendant has almost everything you need for urban gardening. According to the information from Troika, advertising is applied by means of engraving on the carrot, boot or garden spade.

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

a.bauer@troika.de • www.troika.org



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OFF TO THE SLOPES

CarryFix is the ski innovation of the year, on offer to the promotional product trade starting immediately from its worldwide exclusive distributor Kandinsky Germany. CarryFix is a practical, patented carrying handle for comfortably and ergonomically transporting skis and can simultaneously be used to hold these popular pieces of sports equipment in place. Simply wrapped around the middle of the ski, the product is easy as pie to put on and afterward takes up very little room in a jacket pocket. Thanks to the large advertising space on both sides, there are hardly any limits to the possibilities for individual designs. On orders of 250 or more, CarryFix can be had in a specific colour as desired.

46232 • Kandinsky Deutschland GmbH • Tel +49 211 770577-0
info@kandinsky.de • www.kandinsky.de

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17th – 19th March 2015
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WORKS

Deutsche Messe
Reed Exhibitions

Trade Show for Haptic & Multisensory Communication



HOT ITEM

The KeepCups from sports on are not only fully useful when filled. They are not just a takeout coffee cup, but fully reusable and therefore environmentally friendly. Made of polypropylene without toxic substances such as BPA, phthalates, PVC or polycarbonates, they are completely recyclable and the first reusable coffee cups that meet barista standards. Because they are the same size as conventional coffee cups, they fit exactly in every coffee or espresso machine. The KeepCup, which comes in attractive colour combinations, keeps hot beverages warm for 20 to 30 minutes and can be used for up to four years. Lightweight, unbreakable and dishwasher safe, this trendy companion can be ordered in various sizes with differently coloured individual parts, consisting of cup, lid, sealing cap and silicone banderole.

13634 • sports on GmbH • Tel +49 221 992044200
info@kunden-pflege.de • www.kunden-pflege.de



Die Handschrift der Werbung

CRYSTAL



CRYSTAL SI
1-0147 SI



OPTIMALLY PROTECTED

Outdoor sports are even more fun if you do not need to worry about sunburn. This can be accomplished with the sun lotion from the range of Kundenpflege Wellness & Care, a cream with special protective and nourishing ingredients that provide optimal care for the user's skin during sports and leisure time activities. The recipe prevents loss of moisture and also protects against damage from the UV radiation in light. Thus the user's skin also stays smooth when sunbathing – provided with natural ingredients from the tube, holding optionally 20 or 50 millilitres, which can bear customer-specific advertising applied by means of pad printing.

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



INTO THE SUN ON THREE LEGS

It has all of three legs and avoids sunlight, although it seems predestined for it: the sun lounger from Lehoff with its strong aluminium frame and easily washable cloth cover. The protective sun roof is easy to adjust and protects the face against blinding sunshine. The backrest is adjustable and can thus be adapted to a personal height, which makes for even more comfort. In addition, the sun lounger can be folded and easily stored to save space on cool days. As an option, Lehoff offers customers a complete service package, starting with consultancy to purchase up to delivery to the end customer. You can find a wide range of prizes and promotional products on the website at www.lehoff.de.

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



SERVE WITH SOPHISTICATION

Whoever would like to give their customers a treat and serve up a bowl of vitamins will be right on target with the new cress bowl available from Multiflower. The cress seeds just need to be laid on the swollen soil block and the vitamins can be harvested after four to five days. To enable this gift to result in a successful promotional effect, there is plenty of space to apply advertising on the banderole. Individual designs can be supplied on orders of only 250 or more, according to the think tank in Bammental.

45974 • Multiflower GmbH • Tel +49 6223 86656-0

wilken@multiflower.de • www.multiflower.de



ADVERTISING ON THE WATER

Global Innovations is offering a quality boat, tested in accordance with ISO and EN standards and in customer-specific versions on orders of 500 or more, for summer fun on lakes or the ocean. The boat comes with a bag for easy transportation and storage. In addition, this inflatable boat is an attractive point-of-sale item which can be placed either right at the market or on the ceiling to attract even more attention.

46626 • Global Innovations Germany GmbH & Co. KG • Tel +49 6502 93086-0

info@globalinnovations.de • www.globalinnovations.de



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www.kaiserstuhl-chocolaterie.de



GROWING ENTHUSIASM

This lacquered pot has sunflower seeds, daisies and much more. Filled with soil and fresh seeds in the lid, the little pots available from emotion factory are a real recipe for the success of unusual advertising messages. Especially attractive is the individual sleeve around the promotional pot, which can be designed in photo quality. The pots come in a variety of colours and the insert in the lid can, of course, also be completely customized with four-colour digital printing to match the sleeve. A likeable giveaway for every promotional use, providing long-term advertising that is always in view of the target group. Starting immediately, the little lacquered pots for successful advertising messages next spring are on offer from the Swabian company with a price reduction of almost 25 per cent.

46887 • emotion factory GmbH • Tel +49 7042 8155-0

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



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WORKS

Deutsche Messe

Reed Exhibitions

Trade Show for Haptic & Multisensory Communication

OFF TO THE COUNTRYSIDE

Spring invites us to take excursions to the fresh, sunny countryside – and Malgrado is ringing in the springtime with its cleverly conceived picnic blanket. The bottom of this blanket is dirt and water repellent, the surface is made of wonderfully fluffy polar fleece. It is especially practical because it can be folded into a pouch in which the picnic mat can easily be carried. Whether at the beach, in the park or in the home garden, this machine-washable blanket invites you to have a picnic or simply chill. Malgrado customizes them according to customer specifications on orders of 1,000 or more, in various sizes and colours, fully or partially printed or provided with a customer logo. In addition, they are provided with a private label to keep the customer's advertising message remembered with positive associations.

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s.rueth@malgrado.de • www.malgrado.de

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Verlagsanschrift: display Verlags GmbH, Dekan-Laist-Straße 17, 55129 Mainz



IT'S MAGIC

R Cermak Premium-Penlight is presenting the Magic "Made in Germany" model, a premium mini flashlight with a very bright, energy-saving LED lamp. Thanks to its small size, "Magic" is the ideal companion for sports, garden and leisure time activities. Cermak stands for long-lasting products of high quality made in Germany. All production processes conform to environmentally friendly standards. In its product range, Cermak carries time-tested lamps for doctors, the automotive industry, engineers, tradesmen and other sectors. The lamps can be used as an elegant promotional gift and can be customized by means of laser engraving or printing.

44668 • R. Cermak – Mini-Taschenlampen (Made in Germany) • Tel +49 7231 106105
info@penlights.de • www.penlights.de



NORDIC WALKERS' BEST CHOICE

A nyone who likes to get off the beaten path is sure to be well served by the trekking poles called Treker from the product range of the Czech promotional product specialist Reda. These robust and attractive leisure time helpers for the heavy-laden hiker work wonders on hikes, provide support almost as if the wanderer had discovered their own "four-wheel drive". In addition, they can be used as traditional pieces of sports equipment for walking and stretching. Packed in a nylon bag, the Treker are part of the Beaver Collection from Reda and weigh a mere 590 grams each.

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



FOR SAILING ENTHUSIASTS

G iving Europe is putting its key chain pendant called Sailing on the promotional product market under item number 1134. This year-round companion made of EVA for sailing enthusiasts comes with a key chain and is guaranteed always to float to the top. With an eye-catching sailboat shape and design, it is an ideal companion for surfing, kite surfing, snorkelling, canoeing, sailing or jet skiing. Giving Europe can apply advertising by means of pad printing.

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



KEEP DRY IN THE RAIN

The organic rain poncho presented at the PSI 2015 by Cmerch will keep you dry in the rain and conserve the environment, as well. It is completely biodegradable because it is made for the most part from starchy resins obtained from agricultural waste products. After being properly disposed of in the trash can for residual waste, the material decomposes in the landfill in two years at the latest. If you advertise with this product, you can protect your customers from unpleasant rain and the environment from unnecessary pollution. Along with the rain poncho, Cmerch also has earplugs in various kinds of packaging, textile tapes for entry control at large-scale events, and lanyards in stock.

46835 • Concert Merchandising GmbH • Tel +49 7143 9605-0
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The “Gyroflip” quadrotor with its gyroscope and flip function from Lehoff provides the ultimate in flying fun in the market sector. The four powerful rotors lift the small, ultralight quadrotor into the air as if all by itself. Light as a feather, it glides through rooms or the garden. Friends and acquaintances will be amazed when the hobby pilot has it fly exciting 360° flips or go into high-speed flight. The integrated gyroscope keeps the altitude stable. The innovative technology enables especially nimble flight manoeuvres, whether up and down, left and right, or forward and even backward. Thanks to the built-in LEDs, you can always tell what is front and what is back. The rechargeable 3.7 V high-power LiPo battery provides around five minutes of rapid flying time at a flight distance of about 30 metres. The battery can be recharged with a USB charging cable in around 45 minutes so that the flying fun can quickly start again. According to the information we have from northern Germany, spare rotor blades are provided for quick and easy replacement if there should be an unplanned crash landing.

A white quadcopter drone with red propellers is shown in flight against a blue sky with white clouds. The drone has a black 'FX' logo on its body and is equipped with four white protective cages around the propellers.

Anyone who comes across item number 3594 in the Giving Europe range will soon be in the mood for a party, because hidden behind this four-place number is the cool Party cooler bag. Reinforced with 420D nylon, the carrying handles of plastic are also extremely robust. It comes with two practical front bags and a metal bottle opener on the zipper to help open any conventional beverage bottle with ease. Party is the ideal companion for spontaneous, convivial get-togethers in the park or student dormitory. According to the Bremen-based company, advertising can be applied by means of screen or transfer printing.

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SUMMERTIME ADVERTISING HIT

Along with its more than 100 patents, Global Innovations also supplies attractive standard products, such as sunglasses and straw hats in individual outfits. The side bars of the eyeglass frames or the banderole around the hat have plenty of space for customization. The sunglasses have been tested in accordance with current EN ISO guidelines and can be used equally well at festivals, company events or during leisure time. The sunglasses can be had for a minimum order of 2,500 units and the straw hats in quantities of 5,000 or more if customers would like to be supplied with individually adapted versions of these two promotional products.

46626 • Global Innovations Germany GmbH & Co. KG

Tel +49 6502 9308617

info@globalinnovations.de • www.globalinnovations.de



WELLNESS IN THE JAPANESE STYLE

The idea of the Rituals wellness gifts from Trendfactory is based on an ancient Asian tradition. For centuries, the Japanese have been celebrating the annual return of cherry blossom time, the Sakura. It marks the beginning of spring, symbolizes the evanescence of beauty and encourages people to enjoy life. Families get together in the garden to eat, drink and have fun. Inspired by this tradition, the Rituals Sakura collection lets the user experience every day as a new beginning. It combines the sweetness of the cherry blossom with the nurturing qualities of organic rice milk. Trendfactory BV supplies gift sets and individual products. The Rituals wellness gifts are all the trend in Germany and very popular promotional gifts.

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Wildflower, the suncatchers from Inspirion, transform balconies and gardens into a sea of brilliant flowers. These miracle flowers made of magic acrylic glass turn invisible UV radiation into light. During the day, at twilight and in complete darkness, fascinating light effects appear at their edges. The fluorescent acrylic flowers come in three neon colours. And thanks to their robust fibreglass stems, the suncatchers can easily be set up in a flower bed, on a lawn or in a window box, according to the supplier.

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ALWAYS STAY NICE AND DRY

Summer and outdoor events are once again rapidly approaching – and yet even the best plans cannot change the weather, since rain often comes unannounced. Regenponchos. at has just the right solution in its promotionally effective rain ponchos. These items offer protection from the rain and come in many colours, sizes, materials and thicknesses, individually printed or without printing. Unprinted rain ponchos are in stock in four colours and ready for immediate shipment. Printed rain ponchos are produced in the Far East in the colour, material and thickness specified by customers. Whether in handbags, trouser pockets, hiking backpacks or in the car, the lightweight, promotionally effective rain poncho always finds a welcome occasion to be put to use.

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Summertime is barbecue time, and what could be more obvious than tasty steaks with spices from Henosa-Plantanas, without added flavour enhancers and aromas, such as Ameriko steak seasoning and Virginia barbecue seasoning. Customers have more than 300 different seasonings to choose from. Plantanas assures us that the spices and spice mixtures in their range do without flavour enhancers and glutamate, since only the highest quality raw materials from the world's best growing areas are used. The packaging can be freely selected, including spice shaker, cans, spice grinders, packets, test tubes or plastic bags. The labels can be made to customer specifications on orders of 100 or more.

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In the summertime, everyone appreciates having a sunshade to keep the temperature inside the car from becoming unbearable. With the customizable sunshades from Pruner Werbemittel, the user can always park in the shade. Aside from protecting against heat, the car sunshade is also an excellent advertising vehicle – thanks to its large area for advertising. This mobile billboard spreads any advertising message everywhere at no cost. The surface thus guarantees an enormous advertising effect which effectively puts any product in the spotlight.

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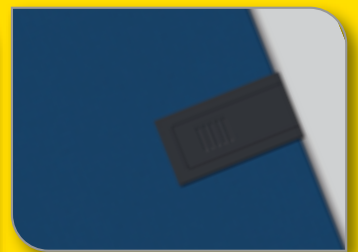
SWEAT ABSORBER

One for all, no long searches, no compromises, no other towel: this is how to make athletes happiest who are looking for a sweat towel with antibacterial coating against offensive odours. It has a variety of uses: as an alternative to a towel after sauna or shower, as a scarf for jogging and for the stretch exercises afterward, as well as a practical safe for locker key and membership card – thanks to its integrated secret compartment. Aside from its antibacterial coating, the microfibre workout towel excels thanks to being very absorbent, quickly drying and adjustable in length. It also delivered to customers with an integrated zip pouch for MP3 player/smartphone, keys, credit card and more in dark blue. Troika applies advertising to catch the eye with engraving and embroidery placed anywhere on the towel.

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MANFRED NIEDER APPOINTED SALES MANAGER

On 1 January 2015, Manfred Nieder was appointed sales manager of SPS (UK) Ltd., Blackpool, United Kingdom, and is responsible for the German-speaking countries. Manfred Nieder has been working as the sales manager of the promotional product Germany division of Inspirion in Bremen in the past ten years. He previously worked for MidOcean Germany. He began his career with promotional products at Macma in Nuremberg, which he helped to build up in the first ten years. "I'm sure that with my knowledge and experience, I can successfully and sustainably represent SPS which is a well-known, leading brand in the UK," says Manfred Nieder. For sales management in the Germany-Austria-Switzerland area, a German-speaking team based at the headquarters in Blackpool will assist him. SPS, a manufacturer located in the north-west region of England, is a renowned European promotional product supplier with an array of proprietary production facilities. Products are printed in-house. SPS has over twenty-five years of production experience and offers an extensive range of high-quality products, all of which are developed specifically for the promotional product market. SPS has been a member of PSI for years and has been certified according to ISO 9001 since 2006 in Bremen in the past ten years.



Manfred Nieder

www.spseu.com

GEIGER-NOTES

CUSTOMER CARE WITH A FRESH BREEZE

On 1 January 2015, Claudia Janka takes over the management of customer care in the Excellence Centre for Calendars and Notebooks at Geiger-Notes AG in Mainz-



Claudia Janka und Ben Jäger.

Kastel. She can build on a wealth of experience: She has been involved in key customer care since 2011. She will also continue doing this to a lesser extent in her new position to ensure she maintains contact with the promotional product manufacturer "base". New to the Geiger-Notes team is Ben Jäger. His task is to further develop and support the online activities of Geiger-Notes, from Internet services for the sales partners to online communication. Together with the sales manager, Dirk Mroczek, and his field sales team, Claudia Janka and Ben Jäger will be aiming to intensify the partnership with trading partners and to optimise the services of Geiger-Notes. www.geiger-notes.ag

GEMACO GROUP

NEW SENIOR ACCOUNT MANAGER

The office of the Gemaco Group in Mönchengladbach has been reinforced by Michaela Brian, Senior Account Manager, with immediate effect. Frithjof Struye, Managing Director of Gemaco Germany, explains: "The Gemaco team in Mönchengladbach is now being supported



Michaela Brian

by Michaela Brian, a very experienced and qualified industry expert. With our continued growth in the German market, the level of service for our customers should also continue to be

expanded at the usual high level. "Michaela Brian has been working in our industry since 2002, most recently as Account Manager FMCG for ADM. More information is available at: www.gemaco-group.de

STABILO PROMOTION PRODUCTS
CHANGE WITHIN SALES

Change within the sales team of Stabila Promotion Products: Romina Sauer assumes supervision of south Germany,



Romina Sauer

Austria, Switzerland and England. The industrial management assistant and multilingual correspondent completed her dual training as European managing

assistant in 2012. With the strengthening of international sales, Stabila Promotion Products is clearly focussing on continuing the development of its European business. www.stabilo-promotion.com

PRODUCT MEDIA

**BAPP LAUNCHES
NEW CAMPAIGN**

The Belgian Association of Promotional Products (BAPP) has launched a promotional campaign in cooperation with the Dutch professional association PPP (Platform Promotional Products). PPP already presented the campaign to its



members last autumn and BAPP has now adapted it for its Belgian member companies. BAPP members are given the opportunity to take advantage of a media tool kit which the association is making available for a small participation fee. It includes ads and banners as well as a fact sheet with figures to advertise to end users online and in printed form in their own right and for BAPP with their company logo. According to BAPP Executive Manager, Erich Corman, "the aim of the campaign is to make BAPP better known among the decision-makers of the industry and thus further enhance our industry. We want to increase the awareness among advertisers that our form of representational advertising is an integral and effective part of the communication mix of companies and is also increasingly perceived as such. In order to achieve this, we have chosen the term 'PRODUCT MEDIA' which is already being successfully used by the Swedish association in Sweden." Contact: www.bapp.be – www.ppp-online.nl

BWG**"YES" TO A UNITED ASSOCIATION**

With a resounding "Yes", the voting members of the German association of promotional product consultants and distributors (bwg) approved the merger agreement to create a united association. As part of its general meeting on the eve of the start of the 53rd PSI, 19 of the bwg members with voting rights voted for the merger agreement, with two abstentions and one dissenting vote. In the presence of a notary public, bwg thus cleared the way for a united association. Preceding the vote was a lively discussion about the possible impact of a "yes" vote. Following the vote, the acting chairman of bwg, Joachim Schulz, expressed his hope that in future the association would be able to speak with one voice and that resources could be combined in order to enhance the industry. www.bwg-verband.de



Most of the bwg members voted for the merger agreement.

SPRINTIS TAKES STOCK**2014 WAS AN EXCITING YEAR**

For Sprintis, the year 2014 was again a "very exciting and successful year" – this is how the Würzburg-based distribution company for packaging products took stock of the year 2014. The new office building was completed in January. In the course of the year, eight new employees and two trainees joined the team that has been specially reinforced at all levels. Especially in marketing with two new employees, the new personnel impulses in the form of a newly designed product catalogue and the relaunched online shop are already clearly evident. Managing Director Christian Schenk commented: "Our new catalogue – Edition 4.0 – is filled with passion. Our aim was to give our customers a catalogue in which they can find exactly what they want. This is what we have tried to achieve in the best possible way and we are very satisfied with the result. So far we have received only positive feedback. "Sprintis was also represented at numerous trade shows this year. As Sprintis intends to further develop foreign



The new office building offers optimum conditions for the Sprintis team that has been reinforced at all levels.

markets in 2015, the next visit abroad is just around the corner. In April, Sprintis will be making its debut at the X-Fair in Vienna. According to the Würzburg-based company, a lot will be happening as far as products are concerned. The product range will be further extended, especially in the area of magnets and display products. www.sprintis.de

TWO-DAY WORKSHOP

AFTER THE PSI IS BEFORE THE PSI

The PSI gates had only just closed eight days ago when 40 PSI employees met again for a two-day workshop concerning the PSI 2016. Suggestions, criticism as well as many words of praise expressed by exhibitors and visitors during the trade show were discussed. Just like at the trade show, the atmosphere at the meeting was excellent; after years of uncertainty, the market has apparently found its feet again and the leading European trade show, too. Of course, trade shows do not necessarily reflect markets,



40 employees reviewed the recent PSI Trade Show and laid the foundations for the PSI 2016.

but they do provide an important stimulus. In the past two years, the PSI has been setting a clear course towards presenting the promotional product as a highly effective advertising medium. This is widely communicated and applied daily by the team – and it has been well received in the market. It is logical that we will always continue to work towards this goal and its implementation because here, too, the PSI stands for sustainability. In 2015 there will be a focus on new investments in e-business, and the classic products and media of the member network will gradually be revised and relaunched. www.psi-network.org

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MAXIMEX IMPORT-EXPORT GMBH

CHANGE IN MANAGEMENT



Franjka Pleša and Carlos Nogueira.

After eight years as managing director of Maximex Import-Export GmbH, Jürgen Schütz has decided to take on a new challenge. The implementation of diverse projects was a lot of fun for him and he took the opportunity to express his thanks for the good cooperation and the many valuable, positive contacts. The management now lies in the hands of the partner Franjka Pleša who has been employed at Maximex Import-Export GmbH since 2002. As of 1 January 2015, Carlos Nogueiras will take over the back office. He has been working in the promotional product industry for almost ten years and thus has many years of experience in the promotional product trade. www.maximex.de

CHARTER OF DIVERSITY

SOURCE SIGNS

Since November, the Wiesbaden-based promotional product specialist has belonged to a total of 1,950 signatories of the Charter of Diversity. By joining this corporate network, Source has committed itself to making diversity an integral part of its corporate culture and to actively implementing it. The Charter of Diversity is a business initiative with German Chancellor Angela Merkel as its patron. The Federal Government Commissioner for Migration,



Refugees and Integration, Aydan Özoğuz, supports the initiative that aims to advance the recognition, appreciation and integration of diversity within corporate culture in Germany. Organisations should establish a working environment that is free of prejudice. All employees should feel appreciated – regardless of gender, nationality, ethnic origin, religion or ideology, disability, age, sexual orientation and identity. In the context of diversity management, Source attaches particular importance to flexible working patterns and working hours. The team includes both full-time employees and freelancers. In addition to full-time work, various part-time and telework models are also possible. “The adaptation of work structure to the respective life circumstances is an important part of our corporate culture. The work-life balance is supported and personal development opportunities are promoted,” explains Managing Director Harald Mahlich.

www.source-werbeartikel.com –

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NEW PRODUCT DATABASE FOR ECO PROMOTIONAL PRODUCTS

GREENGIMIX FINDS GREEN PRODUCTS

The new GreenGimix database helps in the search for ecological promotional products. It directs companies reliably through the product jungle. At www.umweltberatung.at/greengimix – an online database commissioned by the Austrian Ministry of Environment – sustainable products can easily be found at the click of a mouse.

The trend is towards ecological promotional products. Although the choice of products in this segment is continually increasing, it is difficult for ecologically committed companies to find appropriate promotional products that are system-

atically produced in a sustainable manner. The GreenGimix online database simplifies the search, explains Andreas Tschulik, head of the “Operational Environmental Protection and Technology” department of the Austrian Federal Minis-

try of Agriculture, Forestry, Environment and Water Management. For companies who see themselves as sustainable and want to transport this image outwardly, sustainable promotional products are a must. Promotional products that meet ecological and social criteria not only support a company’s philosophy, but also make more economic sense than non-durable products.

QUALITY PRODUCTS HAVE A LONG PROMOTIONAL IMPACT

“Promotional products that easily break do not fulfill their primary purpose, namely to create a lasting pleasant memory of the enterprise presenting the product. By contrast, the durable, high-quality products in the GreenGimix database may accompany the recipient for years to come,” says Elisabeth Tangl from “die umweltberatung”. Sustainable promotional products are usually around 10 to 30 per cent more expensive than conventional products. However, their durability offsets the higher price by a long way.

EASY SEARCH

The GreenGimix database facilitates the search for durable, high-quality give-aways: Simply select one of the ten product categories, such as office supplies, cosmetics or games, and a list of sustainable products appears. The database contains only products evaluated and selected according to clearly defined criteria. The durability and usefulness of a promotional gift play a significant role. Ecological and social standards such as resource conserva-

their attitude towards promotional products in general and towards sustainable promotional products in particular. For the majority of the respondents, the type of promotional product determines whether they are delighted to receive it or not. The greatest satisfaction for respondents comes from plants and foodstuffs. Office products are also gladly accepted. Respondents mainly recognize ecological promotional products on the basis of certification marks and labels.



All important information about ecological give-aways is available on the new GreenGimix website.

tion, securing dignified work conditions and fair wages are among the criteria for the inclusion of a product in the database. The avoidance of long transport routes, production from previously used materials and a preference for domestic production facilities are also taken into account.

GREENGIMIX CHECK

“There is a quick check for articles that are not listed in the database. On the basis of a brief questionnaire, companies can verify whether a promotional product meets the GreenGimix criteria,” explains Maria Kalleitner-Huber from the Austrian Institute of Ecology. „Manufacturers of promotional products that want to have their products entered in the database can thus assess the sustainability of their products.“

SURVEY ON

PROMOTIONAL PRODUCTS

In the course of the GreenGimix project, 300 consumers were asked online about

COOPERATION PARTNERS

The Austrian Institute of Ecology and “die umweltberatung” in Vienna carried out the GreenGimix project on behalf of the Federal Ministry of Agriculture, Forestry, Environment and Water Management. They were supported by the waste avoidance initiative of Altstoff Recycling Austria AG (ARA) and Impuls3. As a cooperation partner, KW open promotion consulting & trading gmbh contributed its industry expertise. The criteria for sustainable promotional products were compiled with the assistance of ÖkoKauf in Vienna. The GreenGimix database and GreenGimix check can be found at www.umweltberatung.at/greengimix. The website also provides an overview of criteria and labels that distinguish sustainable promotional products. <



Seven cooperation partners support the GreenGimix database of „die umweltberatung“ in Vienna with their expertise.



Active customer proximity: Apart from Gabriele Metzger, the managing director Jürgen Geiger also took part in the entire tour.

WELCOME HOME 2014

SUPPLIERS OPEN THEIR DOORS

Welcome Home – the name of the event series says it all. At the end of 2014, nine suppliers again reopened the doors of their companies to parade their new products. Popular highlights include the guided company tours. A look behind the scenes provides specialised knowledge and a better understanding of products and processes. The PSI Journal also came along to three locations.

In the past, new products were first presented at the PSI. Today they are presented at various roadshows across the country held in the old year. According to the organizers Daiber, Fare, Geiger-Notes,

Halfar, Jung Koziol, LM Accessoires, mbw and Senator, a total of almost 300 product innovations were presented on tour as part of the Welcome Home concept and they even went as far as Zurich and Vienna.



At 'away' games, the host promotional product partners presented their products at impressive venues such as here at Edelfettwerk in Hamburg.



Witty new products ensured a great atmosphere: Michael Sauer demonstrated a product from LM Accessoires at Geiger.

This gave the distributors who travelled to one of the events an information edge of about four weeks. Is offering new products to customers one month earlier what makes the preview show so interesting? Or is it the concept of combining the presentation of new products with an image event? What is certain this year is that the trade has again seized the opportunity to inform itself about production processes and products and, in this way, to get to know its suppliers. In a New Product bag, visitors were able to take home samples from all participants. A bonus system made it possible to collect vouchers valued at 1300 euros - a generous incentive to visit all stands. In fact, several employees of a company were able to take advantage of this offer.

CANDY MAKING LIVE

On 3 December 2014, Jung Bonbonfabrik opened its doors in Vaihingen to its dis-

tributor customers. The rooms of the factory outlet "Gummy Bear Country" were used as the location for the product show. Each hour there were guided tours to inform visitors about the candy production. So-called "sleeving", the attachment of labels on packaging films by means of hot air, was demonstrated. "We counted 140 visitors, so everyone who had signed up actually came," said a delighted junior manager, Dennis Dennig, who especially highlighted the personal character of the event. When walking through the candy museum, guests were able to discover many a sweet treasure that reminded them of their own childhood.

GEIGER-NOTES ABSOLUTELY AUTHENTIC

Geiger-Notes AG invited guests to Mainz on 8 December. The mezzanine area where the exhibition and catering area was situated usually serves as the storage area.

Especially emptied for that day, this area was again transformed into a rustic location in an authentic atmosphere that optimally conveyed the claim of the event: To familiarise distributors with the company itself. In this sense, tours through the calendar production and print shop offered many fascinating insights. "We have again received very positive feedback from our customers. We are particularly pleased that even distributors who do not come from the immediate region visited us," said Gabriele Metzger. "We can take our time to answer our customers' questions, and sometimes even ideas arise that lead to new products. Such a thing does not happen in the hustle and bustle of a trade show." Even managing director Jürgen Geiger took part in the entire tour: "Thanks to our merger with Notes and the new division of tasks, I have more time to personally look after our customers. I have had many discus-



Company tour at Jung: Jörg Dennig personally conducted the tour through the production.



sions and therefore I can learn first hand where our customer's shoe pinches," explained Jürgen Geiger.

SELECTED EVENT LOCATIONS

The original concept behind the Welcome Home series has proven itself and has already long been on the agenda of many renowned promotional product distributors. As a promotional product supplier organising an event cannot cover the entire commuting area of potential visitors at their "home games", visitors from certain regions are invited to selected event locations, such as in Vienna, Baden near Zurich, Munich or to Edelfettwerk (grease production factory) in Hamburg at the end of the nine presentations. An exceptional venue has arisen on the site of this former factory. On an approximately 6,000 square metre industrial site, the former factory buildings were converted into flexibly accessible space for dancing and private events. The interior design transports the character from the old days of the factory plant. In the centre of the site is the landmark of Edelfettwerk, an old tower in which fat was processed.

BUSTLING FINALE

The Welcome Home suppliers had set up their stands in a former warehouse and demonstrated the qualities of their innovations to the intrigued professionals from northern Germany. Once again the guests were treated to tasteful catering. Following the bustling stops at LM Accessoires in Cologne and at Halfar System in Bielefeld, the successful tour was again rounded off with the Hamburg event which has become an integral part of the industry events. Although the visitor figures had not yet been determined at the time of going to press, the exhibitors were able to make an overall positive assessment before the end of this final Welcome Home Day in Hamburg. <

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A&O ADVENT TOUR

MISSION TO PRESENT LATEST CREATIONS

On Monday 1 December 2014, the A&O Advent Tour hit the road on their traditional pre-Christmas tour of the German states, this time with 23 suppliers of promotional products. The specialists for haptic promotional impact took along their latest product ideas.

Like the two other promotional product events “Roadshow” and “Welcome Home” which mark the final stretch of the year-end business, the A&O Advent Tour has also established itself as a popular presentation series with its own distinctive face among all the events of the promotional

product year. The participating partner companies, this time 23 well-known German promotional product manufacturers and suppliers, hit the road with the mission to present the qualities of their latest creations to the promotional product trade of each region at eight different locations.

ATTRACTIVE VENUES

As in the past two years, the tour got underway at Reithalle im Marstall near the Ahrensburg Castle just outside Hamburg. The tour had already registered a new visitor record here. Before the start of the tour, an encouraging number of registrations had also been received for the next stopovers in Berlin, Marienfeld near Gütersloh, Ratingen near Düsseldorf, Bad Homburg near Frankfurt am Main, Asperg near Ludwigsburg, Glonn near Munich and Herzogenaurach near Erlangen. In the end, more than 750 people had registered for the various tour destinations, including many non-registered or “spontaneous” visitors, which meant the top mark of last year was reached again.

PROVEN AND POPULAR

The now proven and popular concept that combines the new-product show with a subsequent goose dinner accompanied by a relaxed exchange of ideas and information from the professional guests and suppliers at attractive locations has proven suc-



The locations of the tour conveyed a wealth of charm and offered an attractive setting to showcase the new products.



Everyone was in a good mood after the meal together in Glonn.



The A&O exhibitor team before the start of the tour in Ahrensburg.

cessful once again. In addition to the get-together roast goose, this time there was a lunchtime snack for the guests who arrived early. The smoothly run organisation was accompanied by a professional website that clearly displayed all the relevant information about the A&O Advent Tour such as the registration procedure.

“LOTS OF CHARM”

As Joep Raanhuis from the organisation team reported, the different locations each contributed to the success of the Advent Tour with their respective ambiance: “Casaitaliana in Berlin conveyed lots of charm with a touch of Art Nouveau in an old historic building. Harsewinkel enchanted us with the history of a monastery. The adjacent (medieval) church was a pole of tranquillity. We stayed in the delightfully nostalgic barn. Ratingen was an absolute contrast to the first three exhibition rooms. The hall had been completed a year ago and featured the latest technology, as well

as plenty of natural light and ample parking spaces. All ground level, a delight for us exhibitors.”

RETURN JOURNEY WITH A “GOOD FEELING”

Raanhuis was again full of praise for the second week. Like last year, we started with tried and tested “Saarburg” in Bad Hom-



The goose feast attended by exhibitors and visitors alike has become a trademark of the A&O Advent Tour.

burg. “The next stopover took us to Hotel Adler, a kind of city hotel located in the centre of Asperg. Here we found a wonderfully laid out hall on the first floor, with enough artificial light to illuminate our products. The penultimate stopover was a highlight: Hotel Sonnenhausen, a beautiful estate with a gigantic indoor riding arena – spacious, tall and idyllic, as was the location of the entire hotel. And a meal for the gods. Equally beautiful and stylish was Herzogspark in Herzogenaurach. Also a lovely bright room with plenty of space. On Friday we returned to own home town with a positive feeling that there will again be an A&O Advent Tour in the coming year.” The team began promoting this at the PSI 2015 where there was an image stand for the first time. www.adventstour.de <



CALENDARS, WATCHES

ADVERTISING IN PERSPECTIVE

In addition to the equally time-oriented topic of “watches”, the focus this month is on the calendar, a classic of the promotional product industry. As the most effective time management tool, it is visible to the user all year round and thus plays a prominent role as a brand ambassador.

Calendars are among the most traditional promotional products and are an integral part of the world of promotional products in the age of smartphones and tablets. Whether it be at the workplace or at home: There is hardly another medium that provides a faster and better overview of monthly planning than a clearly designed and visually appealing wall calendar. And even many digitally oriented progress believers still prefer to put their trust in the reliably analogous forms of their handy pocket calendar, notebook or stylishly bound organizer. As these useful aids systematically combine time and its progress, and are practically in their user's field of view every day, they also act as optimal advertising media and are also used extensively as such by experts in the industry. The following pages document the fact that no two calendars are the same, thus opening up a variety of imaginative ways of advertising. Incidentally, the word “calendar” comes from the Latin word *Calendarium* (literally: debt register), a list of the calends, the first day of each month, when loans were disbursed and loan repayments and interest receivables were due. <



SAFETY WATCH PROTECTS CHILDREN

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

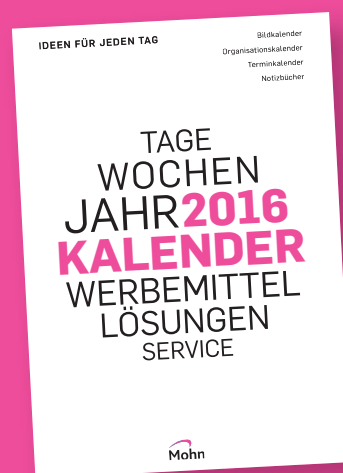
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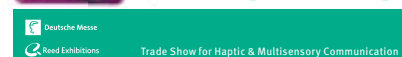


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STYLISH CHRONOGRAPH

Since 1863, the name Christ has stood for optimum quality and attention to detail. This is also true for the watches from the Christ Times collection – whether it be classic, sporty or state-of-the-art. They pick up on trends and impress with their high quality. A black dial in a tile look hosts four displays featuring the following functions: date, stop, minor seconds, 24-hour time display. The watchcase of the stylish men's chronograph is made of stainless steel and worn with a black leather strap. The mineral glass of the quartz watch is water resistant up to 10 bar. The company Lehoff offers a complete service package: From advice on the purchase to delivery to the customer of the promotional product partner.

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

Dezember · December · Décembre							2014
Woche Week Semaine	Montag Monday Lundi	Dienstag Tuesday Mardi	Mittwoch Wednesday Mercredi	Donnerstag Thursday Jeudi	Freitag Friday Vendredi	Samstag Saturday Samedi	Sonntag Sunday Dimanche
49	1	2	3	4	5	6	7
50	8	9	10	11	12	13	14
51	15	16	17	18	19	20	21
52	22	23	24	25	26	27	28
1	29	30	31				

Competence in Calendars®

Januar · January · Janvier							2015
Woche Week Semaine	Montag Monday Lundi	Dienstag Tuesday Mardi	Mittwoch Wednesday Mercredi	Donnerstag Thursday Jeudi	Freitag Friday Vendredi	Samstag Saturday Samedi	Sonntag Sunday Dimanche
1				1	2	3	4
2	5	6	7	8	9	10	11
3	12	13	14	15	16	17	18
4	19	20	21	22	23	24	25
5	26	27	28	29	30	31	

www.terminic.eu

Februar · February · Février							2015
Woche Week Semaine	Montag Monday Lundi	Dienstag Tuesday Mardi	Mittwoch Wednesday Mercredi	Donnerstag Thursday Jeudi	Freitag Friday Vendredi	Samstag Saturday Samedi	Sonntag Sunday Dimanche
5							1
6	2	3	4	5	6	7	8
7	9	10	11	12	13	14	15
8	16	17	18	19	20	21	22
9	23	24	25	26	27	28	

Wir veredeln Ihre Marke

März · March · Mars							2015
Woche Week Semaine	Montag Monday Lundi	Dienstag Tuesday Mardi	Mittwoch Wednesday Mercredi	Donnerstag Thursday Jeudi	Freitag Friday Vendredi	Samstag Saturday Samedi	Sonntag Sunday Dimanche
10	2	3	4	5	6	7	1/8
11	9	10	11	12	13	14	15
12	16	17	18	19	20	21	22
13	23	24	25	26	27	28	29
14	30	31					

Wir veredeln die Marke Ihrer Kunden

- Duftlack
- UV-Lack
- Strukturlack
- Relieflack
- Sonderfarbe
- Prägung
- Nachleuchtack
- Folienkaschierung

Seit über 75 Jahren sind wir der Ansprechpartner, wenn es um Kalender geht. Mit innovativen Veredelungstechniken ergänzen wir jetzt unser Sortiment 2015 und zeigen so, wie kreativ Kalender sein können. Machen auch Sie Ihren Kalender zu einem optischen und haptischen Erlebnis, das sich einprägt – 365 Tage im Jahr!



CREATIVE FINISHING

Since the invention of the 3-month calendar in 1937, terminic has continued to further develop its products. Their range now includes more than 20 calendar models with calendars in over 30 languages: Wall calendars with a 3-, 4-, 5- and even 6-month overview, desk calendars, table stands and poster calendars. Not only the materials and printing processes are constantly being monitored and optimized, the calendar manufacturer has now expanded its diverse range to include various options for print finishing. For many years now, terminic has been offering its customers the refined calendar models of the “super 2” series: Wall calendars with 3, 4 or even 6 months in a high-quality display design. At first, the top section of the calendar is printed separately on bright white cardboard and covered all over with a glossy film. Then the top section of the calendar is laminated using strong corrugated cardboard with inverted edges, thus giving it its exclusive display character. Now the calendar manufacturer is going one step further by showing how creative a calendar can be: terminic has complemented its calendar range for 2015 with innovative finishing techniques such as embossing foil printing and lenticular printing, cold foil transfer including overprinting in the Euro scale, exceptional finishes as well as various film laminations. Even the calendars of terminic’s special edition this year, which are sent to customers, business partners and friends of the company each year, have been designed under the motto ‘finishing’: Velvety-matt film lamination, partial UV varnishing, embossing of individual elements and the use of a textured varnish make the 4-month calendar super 2 quadro an optical and tactile experience and demonstrate the diverse possibilities for finishing the terminic wall calendars. Like all terminic calendars, the finished wall calendars with a multi-month overview are also made to meet the highest quality standards and are environmentally friendly.

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

ALL WEATHER CONDITIONS

When it comes to “calendars and clocks”, Giving Europe GmbH recommends the “Content” weather station from its diverse range. The large LCD display includes a barometer as well as a time, day and temperature indicator (in °F and °C). Large weather icons enable an immediate evaluation of the weather situation. The “Content” is optionally available either on the wall or standing. Thanks to the integrated alarm function, the device is also suitable for use on the bedside table in the bedroom. Applying an advertising message is possible using pad printing. Batteries are included with delivery.

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





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

[illegible]

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www.hoechstmass.com

STRIKING WITNESS OF THE TIMES

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

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



WITTY EYE CATCHER

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

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A decorative graphic featuring a blue ribbon-like shape at the bottom. Above it are several colorful elements: a blue flower, a yellow flower, a red flower, a purple flower, a pink and yellow spiral, a purple star, a yellow and red swirl, and a red heart.



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



The diagram illustrates the operation of a Turing machine across four stages. Each stage shows a tape with a head position, a state indicator (Q), and a transition rule (Q, symbol, symbol, symbol). The tape contains a sequence of symbols (0, 1, blank) and a start symbol (q). The head moves from left to right, reading the symbol under the head and writing a new symbol, then moving the head to the next cell and changing its state.

Stage 1: The head is at the first cell (0). The state is Q. The transition rule is Q, 0, 0, R. The head moves right to the second cell.

Stage 2: The head is at the second cell (1). The state is Q. The transition rule is Q, 1, 1, R. The head moves right to the third cell.

Stage 3: The head is at the third cell (blank). The state is Q. The transition rule is Q, blank, blank, R. The head moves right to the fourth cell.

Stage 4: The head is at the fourth cell (q). The state is Q. The transition rule is Q, q, q, R. The head moves right to the fifth cell.

FLASHY DESIGN

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

48289 • Muse Deutschland GmbH • Tel +49 621 3098600

info@muse-deutschland.de • www.muse-europe.com



TRULY TRENDY

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

45737 • Giving Europe GmbH • Tel +49 421 5965970

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TIMELESSLY ELEGANT

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

41369 • elasto form KG • Tel +49 9661 890 0

mail@elasto-form.de • www.elasto-form.de





A LITTLE BIRD ADVERTISED IT TO ME

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

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



DING DONG BELL

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

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



COLOURFUL TIMES

The Hamburg-based company Krüger und Gregoriades has a wristwatch in their range that brings colour to your wrist. The quartz watch with three luminous hands and a green fluorescent dial protected by mineral glass, a stainless steel base and plastic case also features a silicone strap available in eight trendy colours: black, white, blue, green, yellow, orange, turquoise and pink. The case is also invulnerable to spray water. The button cell of the battery-operated watch is also included with delivery. The watch is delivered packed in a premium gift box.

47203 • Krüger & Gregoriades • Tel +49 40 731021-80
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UP ON THE WALL

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

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REALLY COOL

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

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



CLASSIC, SPORTY AND PRECISE

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

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TIMELESS ELEGANCE

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

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



IN STEP WITH THE TIMES

The "Station" wall clock from the Giving Europe GmbH collection opens up unlimited advertising opportunities. Whether in the office or at home, the big, attractive clock made of metal and real glass provides a constant eye-catcher for appropriate advertising messages. Apart from telling you what time it is, it also digitally displays the ambient temperature, making it suitable for both indoors and outdoors. Customisation is possible using pad printing. Batteries are included with delivery.

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There was also a cake with rubber ducks at the farewell celebrations for Monika and Walter Both.

MBW

BOTH COUPLE SAY GOODBYE

After 34 eventful years of service in the promotional product industry, the managing directors of mbw, Monika and Walter Both, are retiring. Since the company was founded in 1980, the couple have developed it into a successful, well-known and respected supplier in the industry.

It all began with reflectors. Today, the company mbw from the Schleswig-Holstein town of Wanderup near Flensburg boasts a balanced and coordinated mix of original as well as useful promotional products which have long since established themselves in the colourful world of the industry. Success, however, has always been a motivation in Wanderup. And that is why mbw focuses on continuous innovation. Company founder Monika Both and

her husband Walter have shaped the fortunes of their company in this sense from the very beginning, and put their unmistakable mark on mbw. From initially four employees, the number has grown to around 80 today.

CHANGE IN MANAGEMENT IN RELIABLE HANDS

Now, after almost three and a half decades, they are handing over the senior management to the long-term employee Jan Breu-



Numerous guests, including friends, colleagues, partners and companions from the promotional product industry attended the celebrations.

er, who was appointed managing director at the beginning of the year. The Boths know that their lives' work is in good hands with him: "He is almost part of the family. We are very close - and we rely entirely on his experience, his skills and his passion. He has proven time and again in recent years that he has great passion. Quality, safety, fair working conditions – Jan Breuer will continue to pursue these guidelines of our work. He also has an instinct for new trends and the further development of classic products, technical know-how and he enjoys dealing with customers," say the departing entrepreneurial couple. Jan Breuer will be actively supported by Andrea Both, the daughter of Monika and Walter Both, who is responsible for marketing at mbw and has known the company since her childhood.

INFORMAL ATMOSPHERE

Their farewell was recently celebrated in Hamburg and Wanderup. Monika and Walter Both used the final location of the latest Welcome Home Tour, the Edelfettwerk in Hamburg, as the setting for their "official" farewell to friends and partners of the promotional product industry. To this end, numerous friends, colleagues, partners and companions had gathered, including guests from Italy, Finland, China and Tibet. In his welcome speech, Walter Both reminisced



Daughter Andrea Both and Jan Breuer expressed their gratitude.



Business associates from China also attended the farewell party.



The new and now sole Managing Director Jan Breuer welcomes the guests.

about the development of the company and spoke of the “visions that accompanied us for many years” and, thanks to which, mbw has launched more than 100 million pedestrian reflectors on the market to date as well as other innovative product lines such as Squeezies and rubber ducks. This communicative as well as humorous evening was especially characterized by mutual gratitude and by a very friendly atmosphere, not least one of the characteristics of the entrepreneurial credo of the Boths and one of the success factors of mbw. Michael Hagemann, head of the Munich Hagemann Group, surprised with a remarkably amusing laudation. Dressed as a car inspector, he praised the attributes of the “oldtimer” Walter Both in a particularly humorous way. Jan Breuer and Andrea Both thanked the departing entrepreneurial couple and promised to continue the traditions of the company. Volker Donsbach, Busi-

ness Development Manager at JCK Holding, which has also been affiliated to mbw for several years, presented a marzipan cake with one of the distinctive rubber ducks.

“ONLY” AS VISITORS AT THE PSI

Slightly more emotional was the farewell at the company Christmas party in the home town of Wanderup the next day. As Monika and Walter Both emphasized, both of them are looking forward to a new and quieter phase of life together, and to also de-

voting more time to their second passion, sailing. Their interest in the world of promotional products will continue, however, albeit somewhat at a distance. They will be attending the PSI 2015 as visitors for the first time and will just be stopping by at the mbw stand to drop off their coats and then explore the trade show in peace,” says Walter Both with a wink. www.mbw.sh <

Walter Both as a crumple head: A special farewell edition designed by the creator of the Bert series, the Florentine artist Massimo Indrio, who was also in attendance.





SIGURD EMT

THE ACRYLIC PROFESSIONAL

20 years ago, Sigurd Emt went into business for himself with E & H Design. He has since expanded the two-man operation into a medium-sized, ISO-certified company. The specialist for plastic and acrylic processing and finishing offers customised products for numerous industries, including the advertising and packaging industry, as well as tailor-made promotional products. This is the portrait of an entrepreneur with a wealth of knowledge, courage and ideas.

Sigurd Emt is one of those entrepreneurs who know all the production processes in their company well enough to assume they operate the machines themselves. Is this perhaps a relic from the start-up phase when they were actually familiar with all the operations? That was certainly the case with Sigurd Emt when he took the plunge into self-employment together with his plant manager, Kai-Uwe Hansmann, in 1994. At that time, he had had experience in the sophisticated technology of vacuum forming, also known as deep drawing or thermoforming, and set up his own production in this area. Since then, Emt has steadily developed the company, and

expanded the service portfolio with acrylic glass processing in 2009 and digital printing in 2013. After the start, everything was going well until an accident in 1998 forced him to make a completely new start: "We had just settled in when our production hall burnt down completely. That is why we had to start from scratch again. It was difficult, but we managed and we were able to expand in 2001. In 2004, we moved into our current building which we partly own," explains Sigurd Emt.

MANUFACTURING EXPERTISE AND EXPERIENCE

Products are developed and manufactured exclusively at the company headquarters

in Wörrstadt near Mainz. And this should remain the case, assures Emt. That "Made in Germany" would become such a valuable seal of approval over the years had not been envisaged in the start-up phase. Relying on domestic production from the outset was all the more advantageous for E & H design. Short distances, uncomplicated communication, rapid processes, maximum flexibility and small quantities are the benefits the medium-size manufacturer can offer its customers. "Our customers can benefit from our growing production expertise and long experience. Whether it be a thermoformed product or an acrylic glass product, if the customer does not find

anything suitable in our standard range, we develop a customised product together with him," explains Emt. From the initial design through to construction and sample production to the marketable product, the customer gets everything from one source. Intensive, expert advice is the first step towards the product. Not only is the idea and its technical feasibility discussed, but the best suited material for the respective project is selected from the many possible materials. The customer is in the best



of hands with the professionals of E + H Design during the entire development and production process.

CUSTOMISED PLASTIC AND ACRYLIC

The product portfolio that emerges is diverse: Both thermoforming as well as acrylic glass processing offer the possibility to produce a wide spectrum of products for a wide range of industries. "Storing, protecting, arranging, transporting, presenting, covering, advertising – you can do all of these with our products," explains Sigurd Emt and cites a few examples: "Sales aids such as merchandising stands in many shapes and sizes, containers, brochure racks and money trays, but also product inserts and inserts for Advent calendars are part of our product portfolio. We can also produce customised packaging, for example in the shape of a product, food safe for herbs or customised for electronic accessories, as well as dummies and merchandising items." E + H Design is very successful in the area of displays which can be supplied from one or more materials

from their own production. By involving partners, non-plastics can also be processed as components. Displays are the all-rounders in sales promotion and are particularly suitable for the presentation of small items, cosmetics or sweets. Many of the functional and attractive acrylic products are used in catering.

EVERYTHING FROM A SINGLE SOURCE

Sigurd Emt shows us the state-of-the-art machinery which not only consists of thermoforming machines, plating machines and roller machines, but also includes equipment for further processing. Depending on the application, the part that comes out of the machine becomes exactly the product that the customer needs by means of stamping, milling, bending, drilling, bonding, welding or lasering. Depending on the order, individual components are packaged or assembled. Of particular interest for the promotional product industry is also the next step, surface finishing, which can be carried out directly in the company. In addition to a laser printer, the company now has a digital printer of the latest generation, with which large-size acrylic parts, Dibond panels for outdoor advertising or wooden panels for signs can be printed. Display stands made of acrylic, for example, are first printed on both sides before they are shaped using laser machining.

QUALITY MADE IN GERMANY

Technical developments are constantly being made and E + H Design always keeps abreast of the latest technology: The use of continually improved thermoplastics, tools that are mainly produced in-house, machines with CNC technology and highly skilled personnel enable individual operations to be carried out more easily and faster. This not only means a higher productivity, but also higher precision. Even the most complex parts can be processed quickly and accurately. In order to maintain this high standard and to make production even more ef-



ficient, the company constantly invests in new machines. As a result, this opens up new avenues of business. It is no coincidence that E + H Design is certified according to DIN ISO 9001. The customer can therefore rely entirely on the fact that the highest standards are maintained, from the material right through to the entire production process. "Our customers expect us to not only solve individual problems, but also to deliver first-class results. We meet this demand by offering the highest quality, for example, by permanently controlling all materials and tools used, as well as the products themselves. This is all carried out by highly qualified professionals," explains Emt. "During discussions with the customer, the customer's wishes are specified and we can generally implement everything that is technically feasible." Even toolmaking is mainly carried out in-house. Therefore parts can be produced at very short notice.

PRODUCTIVE TECHNOLOGY

During the company tour, we also learn how the plastics processing method of thermoforming works. Thermoforming makes a wide variety of products for diverse applications possible: "In the case of vacuum forming, plastic plates are brought into the desired shape by using heat and by means of a vacuum. This makes it possible to economically produce individual parts in small batches with minimal tool costs



SIGURD EMT IN PERSON

What was your first thought this morning?
Hopefully my daughter won't be late for school! And I have to finish an offer for an urgent inquiry straight away.

When is your day a good one?
When I have had fruitful discussions and can go home with a clear conscience.

What gets you in a good mood?
When there is a lot to do and little unproductive time.

And what drives you crazy?
Injustice.

What are you most likely to forgive yourself for?
My impatience.

When do you lose track of time?
During a football game in the stadium – but also at my desk.

If you were forced to take a four-week holiday, where would you go?
I would spend about two weeks in the mountains and the rest of the time at home.

What do you like spending your money on?
On things that interest me from a technical perspective. For instance, a new machine.

Do you let yourself get seduced by advertisements?
Sometimes. It depends on how I am feeling at the time.

When is a promotional product a good promotional product?
When it attracts my interest and motivates me.

What is the best promotional product you have ever received?
A bag that I have been using for many years.

What do you find irritating in relation to promotional products?
If they have been poorly made and designed.



and short lead times,” explains Sigurd Emt. Therefore thermoforming is also a cost-effective alternative to injection moulding. In particular, pressure forming of packaging has gained in importance and has meanwhile captured a significant market share, adds Emt.

THE SPORT ENTHUSIAST

Harmony and friendly interpersonal relationships are close to the heart of Sigurd Emt, a team player both at work and at home. As an active footballer and handball fan for many years, he knows

how important it is to have a good atmosphere and to be able to rely on each other. That is why he also ensures that these values are respected in his company. As variety can enhance satisfaction, he encourages employees to take an interest in things beyond their field of work. He also maintains personal contact with customers because a single conversation often leads to more understanding and information than a flood of e-mails. He has also had very good experience showing customers the production. This enables them to gain a clearer impression of the performance of the company and the individual product development. At the end



of our visit to Wörrstadt, we make a detour into the world of sport. The sports-minded entrepreneur recently fulfilled a dream by opening his own sports store. “We are a supplier for team sports and also offer textile finishing. In addition, we also offer assortments for runners, club and recreational athletes,” explains Emt, who has been involved in the local sports club for many years and supports it as a sponsor. The latest project is a charity run in which regional companies can participate. The proceeds together with two per cent of the revenue from the sports store go to selected projects. Showing so much commitment deserves the utmost respect.



Summit Indirekter Einkauf

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www.imek-messe.de

INNOVATIVE PROMOTIONAL PRODUCTS

ELEGANCE AND DISTINCTNESS

Elegance and distinctness – so you can specify the LENOX pen, novelty of DreamPen company for 2015. At first sight, our attention is caught by the distinctive shape and elongate nozzle, which finely highlight its elegant design. Harmoniously selected materials and colors create a stylish advertising media. The model is available in full solid, transparent and satin version. Metallic finish of the pen highlights its exclusive character. Due to the ability to give, a fragment or the whole clip, any shape, Lenox pen meets the high visual and advertising demands. Distinctive shape, solid manufacture and high-quality surfaces provide an innovative and functional character, that will delight everyone.

45720 • DreamPen • Telefon: +48 68 47722-30

dreampen@dreampen.pl • www.dreampen.com • www.clip4you.pl



ELEGANT AND HEALTHY

Multiflower is offering an elegant cup in which health and wellness can grow. Just let the compressed soil swell with water, sprinkle the peppermint seeds and a healthy plant soon grows. The peppermint leaves are perfect for a relaxing tea infusion. The surrounding sleeve offers plenty of space for your advertising message. An individual design is possible from 500 pieces..

45974 • Multiflower GmbH • Tel +49 6223 866560

info@multiflower.de • www.multiflower.de





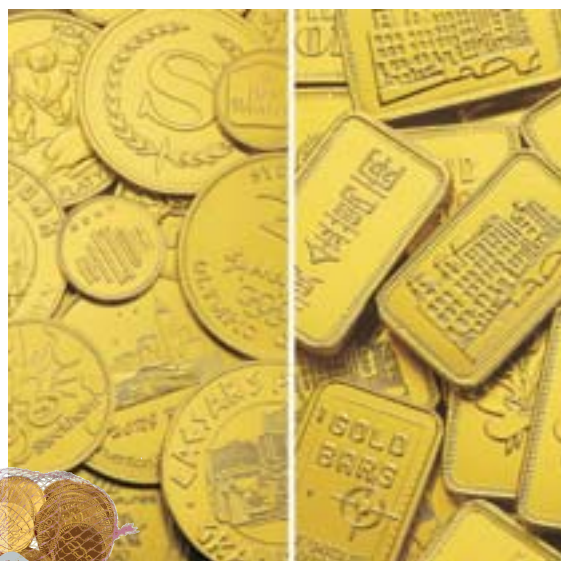
EXOTIC SNACK PACK

The snack assortment from JUNG Bonbonfabrik has been extended to include an exotic stick in either silver or white foil. As a summer version consisting of dried pineapple pieces mixed with coconut. For the cooler part of the year as pineapple with chocolate pieces. An ideal give-away for all communication activities in advertising.

41545 • JUNG Bonbonfabrik GmbH & Co. KG • Tel +49 7042 907-0
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www.stereo-holland-gebaeck.de



“HÜTTENZAUBER” TO GO

Teutoburger offers delicacies of fine art for everything you need to eat and drink. New to the range: The “Hüttenzauber” – simple and convenient for home. In decorative packaging in a carton – unbreakable and ready for dispatch – are two frosted glass cups with rustic decor, a bag of Jagertee, a mini bottle of rum, two candy sticks and a punch recipe.

42842 • Teutoburger Spezialitäten • Tel +49 5405 93110
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POS PRODUCTS IN PERFECT STYLE

The first impression is important – in particular in case of POS articles! Therefore ESC will be presenting itself as full-service supplier of high-performance digital, screen or pad printing machines for product decoration. Visitors, for example, who want to get rapid and constant high-quality prints on T-shirts make the right choice with the Kornit digital dtg garment printing systems. The model Breeze has been specifically developed for small to mid-sized businesses and is designed for a max. printing size of 350 x 450 mm. The integrated automated pretreatment is significantly time saving and the one-pass white and CMYK printing leads to fast production rates. Not limiting itself to only printing systems, ESC is also offering the adequate accessories as for example suitable drying cabinets for quick drying of the printed garments.

41768 • ESC Europa-Siebdruckmaschinen-Centrum GmbH & Co. KG

Tel +49 52 22 809-0 • info@esc-online.de • www.esc-online.de

NOSTALGIA IN HIP RETRO GLASS

The little retro glass 45 appeals with delicious fruity-tasting fruit mix pieces or refreshing premium mint. For nostalgia fans, the larger retro glass 120 is a dream: a fruit mixture in retro shapes familiar from childhood days or an invigorating blend of herbs. The individual design of the advertising space (all-round sleeve with digital printing) ensures these giveaways will light up the faces of all target groups and are guaranteed not to be forgotten.

41545 • JUNG Bonbonfabrik GmbH & Co. KG • Tel +49 7042 907-0

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



BIG BRANDS FOR A BIG IMPACT



Anyone wanting to enthuse his customers with eye-catching messages and reach target groups in a playful manner can now take advantage of a promotion of ASS Altenburger with well-known brands. ASS Altenburger is now offering the following Hasbro brands for promotional purposes: Monopoly Deal, Cluedo, Trivial Pursuit, Boggle Slam, Battleship, Wer ist es?, Pictureka. Individual packaging, card sizes and card numbers are possible – depending on the specified minimum number of cards in each game. There is a choice of seven different popular Hasbro games and Mini-Uno from Mattel for two to six players.

41169 • ASS Spielkartenfabrik Altenburg GmbH • Tel +49 3447 5820

info@spielkarten.com • www.werbespielkarten.de

FUNSTYLE MANICURE SET

The experts at Hermann Flörke GmbH are offering a manicure case in classic style with decorative stitching and made of haptically appealing thermoplastic elastomer – a must-have for her and him. The case contains a sapphire file and tweezers of Solingen steelware quality as well as nail scissors suitable for manicure/pedicure. Instead of the scissors, the set is also available with nail clippers. Standard colours are white, blue, red, green, orange, pink, purple and smoke grey. Promotional printing is possible by means of pad printing and digital printing.

44294 • Hermann Flörke GmbH • Tel +49 6104 73373

info@floerke.de • www.floerke.de



MULTI-COLOURS FLAVOURS

For those who cannot decide what sweets to choose, Kalfany Süße Werbung has the solution: 15 multi-coloured flavours in a crispy coating. The small, colourful, bean-shaped American jelly beans make a good impression in two promotional bags. The crystal-clear promotional bags and classic promotional bags offer sufficient space for high-impact advertising messages of all kinds. Kalfany Süße Werbung produces the individual promotional bags with colourful, American snack treats using IFS-certified manufacturing and guarantees a fruity and crunchy delight with a tasty promotional impact.

42706 • Kalfany Süße Werbung GmbH & Co. KG • Tel +49 7643 801-555

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

A REAL GOODIE AMONG THE HOODIES

A must-have among hoodies is the SOL'S SNAKE. It is made from 50 per cent ring-spun cotton and 50 per cent polyester, brushed inside and is therefore extremely comfortable to wear. In addition to a colour-matched cord, this hoodie also boasts the typical kangaroo pocket. The SOL'S SNAKE is particularly suitable in the area of promotion and fashion, it is available in eight modern colours and in sizes from XS to 3XL.

44472 • SOL'S Soloinvest S.A.S. • Tel +33 1 42211684

audrey.o@soloinvest.com • www.sols-europe.de





A NEW GENERATION

Finally S BELLA! is ready to reveal itself. It is the first twist Stilolinea pen, designed and engineered in collaboration with the Department of Architecture and Design of Polytechnic University in Turin. S BELLA! simply exhibits a mix of extremely new features combined with an innovative structure. Its section, from a circle at the bottom of the pen, becomes a diamond at the top. So the pen is always different depending from the side it is observed. The front side can be the one of the clip or can be the one of the diamond: customers logos have more chances to be visible. Moreover, there is a wide range of versions, for satisfying all clients needs. As a result, this writing instrument permits a versatile customization: You can use pad printing, digital printing, silk-screen printing, labels or lenticular labels. S BELLA! Pen is proposed in four different versions: S BELLA!: "Make the difference in the promotional market" through a new design, modularity and a wide range of customization capabilities. The first Stilolinea twist pen, with a big clip and a huge space for promotion (barrel, upper barrel, clip, diamond). S Bella! Young: "Think Different and Break the rules". Pure italian design, fashion colours and no clip to satisfy the demand of less conventional markets (beauty-wellness-fashion sectors, etc.). S Bella! Add-On: "With a small Add-On you can change your business". Add more space with different shapes. This is the version with the highest potential to enter in other markets, different from the promotional one, like stationary or toy sectors. A way to reach this goal is to create a solution combining the pen with stickers, labels or prints of licensed characters, QR codes. S Bella! T-Screen: "For all the multiscreen surfers familiar with the well-known Round-head Touch Screen pen". An high tech item specifically designed to write on mobile devices like an every-day pen. Another chance to enter in a new market like the one of the biggest retail chains of electronic products.

45328 • Stilolinea S.r.l. • Tel +39-011-2236350
info@stilolinea.it • www.stilolinea.it

EASTER EGG TREE

At the company emotion factory, Easter eggs grow on shrubs: Especially promotionally effective is the eye-catching box with seeds of the decorative egg tree. The clay pot guarantees a lot of excitement when watching the seeds grow and binds the recipient of this emotional promotional message for a long time. The yellow egg candle is also included in the package. In order to sweeten the waiting time, a little golden Lindt Easter bunny can be ordered as an option. An individual advertising sticker is available from just 250 pieces in 4c printing. Samples and further information as well as the new catalogue covering the entire range of 2015 is available from the emotion factory team free of charge.

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





INNOVATIVE. POWERFUL SOUND

Style and a great sound in mini format. This is the new radio generation now on the market. The plug radio fits into any wall socket and is more than just a radio. When connected to the mobile terminal, your own playlists can also be played. The new plug radio is so small and light that you can take it with you anywhere – incidentally for ten hours without having to use an electrical socket. Innovative technology and a puristic design are combined in ten by ten centimetres of brilliant sound quality.

11732 • agent C GmbH & Co. KG • Tel +49 40 280045-98
info@plug-radio.de • www.plug-radio.de

RADIANT NIGHT OWL

Sports and garden fans who like to be in the garden or on the sports field even when there is no sunshine or daylight will find a radiant solution with the solar LED lamp from the premium range of Brennenstuhl. With a coverage angle of 180° and a maximum reach of up to ten metres, the LED spotlight achieves a luminous power of 320 lumens. This is enough to brightly illuminate any garden, your yard entrance or a sports field. The eight high-power LEDs with a frosted diffusing panel can light up a wide area. The length of time the light stays on and the response brightness are individually adjustable. The built-in batteries provide sufficient electric power. In addition, the batteries are charged by the solar panel during the day. They can be custom-finished upon request.

41141 • Brennenstuhl GmbH & Co. KG
Tel +49 7071 8801-171
werbemittel@brennenstuhl.de
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SILLY SEASON

Helau and Alaaf! It's carnival time – the so-called “fifth season” has many names, faces and is celebrated all over the world. The company AFW Creativ Stickerei shows that one can also take the funny side of life seriously and supplies jesters, revellers and carnival princes with the main decorative elements. President caps, prince caps and committee caps, all custom-made and of the highest possible quality, are created, restored and finished using a wealth of expertise and craftsmanship. Of course, in the other four seasons AFW Creativ Stickerei also demonstrates its competence and expertise in customised embroidery and custom-made products such as flags, pennants, corporate textiles and much more.

46844 • AFW Creativ Stickerei GmbH • Tel +49 9255 80775-12
info@afw-stickerei.de • www.afw-stickerei.de

COOL AND INTELLIGENT

The Stabilo Neon highlighter impresses with its remarkable tube shape and smart product features. Stylish, a cool design, intelligent and available at an impressive price, this cool highlighter tube conveys advertising messages in a whole new way and is sure to enthrall all target groups. The new Stabilo Neon impresses with its minimalist tube look, soft surface material and intelligent product features such as the five high-quality neon ink colours yellow, orange, green, pink and magenta and patented technology for four hours of anti-dry-out protection in the two different line widths of 2 and 5 millimetres. The Stabilo Neon is as exciting and appealing as the neon signs in Las Vegas – luminous advertising messages are particularly eye-catching. As a result, this promotional tool is the talk of the town and is particularly suitable for lifestyle-oriented applications. Here, the motto applies “Quality – nothing less comes into the tube”. The unusual design also inspires experts: The innovative Neon highlighter was awarded both the iF Product Design Award and the iF Packaging Design Award in 2014.

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



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YOUNG, FRESH AND SUSTAINABLE

E+m Holzprodukte has introduced a young, fresh, colourful range. Satellite is a puristic ballpoint pen in a ball-shaped stand which is partially printed in the trendy colours of white, ice blue, light green and orange. The wooden parts are made of FSC-certified beechwood and are sourced from certified sustainably managed forests. The ball itself offers a large advertising space for customised printing or laser engraving: For advertising which is always visible. And Cap, the wooden ballpoint pen with a coloured cap, is a perfect travelling companion. FSC-certified beechwood is also used here as the raw material. The caps are made with water-based stains. The pure wood character especially appeals to a young design-focused clientele. All products are manufactured at e+m Holzprodukte, the traditional Bavarian manufacturer of wooden products.

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

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



EFFICIENT PERFORMANCE – TIMELESS DESIGN

Efficient performance in a timeless design, all in an attractive package. Zweibrüder Optoelectronics makes it possible. Firstly, the LED LENSER P5E flashlight. Inside is a highly efficient LED that not only ensures bright light, but also a long illumination life. The E in the name of the lamp stands for Eco. Infinitely variable focusing of the beam using the Advanced Focus System is a particularly convenient feature. Secondly, the Leatherman Wingman – a lightweight, pocket-sized a multi-functional tool made of stainless steel.

44323 • Zweibrüder Optoelectronics GmbH & Co. KG • Tel +49 212 5948-0

info@zweibrueeder.com • www.zweibrueeder.com



TWO TRENDY PARTS

The bag specialists at Trendbagz are presenting two trendy useful products made from tarpaulin. The “Truckz Retro” shoulder bag recalls the look of the 60s and 70s. In addition to its eye-catching look, the bag offers a generous advertising space and the material protects the contents. It is currently available in black and silver and can be finished using screen printing or embroidery. The “Truckz Net” offers optimum protection and space for a laptop or tablet up to 11 inches. An extra compartment ensures a tablet is securely held. The durable material protects your netbook or tablet and provides optimal advertising space which can be finished either by using screen printing or embroidery. The “Truckz Net” is available from stock.

48336 • Trendbagz GmbH • Tel +49 201 8993650

info@trendbagz.com • www.trendbagz.com

MULTIFACETED ELEGANCE

The Crystal, one of the new products from the company uma, is a real gem. The slim plastic twist ballpoint pen with a heavy, glossy chrome metal tip is available in an opaque gloss finish or in a transparent gloss finish. And with its embedded elements in the upper part – either in colour or a metallic look – it always sets individual accents thanks to the almost unlimited colour combinations. And these accents are decisive arguments for customers. The new Crystal is a pen for people who prefer restrained elegance to pomp and luxury. Therefore, the Crystal is more than just a writing instrument. It gives promotional messages a charming, almost secretive look. The familiar uma TECH refill guarantees long-lasting enjoyment of

writing – whether in blue or in black. The interaction of a nickel silver tip, a tungsten carbide ball and paste manufactured according to ISO standards guarantees superior writing quality over 4,000 metres.

41848 • uma Schreibgeräte Ullmann GmbH

Tel +49 78 32 707-0

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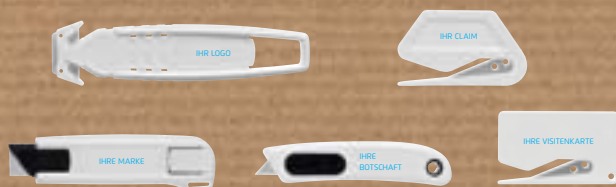
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FORECASTS

The last forecast for the year just ended was that it would be a mixed year. In the end, the promotional product industry in Germany recorded a slight improvement and the forecasts for 2015 are in line with the positive mood of the PSI Trade Show. This is very gratifying because all the facts and figures relating to the relatively new year are actually extremely optimistic. The PSI European trend barometer presented for the first time at the PSI showed a significant upward trend. 736 companies in the promotional product industry in Europe had responded to the questions of the PSI on industry issues and the economy. 61 per cent of the European companies expect growth in 2015

and around 30 per cent expect stability. The responses concerning distribution channels and the subjects of direct business and sustainability are also interesting. The study, which is to be carried out several times a year, is available to PSI members exclusively and free of charge. Make sure you have a look at the report – we now have valid data for the industry!

It was no coincidence that we announced the “PSI Sustainable Award” at the trade show at the same time. The subject is regarded by the industry as important and many PSI members have been pushing it. The award is designed to make sustainability measurable. The three aspects of economy, ecology and social issues have

been given equal consideration. Companies can participate in the “PSI Sustainable Award” from March with campaigns, products and business initiatives in eight categories.

We are still in the process of developing new services and innovations for the promotional product industry; services that are suggested by you, our members. Sincere thanks goes to all of you for your active communication and collaboration as well as your many feedbacks. This makes working in the industry fun, even if the issues are not always pleasant.

This is why I would like to take this opportunity to repeat what I said at the trade show: you do not always have to love the PSI, but one cannot help but appreciate it as the most important European forum of the promotional product industry and as a key representative of our common interests. We give the market a face and the industry a voice. This will also be true in the future.

»The PSI European trend barometer is available to PSI members exclusively and free of charge. Make sure you have a look at the report – we now have valid data for the industry!«



Best regards,

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Please give consideration to the April issue with the title themes ‘Writing instruments and office supplies’ as well as ‘Safety products’ and send your product presentations (image and text) no later than 18 February 2015 to: Edit Line GmbH, PSI Journal, e-mail hoeche-mer@edit-line.de.



COLOURFUL IMPRESSIONS OF THE PSI 2015

Trends, innovations, genuine product fireworks, compelling new highlights such as the PSI CATWALK and the successful relaunch of the PSI AFTER WORK, numerous small and large exhibitor campaigns – the PSI 2015 offered a wide variety of reasons to start the new promotional product year with enthusiasm and confidence. On our exhibition pages, we show how colourfully and exhilaratingly the European promotional product industry celebrated its significant start to the year.



BWG JOINS THE UNITED ASSOCIATION

With a resounding “yes”, the voting members of the German association of promotional product consultants and distributors (bwg) approved the merger agreement to create a united association. As part of its general meeting on the eve of the start of the PSI Trade Show in the presence of a notary public, bwg cleared the way for a new united association of the promotional product industry in Germany.



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