

➤ **PSI**

**POWER FOR PROFESSIONALS**

International magazine  
for promotional products

**MARCH 2015**

Volume 54

# JOURNAL



**Thomas and Wolfgang Schnabel**  
**Artur Schnabel**

**A family with great  
flair for tin**

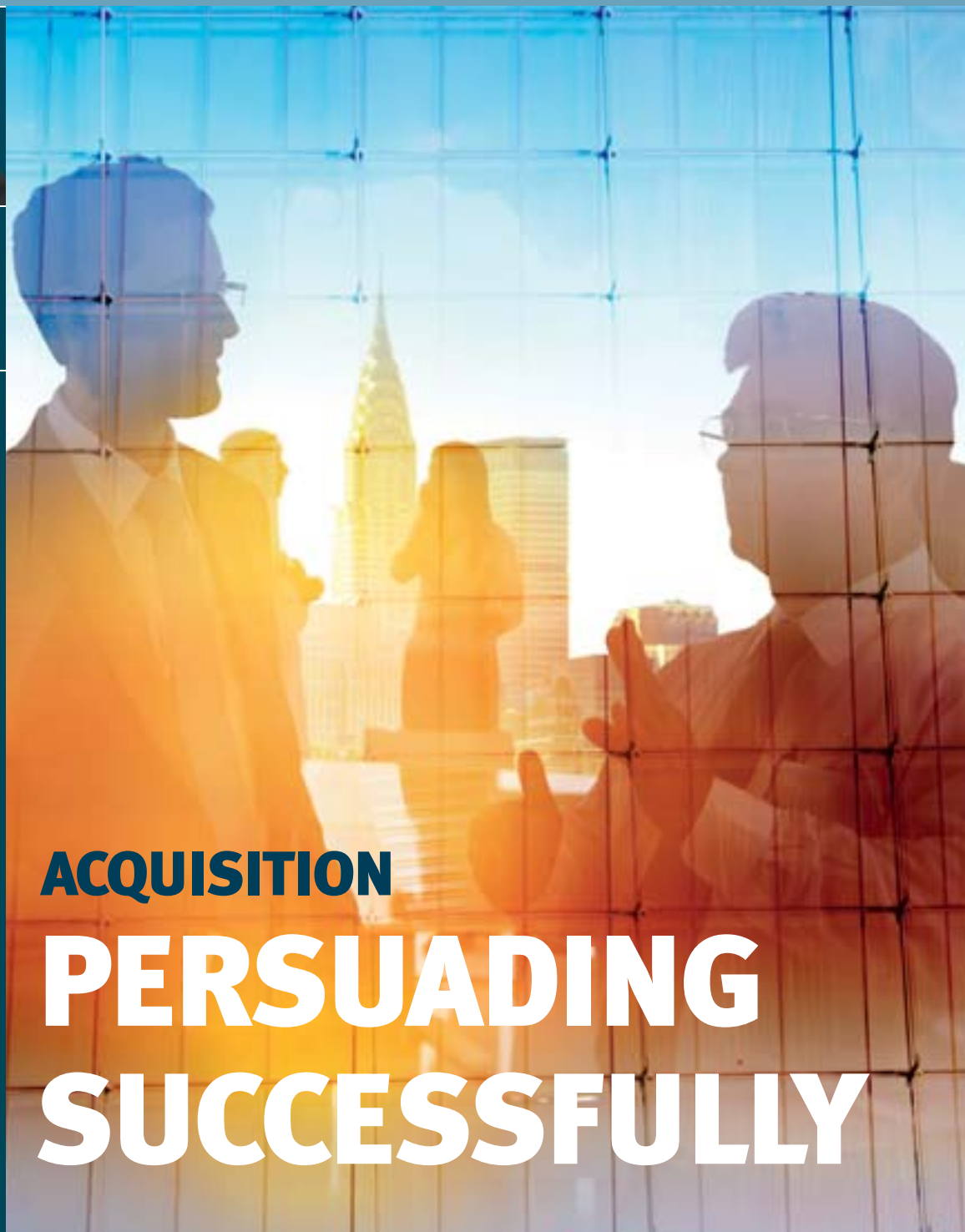
**Review of PSI 2015**  
**Three fascinating days**

**PSI becomes more  
international**  
**Once across the globe**

**PSI Promotion World**  
**A trade show with  
added value**

**Product Guide**  
**Textiles and accessories**  
**Giveaways**

**Industry**  
**Powerful start into 2015**



**ACQUISITION**

# PERSUADING SUCCESSFULLY



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## EDITORIAL

## TIMES ARE CHANGING

Everyone knows it, everyone says it, but nobody really believes it. The times are changing. If I drove today as daringly as I did at a young age, I probably would not live to enjoy next summer. In former times, the Nürburgring was everywhere and everyone was a little racing driver with petrol, not alcohol, in his blood. And yet it was a responsible risk. The then 15 million vehicles have become 54 million – in Germany alone. It is evident that the times have not only changed on the roads, everything has changed. Today we drive in accordance with regulatory signs, closely monitored by the police and fastened with seat belts. We have become accustomed to all that and the car is still our favourite toy.

In other areas of life, it is exactly the same: We were all excited about playing with toys in the past. Like all children, we took them apart, chewed them and took them to bed with us. In countries without “REACH” and similar monitoring systems, children who do that today are often sick at a young age with illnesses of the testicles, kidneys or liver. They are more likely to develop diabetes, boys do not fully develop and girls develop breasts before they can even run. Each year, several million tons of plasticizers are produced and integrated into toys, cosmetics, packaging and pharmaceuticals as silent helpers to make them elastic and flexible. We all inhale these substances, eat them or allow them to penetrate through the skin into our bodies. Because the problems that this can cause are not immediately noticeable, we are inclined to play down their significance.

The same principle applies here, too: The times are changing and we must adapt and pay more attention. Now I am the last person who wants to advocate a pampered society. But the government, industry and citizens must be more alert. The responsibility has also shifted and as a result the risks have increased. Those who used to be responsible for products locally or on a federal level are now located thousands of miles away in completely different legal and social systems. Therefore we need to reactivate our previous responsibility systems, just differently – even in the promotional product industry.

In the future, PSI will play a key role in this respect. At the PSI Trade Show, the corporate network presented the new Sustainability Award. And it will not stop at the award; it will be an issue for manufacturers, importers and distributors in the future. And it will not only make the entire industry appear more credible and responsible – it actually will be. You will be hearing a lot more about this.

Keeping this in mind



Manfred Schlösser

Editor-in-Chief PSI Journal

Your opinion: [schloesser@edit-line.de](mailto:schloesser@edit-line.de)



Manfred Schlösser

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## MOVE WITH THE FASHION

32

What may have been fashionable yesterday is already totally out today. The latest fashion trends change like the seasons. And like them, many things return over and over again, albeit in a varied or modified form. The manufacturers of promotional textiles also follow these trends. Trends were also followed at the PSI FIRST Club that also impressed at its second edition with smart, innovative promotional product premieres that were first seen at the PSI 2015.



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## ACQUISITION: PERSUADING CUSTOMERS SUCCESSFULLY 8



The path to the customer is often blocked by numerous obstacles. Even making a phone call to the right person is a hurdle that some salespeople are unable to overcome. In previous posts, we presented effective strategies to persuade customers to hold a conversation. However, when talking to the decision maker, the salesperson usually encounters typical objections. Whoever responds appropriately is a good deal closer to achieving sales success.

## PSI 2015: DAZZLING PICTORIAL GALLERY 22



The 53rd PSI was the perfect proof that the right mix is what matters. Europe's number one trade fair of its kind offered an even larger spectrum of three-dimensional and multisensory advertising power. Even the number of (international) exhibitors increased again. And in addition to "business as usual", there were plenty of opportunities to successfully network while socializing at receptions, happy hours, after-work events and informal conversations.

## A TRADE SHOW WITH ADDED VALUE 30



Show presence. Attract attention. Demonstrate expertise. Establish contacts. The PSI PROMOTION WORLD is not only an excellent stage for the eye-catching presentation of promotional products. Events such as the "marketing forum hannover" and the "First Choice Award" are an added attraction for marketing and advertising professionals.

## BWG: EMPHATIC "YES" TO A UNIFIED ASSOCIATION 52



This annual general meeting was anything but business as usual, even though the German association of promotional product consultants and distributors (bwg), in keeping with tradition, held it on the day before the PSI. The traditional meeting turned into a historic day. By agreeing to a unified association, bwg members took a major pioneering step.

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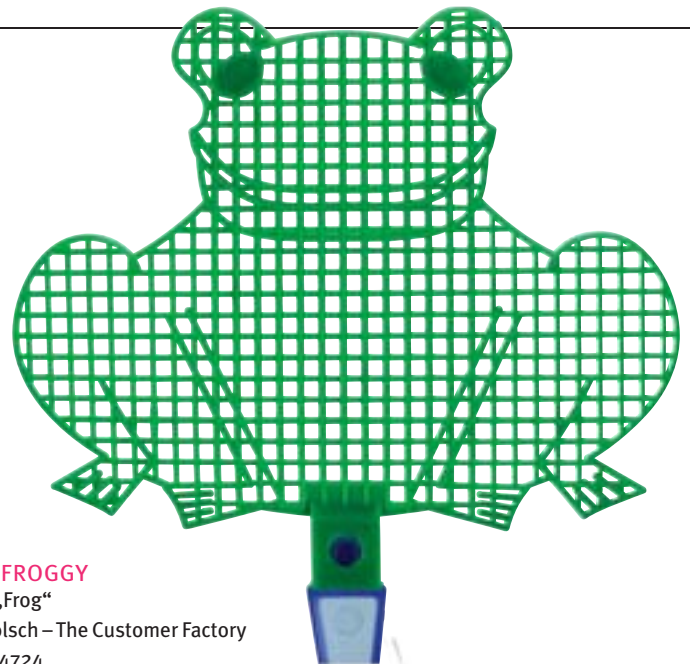
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**PROMOTION AT GREEN**

As the colour of annual renewal and the triumph of spring over the cold winter, green symbolizes hope. Green also stands for freshness, nature, health and happiness, as well as for assertiveness and perseverance. Green is a colour that is used in a multitude of applications. Green traffic lights indicate “drive off”, in a German card game, the spade of a French hand is called “green”, the Esperanto flag (part of the Esperanto language) is green, the green is the target area in a game of golf, red wine bottles are usually made of green glass to protect the wine against bright light. And green is a popular colour chosen for attractive promotional products, as our examples show.





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## MOLESKINE CONNECTS TO THE ADOBE CREATIVE CLOUD®



One of the well-known brands which will be at the PSI PROMOTION WORLD 2015 in Hall 23 of the Hanover Fairgrounds from 17-19 March is Moleskine®, heir and successor to the legendary notebook, now with a whole family of tools for creativity and productivity – including notebooks, calendars, digital device covers, digital applications, bags, writing utensils and reading accessories. Against the backdrop of the CeBIT, the worldwide digital economy's most important event which is being held at the same time, Moleskine is creating a link from the analogue to the digital world of promotional products in these seemingly tailor-made surroundings and presenting the market with a new solution for the creative process to save time in both paper-based and digital workflows.

### LINK TO THE DIGITAL WORLD

In collaboration with Adobe, Moleskine presents users with a Moleskine notebook that

is directly connected to Adobe Creative Cloud®. Thanks to the Creative Cloud-connected companion app, drawings can be further worked on later in Adobe Photoshop® CC or Adobe Illustrator® CC. These tools and services are powered by Adobe Creative SDK. Companies can use this new software toolkit to incorporate their projects and services seamlessly into Adobe Creative Cloud so that users can move effortlessly between analogue and digital planning and image capture. The new toolset streamlines and simplifies the creative process and enables an unimagined degree of integration from the first to the last step.

### TAKING THE DEVELOPMENT OF PAPER ONE STEP FURTHER

The Moleskine Smart Notebook and the Creative Cloud-connected companion app enable drawings done by hand to be quickly converted into fully editable vector graphics that can be accessed in Adobe Creative

Cloud. Drawings are created in the Moleskine Smart Notebook (Creative Cloud connected) and captured with the free companion app (as yet only for iPhones). The image is processed and optimized with the aid of special page markers in the margins of the notebook. Then it is transferred in two different image formats (JPG and SVG) into Adobe Creative Cloud and can be opened in Adobe Photoshop® CC or Adobe Illustrator® CC for a final touch-up. The entire process requires only a few simple steps.

### TAKE ADVANTAGE OF SPONTANEOUS IDEAS

The first steps in a creative process often occur offline, outside the studio or on-the-go. The portable, easy-to-use Moleskine notebook is ideal for using on the move. Ideas can be sketched directly onto paper from anywhere. Many creative thinkers claim to get their best ideas when they're on the move. Now they can continue working on them when they're back in the studio. Never before have creative tools been combined in a common system that so seamlessly connects analogue and digital processes together from the first to the last step. The notebook provides the blank page on which the initial spontaneous ideas can be projected – without cables, WiFi or a desk. The Creative Cloud-connected companion app is available free of charge in the App Store (currently only for iPhone). For further details visit [moleskine.com/adobe](http://moleskine.com/adobe) <





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## ACQUISITION

# PERSUADING SUCCESSFULLY

The path to the customer is often blocked by numerous obstacles. Even making a phone call to the right person is a hurdle that some salespeople are unable to overcome. In previous posts, we presented effective strategies to persuade customers to hold a conversation. However, when talking to the decision maker, the salesperson usually encounters typical objections. Whoever responds appropriately is a good deal closer to achieving sales success.

**A**ll salespeople know the relief of finally reaching the desired decision maker on the phone after several attempts. However, depending on the solution offered or the situation of the target group, the next challenge usually follows in this situation because as a salesperson you are

usually confronted with objections of the following type:

- We are satisfied with our service provider.
- We have no budget.
- We do all that in-house.
- We have no time.
- We do not have any requirements.

- Send us your sales literature and, if necessary, we will contact you.

It may seem surprising that the latter response is among the objections. If sales literature is requested, isn't that a clear sign of interest? Of course, it may occur that someone is actually interested. But the rule is, however, that this is a defensive manoeuvre. Objections such as the examples mentioned above are the main obstacle to establishing business contacts and they represent a major problem for the systematic acquisition of new customers. That is why "dealing with objections" is an important topic for every canvasser.

### THERE ARE NO NOSTRUMS

When dealing with objections, the following applies: Say goodbye to nostrums. Let us assume that the target customer said: "We are satisfied with our service provider." Then the following common examples of responses from daily practice are ineffectual:

- But we can show you how to ... even more effectively.
- Yes, of course. With us, however, you can see how ...
- Never mind! Two service providers are better than one ...





### PARAPHRASE

Definition: Repeat in your own words what the other person has just said.

### EFFECTS OF PARAPHRASING

#### Esteem

The other party feels respected as his words are “a piece of himself”. The esteem is felt more strongly than if it had come from another party who had previously countered with a “no”.

#### Slow down

The dialogue is slowed down. In the case of an unsolicited phone call, you instinctively want to end the call quickly.

#### Gain time

The salesperson gains additional time to think through the two stages of paraphrasing and transitions. Even if he has already prepared himself for a variety of objections based on his increasing experience in acquisition, it always requires a certain degree of concentration to find the right words for the situation. Gaining time is helpful.

- With us you will definitely ... even more.
- Isn't it part of your job to be fully informed?

Why are such responses inappropriate in this case?

- You are literally putting forward an ‘objection’ to the customer.
- You convey the impression that you know it all.
- You simply ignore what is important to the other party.

**It is important to note** that if the other party says something that is detrimental to our communication goal (for example, arranging an appointment with him), it is important to avoid contradiction. Words like “but” are an absolute taboo. Lecturing also does not help because the target customer instantly feels as if he has been personally attacked or his opinion is not valued.

### PARAPHRASING WORKS WONDERS

In order to find a solution, let's look at another example that originated from the environment of the author's company “Profiakquise”. In particular, Profiakquise provides canvassers for an indefinite period of

time to companies with in-depth consulting services. In the case of in-house customer acquisition, we often hear the classic objection “That would not work for us, our business requires intensive consultation.” A variation on how we can arrange our conversation and why we thus have good chances of being successful: The caller knows from experience that in the acquisition the subject of “expertise” is definitely not raised by an external specialist at first contact. He keeps that to himself and instead says: “What you offer on the market is very special and your customers expect a high degree of expertise, right?” The customer can only agree: “Yes, exactly!” We have used a paraphrase, an extremely effective tool which psychologists use. “Paraphrasing” is the specialist term for using your own words to repeat what the other party has just said. In the above case, it caused the desired effect: The party who received the call feels understood. However, it may also occur that a paraphrase reinforces the customer's defence, so that he replies: “We train our experts for three years before we expose them to the customer.” This can be understood as a request to refrain from further attempts

to make contact. That is why it is very important that this statement is paraphrased again: “If I understand you correctly: Your technical advisors undergo special training because your customers expect that from you?” Nobody is a machine, so we do not know which response will follow. However, experience shows that the other party usually reacts with an affirmative response.

### USE INSTINCTIVE REACTIONS

Once the recipient of the unsolicited phone call has composed himself after initially taking a “defensive position”, the transition

to the second step can begin. Here are some alternatives:

- “I’d just like to ask you a question in this connection if I may ...?”
- “May I ask you a fundamental question ...?”
- “What might be of interest to you is ...”

A common feature of these statements is they contain an appeal: The request to be allowed to say something else is connected to the “benefit stimulus”. I have coined the term ‘transition’ for such formulations – such as: “What may be of interest to you.” Just as the instinctive response of the other party to a paraphrase is a “yes”, a transition elicits a kind of “affirmative question mark” from the other party. One could roughly summarize this reaction in the following words:

- “Yes ...?”
- “OK, but keep it short, please!”
- “What ...?”

Why incidentally are these reactions “instinctive”? Because there are stimuli that have an irresistible effect on us, at least at first, before we have found a rational approach to deal with them. A reaction follows the stimulus: This is a biopsychological process. Based on results of brain research, we even know the place where this happens: It is an almond-shaped region of the brain called the amygdala. To illustrate this using another example: We react to beauty by taking (having to take) a close look. Good salespeople should take advantage of these biopsychological structures in order to achieve their communication goals – although we should discuss what that has to do with manipulation.

#### LANGHANS’ THREE-STEP RULE

The three-step model proposed here is fundamentally different from the learning objectives of many a sales seminar. It recommends not responding to objections with stereotyped sentences. Instead, every salesperson should ask himself a critical question that only he can answer individually ac-

cording to the situation: If instead of customer ‘X’, I were to receive a phone call from (my) company ‘Y’, what would make me curious enough to want to sit down at a table with a representative of ‘Y’? If you cannot find an answer to this question, then the Langerhans’ three-stage rule does not work. Because it assumes that there is something substantial which we as salespeople can present to the prospective customer in the so-called “target question”. In the example mentioned: “If it were possible to deal with the issue of ‘expertise’ in such a way that your target customers became curious about your specific services, would you then want to inform yourself more thoroughly about the subject of professional acquisition?”

#### TOOL-BASED COMMUNICATION

It is a sequence of steps – the words with which this sequence is formed is to be individually decided in the respective situation and individually adapted to the specific interlocutor. In the case of the three-step rule for handling objections, we also speak of a tool-based communication. The third step is called “target question”. This must be succinctly and fluently formulated. In the above example, the interlocutor

is focused on the special services of his company, which in his view definitely cannot be communicated to a third party by an outsider. Instead of contradicting him, the canvasser uses the three-step rule to elicit an (initial) consent from him.

#### THE EXAMPLE OF AN ADVERTISING AGENCY

There are countless “three-step rules”. As another example, suppose we take an ad-

#### THREE-STEP RULE FOR HANDLING OBJECTIONS

##### Paraphrase

In the first step, the salesperson gets a “yes” from the other party.

##### Transition

By using a transition, the willingness to listen to a (possibly last) thought of the salesperson is aroused.

##### Target question

With a concrete benefit stimulus, you create the instinctive consent to continue the personal conversation.







vertising agency to illustrate this tool. The agency sells its services to SMEs: communication campaigns to increase awareness or to increase specific customer requests. The contactor calls a producer of confectionery. After several attempts, he has the marketing manager on the phone. The latter expresses the objection: "We are satisfied with our service provider." The contactor is prepared for this situation. He has previously considered: "If I were in the position of the marketing director of a confectionery producer, I would have an agency to handle my campaigns. I would have already implemented a number of projects with this agency, with varying degrees of success. The next campaign is now in the pipeline. I'm not quite sure if I will achieve the desired result. But my management will soon be asking me for details. Actually, there are enough indications to suggest that everything is going well – but on the other hand, it would be good if I could report about the upcoming campaign with more certainty." In this or a similar manner, the contactor has imagined himself in the role of the marketing manager. His three-step rule could roughly be as follows:

1. Paraphrase for the objection "We are satisfied with our service providers" (will be formulated in the situation)
2. Transition (will be formulated in the situation)
3. Target question (in this case consisting of two steps)  
 "You probably have a campaign that is going to start soon?"  
 Customer: "Yes, why?"  
 "Would it be helpful for you to hear a second opinion?"

### PUT YOURSELF IN THE CUSTOMER'S SHOES

There is no assurance that the three-step rule always work, but we have used a promising tool based on the following principle: Put yourself in the customer's shoes, then you can understand him better. Finally, it should be emphasised that creativity is required when formulating the communicative tools. Its effectiveness will be determined by the empathy and personal touch of the salesperson. Having tools at your disposal gives you more self-

confidence for the selling process. And self-confidence enhances success.

Daniel Langhans <



**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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The big party area adjacent to Hall 9 was soon a buzz with visitors and exhibitors.



## PSI AFTER WORK

# INDUSTRY UNITED IN PARTY ATMOSPHERE

It was time to celebrate at the end of the second day of the PSI trade show. A very lively Thursday, which left a hugely positive impression on visitors and exhibitors alike, was the ideal prerequisite for a rollicking evening chill-out among members of the industry.

**D**espite numerous stand parties, receptions and customer events, those keen to celebrate flocked into the area for PSI AFTER WORK events shortly before the trade show day ended. Located last year in the North foyer, the big party area of the PSI was now located adjacent to the stands in Hall 9 and thus directly at the heart of the trade show in an enclosed, far more compact area. The area was soon a buzz with celebrating guests who found the ideal setting for a relaxing get-together. Rustic tables and bar stools and a sep-

arate lounge made for an ideal networking atmosphere. And for the active people there was a large dance floor and a professional DJ who provided a stimulating mix of music. Serving delicious snacks and refreshing drinks also worked out excellently.

### BRILLIANT EVENT

All in all, the positive mood in the industry seemed to be reflected here accordingly. In the relaxing atmosphere of the PSI AFTER WORK, there were a number of interesting conversations and numerous new





A festive mood everywhere. This group especially seems to be having fun chilling out at the end of the trade show day.

contacts were established – or simply celebrations. Also responsible for the success of this tremendous event, which unites an industry in a party atmosphere, were the co-sponsors of the evening, whom we would like to mention here: Boogard Textiles, elasto form, Kalfany Süße Werbung, Kleen-Text, klio eterna, Koziol, Macma, Mimaki and Havanna Club. On this night – which lasted into the wee hours of the morning – it was clear to see that this PSI AFTER WORK with its new look had become a highlight of the trade show. <



Networking at its best!





## INTERNATIONAL AREA

# ONCE ACROSS THE GLOBE

The promotional product is international and connects nations. This became clear at the PSI 2015. It is far more than the leading European trade show for the promotional product industry. It has long since evolved into a global meeting place. Exhibitors from 37 countries and more than 20 international partners and associations are a clear indication of this.

**C**ompared to last year, the PSI 2015 has become significantly more international. This was particularly evident in the high number of foreign exhibitors who came to Düsseldorf this year. They accounted for more than half of all exhibitors. In this context, it is noteworthy that all five continents were represented. In addition to companies from all over Europe, promo-

tional product suppliers from Australia, Canada, the USA, the United Arab Emirates and South Africa also participated. In keeping with tradition, exhibitors from the Netherlands, Turkey and Poland were strongly represented at the PSI 2015. A particularly pleasing aspect was the fact that not only new exhibitors from abroad were gained. Renowned international re-

turnees with an extensive selection of products also participated.

## A RENDEZVOUS OF ASSOCIATIONS

An integral part of the PSI was once again the International Area. Hall 12 boasted more than 20 international partners and associations of PSI representing their nations and offering a lot of expertise concerning current issues in the industry. Harmoniously concentrated representatives of the industry associations from Australia, the USA, France, Belgium, Poland, Spain and Portugal provided information at a stand measuring over 150 square metres. Also participating was the IAPP International Association of Promotional Products from Russia as well as the IPSA Trade Show, the biggest event related to promotional products in Russia, which has been cooperating with the PSI since last year. Among others, Stockholm Promotionmässan from Sweden also participated in Düsseldorf. Anybody wishing to meet Scandinavian partners and associations was well looked after at the ScandiBase stand where Klaus Beyer, an institution in the industry and an acknowledged expert on the Scandinavian promotional product market through





his many years of trade show participation in this region, welcomed visitors as the PSI representative. The Netherlands was traditionally represented with an association and the PromZ Pavilion with its iconic bar. In addition, interested parties were able to talk to associations and partners from Canada and Switzerland.

#### INTERNATIONALITY BEYOND THE INTERNATIONAL AREA

The Italian, Turkish and British partners and associations also presented themselves beyond the International Area with their own pavilion (PTE Pavilion and UK Pavilion) or stand (Promotürk) in Halls 10 and 12. Whether it be an association, partner or exhibiting supplier: Together they represented the international promotional product industry. <



#### GORDON GLENISTER, DIRECTOR GENERAL BPMA

"I'm a fan of the PSI. It is the coolest promotional product trade show that exists. The PSI is more than just the leading European trade show for the promotional product industry. For me it is one of the top 3 worldwide. The PSI is a real quality trade show with quality companies. This year I felt more optimism. I also had the impression that it was busier than in previous years. The PSI must now stay on the ball and continue to be attractive. There is no real alternative to the PSI. Competition lies solely in the question asked by visitors: Should I come or not. Therefore, the PSI must continue to develop and create new acceptance."



#### ALBERT VAN DER VEEN, CEO XINDAO DJ VAN STYRUM, GENERAL MANAGER XINDAO

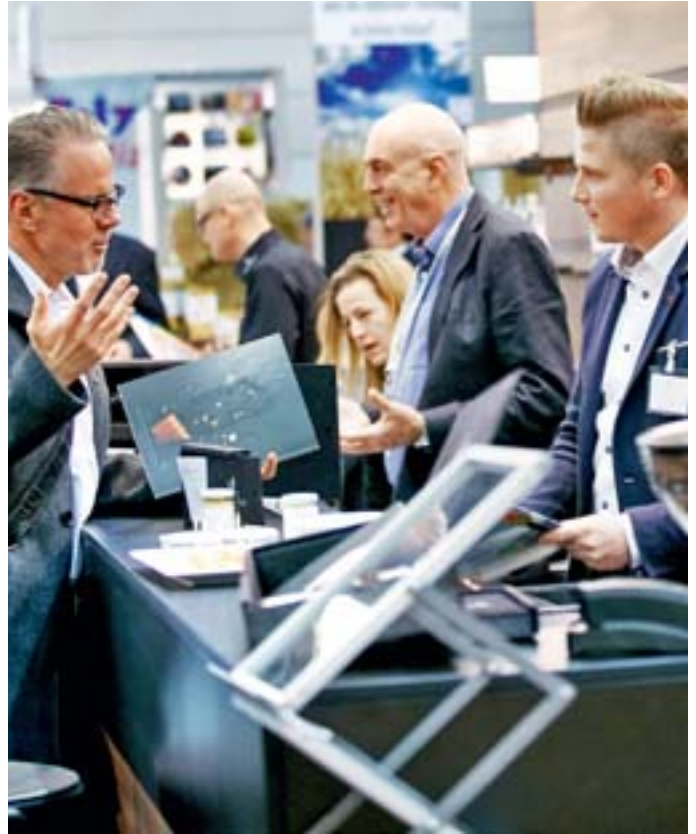
"We are glad that we participated again. Our stand was very well received. We presented our new line of textiles called "XD Apparel" which has proven very popular. Wednesday and Thursday were two highly frequented visitor days. It was particularly encouraging that we were able

to welcome many new customers. In general, we had the impression that there was just as much going on this year as last year. It was also good to see so many returnees at the 2015 trade show. This gives our industry a larger platform and more significance. This is extremely important. We will certainly be back next year."



#### MARTIJN VERWAAL, GENERAL MANAGER PSL EUROPE

"We have returned to the PSI after a break. We have made substantial changes, revised our stand concept and overhauled our product range. I can very clearly say that we feel vindicated by our decision. We were absolutely surprised by the positive response. We had a lot of visitors which we are very happy about, of course. There is simply no alternative to the PSI. Here we can cover not only Germany. Internationally, the PSI is the only real way for us to present ourselves extensively in Europe. The three days at the PSI give us a lot of energy."



## GUSTO TASTING PAVILION

# CLOSE TO CUSTOMERS

All sorts of delicious tasting, relaxed conversations and a wealth of advice – this and more was possible at the newly designed GUSTO Tasting Pavilion. Exhibitors found it easy to hold conversations with customers in the communicative atmosphere of the two long counters. And after tasting the delicacies, the visitors' attention was effortlessly focussed on the products. That was the trade show – focussed on the essentials. GUSTO exhibitors explain why GUSTO is a successful concept.



**STEFAN FLEISCHMANN,  
ALEXANDER CZECH  
SANDERS IMAGETOOLS**

The GUSTO Pavilion is once again an ideal platform for us to greet our customers. The new stand design has also certainly contributed towards improving visitor traffic. Also the oyster food here at the GUSTO stand, which the French association invited visitors to experience, attracted customers to the stand. Our part of the counter was so well attended that we are thinking about participating at the next PSI with our own stand again. We would like to take this opportunity to pay the entire trade show organization team a huge compliment!



**ANDRÉ FRÖHLICH, WILD ISLAND**

I am pleasantly surprised! Apparently we have hit the right nerve with our products. We are positioning ourselves here as the PSI specialist for fine salmon and gifts and are presenting the new salmon brand Wild Iceland – Quality by Nature. This brand of exquisite salmon gifts is available exclusively for resellers. The tasting possibility here at the stand has been so well received that we have to refill the plate of free samples every half hour. We are delighted about this because in this way visitors can convince themselves of our high quality. After all, we have 30 years of experience in our field and offer the best customer service for transportation and shipping. Here at the stand, we also provide information about how the gifts are delivered fresh and fast to customers.

**CARLOS DIRKS, FLOR DE SAL D'ES TRENC**

Our presence here at the GUSTO stand was a last-minute decision – and it has already paid off: During the first day of the trade show, we had for over 40 qualified conversations and are very satisfied. The GUSTO area is a great idea to enable first-time exhibitors to draw attention to themselves. The organisation was perfect and we feel we are well looked after. We offer natural sea salt from the saltworks of Es Trenc on Majorca. Our high-quality salt preparations with herbs and spices are created by top chefs and exported to 29 countries. Flor de Sal differs from normal salt in texture, flavour and its characteristics. In addition, it contains less sodium chloride, but more magnesium. Our salt creations enhance the flavour of ingredients and lend a special note to every meal.

**LINO NAARMANN, KUCHENMEISTER**

Everyone knows the wide range of bakery products of our family-run company founded in 1884 from the supermarket. With our first participation here at the PSI, we are now testing the promotional product market as an additional distribution channel. We offer cakes, baumkuchen, Stollen, wholemeal bread and party bread – all in individually designed ornamented boxes or with labels and banderoles. The number of visitors is good and we have already had in-depth conversations, but of course it could still be more...

**SEBASTIAN ORTNER, DRINKS GMBH**

We have found a unique way to present our promotional and private label drinks to the promotional product industry. I am very satisfied with the interest shown by our visitors. We have personalizable drink classics from Austria to taste, including energy drinks, soft drinks, Prosecco as well as organic and Fairtrade flavoured dairy drinks. We are also presenting a new Internet platform for the individual configuration of customized promotional drinks. I find the position of our stand is good as lots of visitors come by.

**SVEN KEITEL, USABLES**

As a Düsseldorf-based company, we enjoy taking the opportunity to show our teas and tea characters. The customisable characters can be fixed to the top of a tea bag and hang over the edge of the cup. They combine the pleasure of drinking tea with a greeting or a humorous message. They are ideal for advertisers as the endearing characters remain in view for a long time. We have been overwhelmed by the number of visitors and are eager to see how the trade fair develops. The support from the PSI is exemplary.





You simply couldn't walk past:  
There was always plenty going on  
at the CATWALK in Hall 10.

## TEXTILES AND ACCESSORIES ON THE PSI CATWALK

# SPECTACULAR SHOWS

Presentation is the key: The PSI CATWALK clearly demonstrated this again this year. Visitors will stop wherever they hear music and something is going on. And there was lots to see on the catwalk for textiles and accessories: Chic textiles from business wear to casual wear right through to workwear and trendy accessories from caps to cases.

In the previous year, the CATWALK celebrated its premiere which drew a lot of attention and was widely acclaimed by the visitors. However, the PSI was convinced that this form of presentation for textiles

and accessories had not yet reached its limit; the best was yet to come. More products, more dynamic, snazzier choreographies and more detailed information. The result of the extended concept was impressive.

## PROFESSIONAL AND CHARMINGLY PRESENTED

Three to four shows were staged on the CATWALK on all three days of the trade show. Professionally rehearsed and masterfully presented, the performances charmed the audiences, especially due to the youthful naturalness of the models who obviously enjoyed themselves. It was not surprising that the CATWALK was completely surrounded by visitors at every show. The catwalk and the innovative exhibitors of the Textile Area benefit mutually from each other. After each show, the visitors looked around the surrounding area, too, where they found lots of different things such as fancy New Zealand knitwear made of high-quality material at po-sei-mo as well as a textile configuration tool at just style it.

## A HIGHLIGHT OF THE TRADE SHOW

The creative staging of fashion and accessories in the midst of the Textile Area was not only a must for all visitors interested in textiles, but a real highlight of the PSI 2015. The shows put the finishing touch



to the focus on textiles in Hall 10 and offered visitors an entertaining performance as well as valuable product information. More than 20 exhibitors were there and showed where the trend in fashionable promotional textiles is heading.

#### DIVERSE COLLECTIONS

Anyone who closely watched the show once or twice became aware of how diverse the collections are now. Whether it be business, casual, outdoor or workwear, home textiles or fashionable companions such as ties, scarves and shawls – the trade can find the right item for every customer in these product assortments. Fashionable cuts and colours, combinable into complete outfits in hundreds of ways, plus matching accessories as well as cases, bags, umbrellas and lots more – there were plenty of inspiring ideas at this PSI. <

#### THESE WERE THE CATWALK PARTICIPANTS AT THE PSI 2015

- Gustav Daiber GmbH
- SOL'S SOLOINVEST S.A.S.
- Industrial Wear srl
- Floringo GmbH
- Promodoro Fashion GmbH
- ID® REXHOLM A/S
- Stanley and Stella S.A.
- Tee Jays A/S
- Sport Böckmann
- HAT's Company GmbH & Co.
- Karlowsky Fashion GmbH
- Printfield Sp. z o.o.
- Garland Bridge (Europe) Ltd t/a Moon Corporate Wear
- New Wave GmbH
- PF Concept International BV
- EUROSTYLE - Emil Kreher GmbH & Co. KG
- Matterhorn Sverige AB
- BD Group d.o.o.
- iMi Partner A.S.
- MALGRADO fashion & promotion GmbH
- Cotton Classics Handels GmbH
- Xindao



The exhibitors within the Textile Area got the benefit of the Catwalk's appeal to the visitors.



## LUNCH & LEARN

# KNOWLEDGE FORUM WITH A BITE

The PSI is educational. The lecture programme in the context of “Lunch & Learn” was proof of this, again, at this year’s edition of Europe’s leading promotional product trade show. Exciting talks provided the participants with valuable information for their daily work – snacks and drinks included.

**W**ho doesn’t recall the strictly enforced “No eating and drinking in the classroom!” from school days? What was banned at school was categorically required at “Lunch & Learn”. However, the revelatory lectures by international speakers were also anything but tedious lessons. On the contrary: there were interesting facts on industry-relevant topics on all three trade show days.

### ALL ABOUT PATENTS, ETC.

Plenty of room was allocated for statutory and legal topics. And there was a good reason for this: In a market that is undergoing rapid global expansion, legal princi-

ples and statutory provisions are playing an ever more important role. It was therefore not surprising that the first trade show day began with an overview of commercial protection rights. Heike Karzel from the German Patent and Trade Marks Office demonstrated a cross-section of legal possibilities for safeguarding oneself against nasty surprises.

### BETTER SAFE THAN SORRY

Lutz Gathmann from the PSI Design Forum and a trusted speaker in matters of product safety tackled not one, but two topics that concern many market participants. First, he explained what a product



Michael Mätzener talked about the power of the promotional product.

needs to fulfil in order to be brought onto the market legally according to the German Product Safety Act (ProdSG). Second, he talked about the meaning of the CE and GS symbols.

### A WIDE RANGE OF EXCITING SPEAKERS

The international aspects were taken care of by the representatives of the PPAI (Promotional Products Association International), one of the American promotional products associations. They talked about product safety and compliance in the USA with regard to companies that make and distribute products in the United States. Björn Härenstam from Xindao provided insights into the new corporate range XD Apparel. This label marks the Dutch company’s launch as a textile producer – with a high claim: to produce young, trendy outdoor clothing that is going to set a fresh, inspiring standard and, according to the company’s own information, is the “greenest on the planet”. Björn Harenstamm accordingly presented innovation, technology and sustainability in promotional textiles. The “power of the promotional product” was the focus of Michael Mätzener from Swiss company promoFACTS. And this power is based on four aspects: touching, staging, enthusing, convincing – with touching given particular importance. “When we touch the world, it’s true,” explained Michael Mätzener in his lecture, thus emphasising the haptic advantages of a promotional product compared with other forms of promotion. <





# Promotional Products



Post-it® is a registered trademark of 3M

# THANK YOU

... for the impressive number of visitors at our booth at PSI 2015 and for the overwhelmingly positive feedback regarding our new products in the Post-it® Promotional Products range.

You were not able to attend? Get more information and order your free product samples at [www.promotion.michaelschiffer.com](http://www.promotion.michaelschiffer.com)

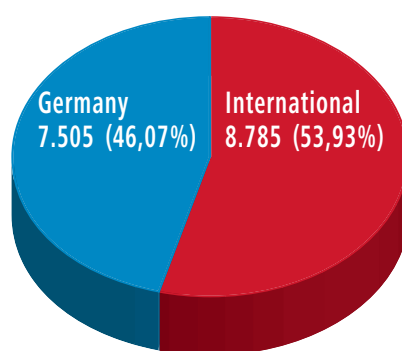
Post-it® Promotional Products are distributed exclusively through promotional dealers.



## VISITOR STATISTICS OF THE PSI 2015

### THE PSI IS BECOMING INCREASINGLY INTERNATIONAL

The PSI has further cemented its reputation as an international industry platform. This has now been substantiated by the results of the official trade show statistics. Almost 54 per cent of the 16,290 visitors in total came from abroad. The proportion of foreign visitors only rose by one per cent, but the reach of the trade show has grown enormously: The 8,785 foreign visitors came from 80 countries, 11 countries more than in the previous year. The German trade show visitors still represent the largest group with 7,505 persons, followed by the Dutch and Belgian visitors.



PSI 2015: Origin of visitors (absolute % of total number of visitors)

### ORIGIN OF FOREIGN VISITORS (TOP 10 COUNTRIES OF ORIGIN)

Country of origin	Share based on top 10 box	Share of total number of visitors
Netherlands	27,08%	9,64%
Begium	12,10%	4,31%
Austria	10,14%	3,61%
Switzerland	9,95%	3,54%
Italy	9,45%	3,36%
France	8,93%	3,18%
Great Britain	6,43%	2,29%
Sweden	5,36%	1,91%
Czech Republic	5,34%	1,90%
Spai	5,22%	1,86%





PSI head Michael Freter (right) welcomed the evening guests.

## PSI EXECUTIVE CLUB EXCHANGING IDEAS PRIOR TO START OF TRADE SHOW

Even before the gates opened for the 53rd PSI Trade Show in Düsseldorf, the head of PSI Michael Freter and his team invited colleagues from the promotional product industry – including many representatives of exhibiting companies – as well as representatives from the international press to an informal exchange of ideas in the VIP Lounge at the trade show grounds. This fifth meeting of the PSI Executive Club was held on the eve of Europe's leading event of the promotional product industry and naturally focussed once again on the industry's current issues. In a relaxed atmosphere, conversations focussed on the latest trends as well as the latest trade show and industry trends presented by Michael Freter seem to hold out promising prospects for the trade show and promotional product year.



## ELASTO FORM KG "SERVUS" IN DÜSSELDORF

As a loyal exhibitor, PSI FIRST Club member and sponsor of various trade show services, the promotional product specialists from elasto form gathered again at the usual location in Hall 11 at the PSI Trade Show to enrich the industry's product world with a huge selection of fantastic promotional products. The Bavarians once again invited guests – true to the motto "Servus" – to their atmospheric "elasto form alpine meadow", an attractive location for the ever curious visitors. The many new products and the corresponding "Made in Germany" catalogue attracted enormous interest. But also in terms of a "genuine Bavarian feeling", the south Germans again had remarkable things to offer. After having already been well looked after during the day, in the evening of the first day the stand guests were served juicy suckling pork and Upper Palatine beer which sold like hot cakes. Another integral highlight of the trade show and thereafter is the traditional mirror-party on Thursday evening in the heart of Düsseldorf's Old Town. Every so often, the professional musicians of the "Grögötz Weißbir" band played music, and this time they contributed to the success of the elasto form performance with earthy Bavarian ethno-rock.



Promotional products and a "Made in Bavaria" atmosphere once again added a distinctive touch to the trade show appearance of elasto form.



Cheers to the new product worlds and the partnership with the customers.

## CLOSE TO CUSTOMERS CHOICE INVITES

Last November the CHOICE network of affiliated manufacturers in the JCK Holding – Fare, Halfar, Daiber, Karlowsky, mbw and SND – invited guests to an exclusive preview of their new products. Now the new creations had the really big stage at the PSI 2015. In order to adequately underline the new CHOICE feeling, the companies invited their customers to a champagne reception at the fairgrounds to round off the second day of the trade show. Afterwards, everyone had dinner together followed by a get-together in the cosy ambience of the Düsseldorf Schumacher brewery to consolidate existing contacts in a relaxed atmosphere.



Hosts and guests chatted in a cosy, rustic atmosphere after enjoying supper together.



Take to the floor: The Irish Dancers cause the floor to vibrate

## GOLDSTAR EUROPE

## QUALITY FROM

## THE EMERALD ISLE

Goldstar Europe, the Irish manufacturer of writing instruments, focusses entirely on promotional product resellers and, logically, chose to present its collection and services at the industry's leading trade show in Europe. The declared objective of the company which is headquartered in Dundalk, Ireland is to also establish the internationally successful brand Goldstar in German-speaking countries as one of the leading suppliers. Goldstar offers a large number of full-colour pens and has 32 laser engraving machines. Accordingly, the visitors showed a keen interest. In order to emphasize the origin of the company from the Emerald Isle also beyond the stand, customers were invited to a "PSI Irish Party" in the authentic surroundings of the Düsseldorf Old Town pub "McLaughlins" at the end of the second day of the trade show. Live music and a rousing performance of the "World Champion Irish Dancers" ensured an appropriate atmosphere.



Applause for the enthralling performance.





Very satisfied with the new trade show participation of PF Concept: (left to right) Pieter Boonekamp, Ralf Oster and Roldolphe Normandin, Vice President Product Development & Marketing.

## PF CONCEPT SUCCESSFUL RETURN TO PSI

After a break of two years, PF Concept, the multiple specialist for promotional products, returned to the PSI as an exhibitor to present its innovative product worlds and services tailored to the industry to customers from Germany, Austria and Switzerland, Benelux and Eastern Europe. Open, inviting, impressive – these words describe the new trade show stand with which the company presented itself. Ralf Oster, Managing Director of PF Concept International: “The new, revised trade show concept was impressive and the good atmosphere as well as numerous visitors have justified our decision to participate at the trade show again. We were particularly delighted with one of the trade show highlights – Textile – as PF Concept is very strong in this area with our own brands including Elevate and Marksman.” Each label had its own presentation area at the new stand. And on the very well attended catwalk in Hall 10, models showed the highlights of these brands as well as the Slazenger brand. “The feedback to our new products has been entirely positive. In addition, our PSI First Product, the Marksman Powerbank Pen, which we presented to the public for the first time at the trade show, was very well received by visitors,” says Pieter Boonekamp, PF Concept Vice President Sales Europe. “We are very pleased with our trade show participation and are optimally prepared for the new sales year as far as our company and our products are concerned,” summarises Ralf Oster. [www.pfconcept.com](http://www.pfconcept.com)



PF Concept's new trade show participation at the PSI 2015.



Klaus Beyer establishes further contacts with the Scandinavian promotional product industry.

## SCANDIBASE PRESENTS PROMOTIONAL PRODUCT PARTNERS FROM NORTHERN EUROPE

Anyone who wanted to get to know Scandinavian partners and associations was in good hands at the ScandiBase stand in the International Area in Hall 12. Visitors were welcomed by industry veteran Klaus Beyer, the PSI representative for the region – through his many years of trade show participation, he is a recognized expert for the Scandinavian promotional product market and its key stakeholders. He answered visitors' questions, gave useful tips and established contacts to potential product partners from northern Europe. “I am very happy with the response at ScandiBase and am confident that this year we will successfully continue along the path we started a year earlier. Our aim is to further intensify the cooperation of PSI with this especially high-quality market and to continuously strengthen the ties established,” emphasises Klaus Beyer. Among other things, it is planned to focus more on the benefits of membership in the PSI network at the various trade shows in Sweden, Norway, Finland and Denmark. In addition, the PSI Journal will help to create a greater awareness for this interesting and attractive promotional product region through regular reports or presentations about Scandinavian companies.

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[klaus@beyergmbh.com](mailto:klaus@beyergmbh.com)



Under siege: the PromZ bar during the BAPP Happy Hour.

## BAPP

## HAPPY HOUR

The Happy Hour of the Belgian promotional product association BAPP has become a wonderful tradition among the numerous, promotionally effective Benelux participants at the PSI Trade Show. To celebrate the end of the first day of the trade show, exhibitors and visitors alike gathered at the PromZ bar of the Dutch trade magazine Het Portaal to share their first impressions and chill out late into the evening.



Understanding printing technology live and close up.

## CLIPPER B.V.

## TOP PRINTING TECHNOLOGY

Also among the companies that participate with conviction at the trade show is the Dutch company Clipper. With its 70 years of experience in the fields of promotional products and giveaways, the company has developed into a renowned importer and supplier in the industry. The Dutch presented their services in terms of "Everything from a single source" – from product management to distribution, marketing, desktop publishing, logistics to in-house printing. Clipper demonstrated no fewer than three printing techniques at the PSI. By using full-colour printing, the stand guests were able to have a personal article individualized and to take it home as a showpiece.



ZTV team members provided non-stop dispatch service

## PSI DISPATCH STATION

## ZTV MAKES LIFE EASY FOR VISITORS

The Krefeld-based company Zustell-, Transport und Vertriebsgesellschaft mbH & Co. KG – in short ZTV – once again did a wonderful job as a PSI cooperation partner. The professionals for fulfilment, event logistics and transport demonstrated their helpful expert service at the PSI dispatch station in Hall 9. This allowed the visitors to get rid of the burden of trade show catalogues and product samples collected during their visit. ZTV dispatched this ballast to the offices of the trade show visitors at special rates.



## VICTORINOX

## SWISS QUALITIES

The Swiss company Victorinox from Ibach is always a welcome guest at the PSI Trade Show and knows how to convince its customers of the promotional product world with constantly high product quality. The name Victorinox alone guarantees brand quality and consequently faith in the manufacturer's product range, which comprises not only the characteristic pocket knives, but also household and professional knives, watches, luggage, clothing and perfume – an assortment that also appealed to the many visitors at this year's trade show appearance.



Constructive conversations at the trade show stand: (left to right) Armin Cyrus (PSI Key Account Manager), Hans Rudolf Steiner (Victorinox Promotional Products Manager), Michael Freter, head of PSI, and Yvonne Schürpf (Victorinox Marketing Communications Manager).



The Kölsch must flow – Bert Schmitz is in his element even in Düsseldorf

## IDEAS4 JOINT STAND ALWAYS AN EXPERIENCE

There were many new products to discover on soft ground at the joint stand of ideas4, the collaborating companies Staedtler, Magna Sweets, KHK and mbw. At the stand bar, visitors were frequently served Kölsch expertly poured by Bert Schmitz, a native of Cologne and industry institution. Craftsmanship also characterizes the production of Staedtler products. A replica of a nostalgic workshop, in which the Staedtler expert Eberhard Rühl made pencils by hand, reminded visitors of the roots of the (art) craft of pencil making when Friedrich Staedtler founded the long-established company in 1652.



This is how it all started: Pencil making in the year dot.



Eurostyle hosts Evelin and Alexander Lange listen to the words of welcome from Promoswiss President Roger Riwar.

## PROMOSWISS APERITIF

## "GRUEZI" AT EUROSTYLE

As a forum for the European promotional product industry, the PSI Trade Show has traditionally been a meeting place for the European association landscape. Promoswiss, the association of the Swiss promotional product industry, also used this outstanding framework in 2015 for its aperitif reception. This time, Eurostyle assumed the role of host for the Swiss. Distributors and suppliers partners of the association met in the afternoon on the second day of the trade show among the elegant accessories at the company's stand to recall the events of the trade show with a snack and refreshing drinks and to end the day in a relaxed atmosphere.



Keen observers sought: Who recognizes the product first?

## IMAGE/CARTINGO/ZUCKERMAIER/BAGISTA GUESSING FUN TO THE POWER OF FOUR

The companies Image (body care and customer care), Cartingo (coaster party games), Zuckermaier (confectionery and snacks) and Bagista (carrier bags, microfibre towels and more) used a tried and tested idea from old and new quiz times to make a visit to their joint stand in Hall 12 even more attractive. On the action stage, guests tried out the Dalli click game. This involved recognizing a slowly evolving image as quickly as possible. Among the objects to be guessed were the attractive and useful products that were being presented at the stand. A 'PSI Survival Bag' sponsored by the four companies and containing a selection of these items was given to the visitors at the PSI stand to boost their visit of the trade show.



A constant hustle and bustle at the stand of Walter Medien.

## WALTER MEDIEN GMBH FASCINATING WILDERNESS

Under the motto "fascinating wilderness", the promotional calendar professionals at Walter Medien invited their visitors to an exciting expedition with stunning imagery. The new publishing programme with various top new products attracted strong interest. Moreover, the stand guests were able to record their impressions by using a photo box and then take home a souvenir photo of their successful trade show visit. Enormous interest was also shown in the raffle with prizes including a weekend in the idyllic Zabergäu – the so-called Swabian Tuscany – and a 50-inch 3D LED TV.

## ORGANIC STRAWS THE ORIGINAL FOR EVERY PARTY

The genuine organic straws presented by Daniel Auinger at the PSI really live up to their name. "Of course, they are sustainable and a stylish eye-catcher for any occasion," says the inventor from Austria when describing his original product. How did he get this idea to develop an environmentally safe alternative to the plastic straw? "The straw comes from our own fields where we grow crops for our organic laying hens. After harvesting, the remaining straw is cut, washed, disinfected and dried," explains Auinger. As all steps are performed on his own farm in Atzbach, he can generate the highest purity and quality. And the straws can in fact also be branded. A great, sustainable promotional idea!

[www.biostrohhalme.co.at](http://www.biostrohhalme.co.at)







## HG TEXTILE BY HASGÜL TURKISH ATMOSPHERE

The Turkish textile manufacturer HG Textile provided for an audibly unmistakable atmosphere even far from its stand in Hall 10: At regular intervals, four men dressed in classic Turkish costumes celebrated choreographically sophisticated dances to the beat of various exotic oriental sounds accompanied by rhythmic clapping from the enthusiastic audience at the stand. A cleverly staged measure which attracted plenty of attention and additional customer traffic.

*www.hasgultextile.com*

## COLOURFUL TRADE SHOW DAZZLING PICTORIAL GALLERY

The 53rd edition of Europe's number one trade fair of its kind offered an even larger spectrum of sheer endless manifestations of three-dimensional and multisensory advertising power. Almost 900 exhibitors from all corners of Europe impressed with their creativity, imagination and clever innovative concepts. The organizers had created a virtually ideal framework for this and ensured the optimum conditions to vividly and effectively present the diversity of the industry by means of thematic focal points and highlights focused on specific product groups. The collection of photos on these pages represents a small cross-section of the colourful events of the trade show on the three eventful days in early January – and, of course, this collection is by no means exhaustive.





**Who will follow the happy winners of the First Choice Award 2014?**

## PSI PROMOTION WORLD 2015

# A TRADE SHOW WITH ADDED VALUE

Show presence. Attract attention. Demonstrate expertise. Establish contacts. The PSI PROMOTION WORLD is not only an excellent stage for the eye-catching presentation of promotional products. Events such as the “marketing forum hannover” and the “First Choice Award” are an added attraction for marketing and advertising professionals.

The “marketing forum hannover” is now known beyond the borders of Hanover and has long been an integral part and programme highlight of the PSI PROMOTION WORLD. The practical forum stands for current marketing trends and real added value for proprietary company communication.

### LISTEN AND BE HEARD

The “marketing forum hannover” offers a “Who’s Who” of popular speakers who present their unique practical knowledge live and get to the heart of advertising in all its dimensions. The agenda features a large marketing span ranging from strategic approaches to brand building, haptic and mul-

ti-sensory brand communication, insight into psychological effects, best-practice examples of high-response dialogue measures to sustainable corporate orientations. The “marketing forum hannover” is the perfect knowledge platform for anyone seeking answers to questions such as “How can the benefits and added value of complex products and services be made haptically perceivable for customers? Which target groups and advertising messages are gamification suitable for? How is modern CRM management implemented” because the motto is to provide and acknowledge thought-provoking impulses and calls for action.

### CHOOSING THE FIRST CHOICE

Being the first choice. Isn’t that what everyone wants? This also applies to promotional products. The “First Choice Award” raises the issue of promotional products and incentives to a new, higher level. A very knowledgeable and critical jury votes on the award: the visitors to the trade show. The key question that must be answered by the visitors: “Which product would you most like to use for your company?” The idea behind the “First Choice Award” is to give the trade visitors an important voice in direct connection with the PSI PROMOTION WORLD and to create a different kind of identification for exhibitors and visitors with the trade show. And: This form of award winning offers beneficial insights into the taste of the industry professionals. All exhibiting manufacturers and suppliers at the PSI PROMOTION WORLD are expressly invited to participate in the contest and submit up to three products which are produced in-house or exclusively distributed. <





# Neue Zielgruppen im Blick

## IHR KONTAKT IN DIE PBS-BRANCHE:

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

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

**ONLINE:** Umfassendes Internet-Angebot inklusive Online-Newsletter unter [www.pbs-business.de](http://www.pbs-business.de)

## BEI FRAGEN STEHEN WIR GERNE ZUR VERFÜGUNG:

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## TEXTILES AND ACCESSORIES MOVE WITH THE FASHION

What may have been fashionable yesterday is already totally out today. The latest fashion trends change like the seasons. And like them, many things return over and over again, albeit in a varied or modified form. The manufacturers of promotional textiles also follow these trends.

**I**n contrast to the extravagant genre of haute couture, however, fashion in the field of promotional textiles is more needs-based, though always state of the art – and thus also geared to the basic understanding of fashion. The word comes from the Latin “modus” and refers to a particular way in which the current zeitgeist expresses itself. In the field of clothing, fashion regularly tries to conform to standards (so-called “Musts”) and options (combination possibilities, accessories). This also happens with the trendsetters of the promotional textile sector, who show that fashion and advertising can certainly harmonize with one another. The terms which refer to textile promotional products point in this direction: “Brand fashion” and “corporate fashion” are not unnecessary Anglicism, but signalise the higher demands of customers as well as ambitious manufacturer expertise. Promotional textiles are now individually designed, tailored to the CI of the advertising company and collections are matched to the smallest detail.







## GLITTERING ATTENTION

**T**he new Kandinsky lanyards with a glittering finish are a real highlight for anyone who likes being the centre of attention and wants to attract favourable attention to themselves and to their brand. With this striking finishing, Kandinsky has added a more modern variation to its extensive range of lanyards. The polyester lanyards are of the usual high quality, can be customized with a glittering finish and can be custom made with a minimum order quantity of 250 pieces. The straps are currently available in material widths from 15 to 30 millimetres and can be individually dyed in the desired colour. After a delivery time of 21 and 28 days, nothing stands in the way of a dazzling appearance.

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info@kandinsky.de • www.kandinsky.de



## WATCHING TV IN MORE COMFORT

**T**he Comfort TV blanket from the company Kundenpflege Wellness & Care is a new trend product in stock at the promotional product supplier. This cuddly companion has sleeves, a foot section and a bag. It is also antistatic and made from 100 per cent polyester flannel. The Comfort TV blanket is packed with a satin ribbon in a polybag. This gift ensures the advertising company will be warmly remembered. More blankets, innovative wellness sets and give-aways can be found at the Kundenpflege website.

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

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

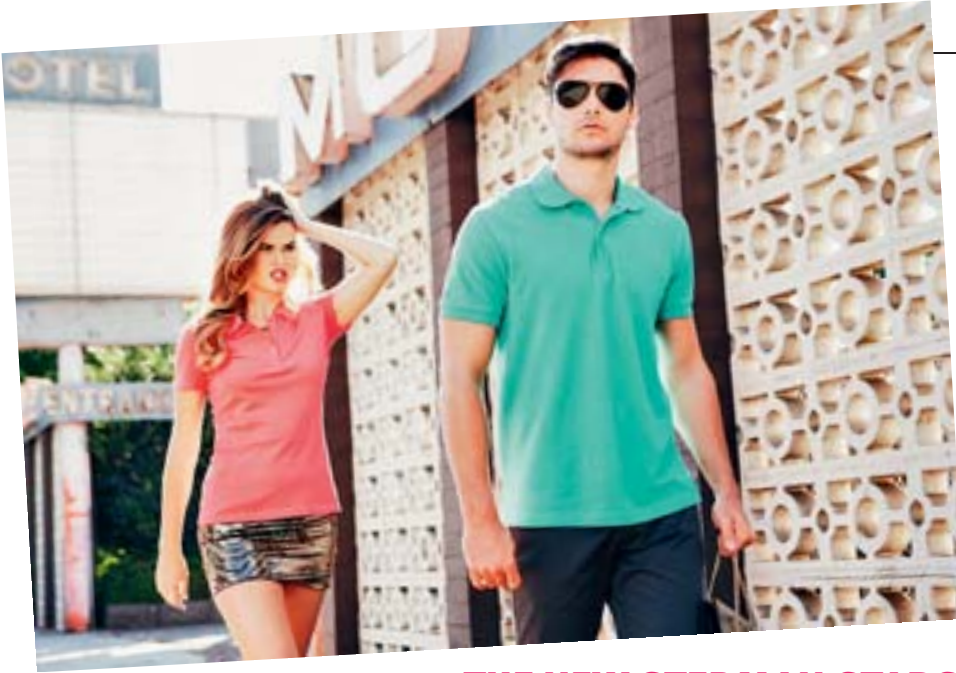


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## THE NEW STEDMAN STARS

**A**lthough the applause for the “Stedman Stars” introduced in 2014 has not yet faded, new “Stars” have already taken the stage: HENRY and HANNA, the new short-sleeved polo shirts. Wonderful product features such as modern, narrow button borders for HANNA and stylish contrast-coloured side seam slits for HENRY give these styles the “wow factor”. Brilliant new colours such as Bahama green and salmon pink ensure an unmistakable eye-catching appearance. HENRY polo for men (Item No. ST9050) is available in 7 colours from size S to 2XL; HANNA for women (Item No. ST9150) in 5 colours from size S to XL such as salmon pink or crimson red. Both polo shirts are made from super-soft ring-spun cotton pique and only have a small size label in the neck. The care label is sewn into the side seam. Everything about the new Stedman Stars can be found at: [www.stedman.eu](http://www.stedman.eu)

45383 • Smartwares Printables GmbH • Tel +49 241 705020  
[printables.support@smartwares.eu](mailto:printables.support@smartwares.eu) • [www.smartwares-printables.eu](http://www.smartwares-printables.eu)



## PROFESSIONAL ACCESSORIES

**T**he Dutch company TailorTies is a renowned supplier of tailor-made ties and scarves with a century of experience. As a reliable, professional partner in the international promotional product and clothing market, it specializes in tailor-made ties, scarves and business accessories. TailorTies operates primarily in the B-to-B area. The specialists have launched a new website at [www.tailorties.com](http://www.tailorties.com). The new website keeps customers up to date about the latest creations, innovations and company news..

TailorTies • Tel +31 252 756190  
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46991 • Thermopatch Deutschland GmbH • Tel +49 441 38021-0  
sales@thermopatch.de • www.thermopatch.com



## FASHIONABLE AND SAFE

The new collection from the company Brecht Profashion GmbH offers maximum safety at the workplace. The certified ESD protective textiles with excellent electrostatic conductivity prevent high-energy textile charge concentrations and ensure complete safety at work. Brecht Profashion presents fashionable designs for men and women in various qualities which, according to the company, can also be custom finished.

48274 • Brecht Profashion GmbH  
Tel +49 7252 7900 • info@brecht-profashion.de  
www.brecht-profashion.de



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## EXCITING NEW PRODUCTS

**S**OL'S, the renowned representative in the area of apparel and bags as an advertising medium, has released a new catalogue for 2015 based on the concept ANYWEAR BY SOL'S DESIGNED IN PARIS: "for everyone, for all occasions, at any time and everywhere." The new catalogue appears in the contemporary layout of a fashion magazine and offers 346 customizable products, 49 of which have been added this year. The new release is user friendly and allows easy navigation due to the clearly arranged product sections: T-shirts, polo shirts, shirts, fleece, soft shell, caps, bags, towels, ProWear and team sports. The focus is on diversity, with essential and fashionable products in the respective sections for every profession, lifestyle and market. Laurent Ostrovsky, managing director of SOL'S: "We have really relied on innovation in the development of our 2015 catalogue. In addition, with our own design team, we have created product lines that cover the entire demands of our market. We are constantly working towards making our product range even more diverse and towards strengthening our position as a multi-specialist in the market segment for promotional textiles."

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## COLOUR YOUR LIFE

**T**his trendy manicure set in colourful, fresh colours from Walter Broch Nachf. in Solingen is a useful companion for any city trip. The spring freshness of the Saviano leather case is available in blue, yellow, green, red and orange. The leather case is “Made in Germany” and features high-quality Solingen instruments: Combination skin-nail scissors, tweezers and a nail file – all in a matte chrome finish. This irresistible accessory fits into any bag and is always at hand. A customised message can be attached as blind or colour embossing. This elegant giveaway will also evoke memories of the giver when on the go.

**Walter Broch Nachf. GmbH & Co. KG • Tel +49 212 338175**

**info@broch-nachf-solingen.de • www.broch-nachf-solingen.de**

## COOL DESIGNS

**L**OQI Store GmbH offers environmentally friendly as well as exceptionally attractive bags, zip pockets and luggage covers. Creativity knows no limits. “The coolest designs come from the coolest illustrators worldwide,” says the company. Anyone who frequently travels far and wide will attract a great deal of attention anywhere with LOQI products. The minimum order quantity is 600 pieces – and according to LOQI with a delivery time of only six weeks, accompanied by the promise: “We make sure they look great in any colour, any print and in any design” – true to the motto: “LOQI is ready when you are!”

**49314 • LOQI Store GmbH • Tel +49 30 120749840**

**hello@loqistore.com • www.loqi.eu**



## WINGS FOR SALES

**N**ew to the product range at Bühring is the shoe lace decoration “Schuhschön” as a wing or flash – Made in Germany. Even more shapes and designs according to customer specifications are possible. For individual designs, appropriate tools are required. The article is available in packs of two pieces in a polybag. The natural material is available in numerous fancy as well as subtle colours. Production is project specific. For promotional advertising on wool felt, screen printing or embroidery is recommended. The delivery time is about 4 to 6 weeks after approval of the prototype and logo, depending on the quantity and colour availability.

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

**Vertrieb@buehring-shop.com • www.buehring-shop.com**





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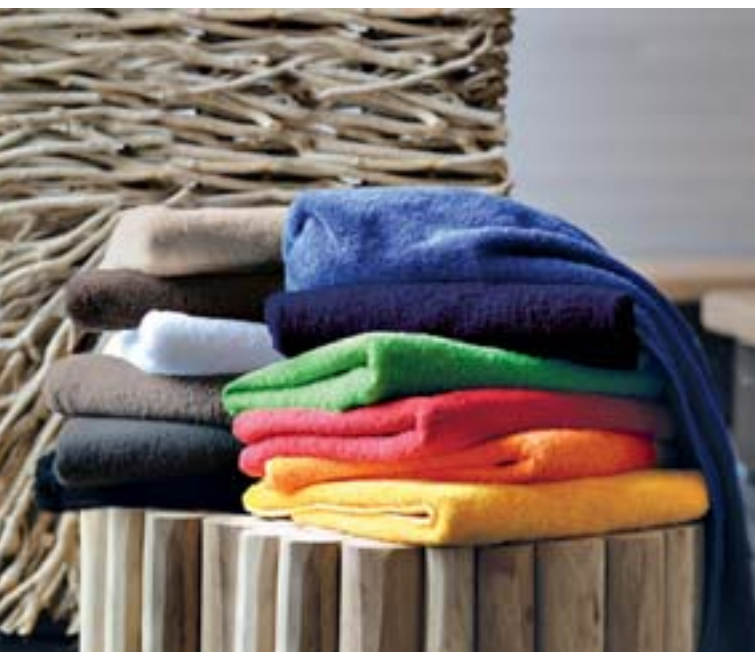
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## FOR THE ICING ON THE CAKE

**T**he tie is now used more and more frequently as a fashion accessory, serving as the icing on the cake for a perfect outfit. Sensibly combined, it now ensures a particularly fashionable accent as an indispensable stylistic feature. At its in-house design studio in Krefeld, the stronghold of tie weaving, the long-established company Club Cawatte Crefeld uses its refreshing ideas to develop ties and accessories that are tailored to the respective demands of fashion. By using innovative processing techniques such as jacquard weaving, textile printing and embroidery, the Krefeld-based company can respond to every trend and can deal with every customer individually. Thus, the fashionable accessories do not fail to send their message and nothing stands in the way a tasteful appearance. Whether it be fine silk ties, scarves or shawls, plain or patterned, in a set or individual, packed in a gift box or a carton – with over 40 years of experience in producing distinctive textile accessories, first-class workmanship, creative skills and optimal quality are first and foremost at Club Cawatte.

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



## FOR LEISURE AND WORK

**M**APROM GmbH, the promotional textile distributor from Höxter, has dispatched its new, hot-off-the-press catalogue “Promotional textiles for leisure and work” to its trade customers. The roughly 350-page catalogue includes all the leading brands of the promotional textile industry, such as Fruit of the Loom, Russell and James&Nicholson, together with lots of new products and product range extensions, and has again been optimized for trade customers and made more user-friendly. New to the range is, for example, the “Basic Line” terry series that ranges from washing gloves to face towels, guestroom towels and hand towels right up to shower towels and bath towels and is available in 12 trendy colours. Also new are two different dish towels made of cotton. A specific segment at MAPROM in 2015 is customised textiles. On two catalogue pages under the heading “Customised products – the sky is the limit!” the possibilities of individual small series of polyester textiles and backpacks are vividly illustrated, just like high-quality individually customized products with branded neck label, batch and stick and featuring a flag label in the side seams and metal eyelets for cord exits. More details can be found in the new catalogue.

47372 • Maprom GmbH • Tel +49 5271 9719-0  
info@maprom.de • www.maprom.de



## LIVING OUTSIDE

**T**he new James & Nicholson and myrtle beach collections from Daiber present a wealth of new ideas, colours, styles, materials and designs. With a multitude of colours, materials and cuts, James & Nicholson and myrtle beach ensure that we can do all the things we love to do outdoors even we are not exactly spoiled with sunshine. Whether it be jackets made of down or fleece, cool caps and knitted caps – function, design and style impress across the board: Many new surprising gadgets such as finishing zippers for optimal embroidery, reversible jackets and vests, fleece jackets with dry effect combine optimal benefits, style and comfort. Living Outside presents jackets, caps and scarves for all occasions: Running, cycling, sailing – the right apparel for every activity and for every type of person. Ultralight reversible lightweight vests and jackets combine chic and function: sealed seams, waterproof zippers and warming down in strong colours with contrast-coloured zippers are the perfect companion even for unpleasant weather conditions. But Living Outside is not only fun to wear on top. "Look in move" should definitely be complemented with the Active T's and cuddly soft fleece hoodies made from quick-drying fleece in 17 vibrant colours. Rarely was cool so cuddly warm.

42819 • Gustav Daiber GmbH

Tel +49 7432 70160

info@daiber.de

www.daiber.de



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reisen<sup>thel</sup>.com

## POPULAR LUXURY FIBRE

**Y**arn produced from the extremely scarce natural fluff of the New Zealand red deer boasts heat and moisture characteristics that were previously completely unknown. After years of development, a New Zealand company has perfected the manufacturing process of these precious textile fibres. Only 20 grams of pure fluff can be obtained from a single deer. Today's world production provides a very limited amount, thus justifying the description "diamond of the luxury fibres". Cervelt is 13 microns finer than the finest cashmere. The diameter of the fibre remains constant with minimal variation over its entire length. As a result, the Cervelt fibre is consistently extra fine. The hair is slightly curled and the very fine-spun yarn is strong and resilient. The fibre retains heat superbly despite the garment being extremely lightweight. These excellent properties make Cervelt the most desirable fibre of the luxury class, whether as knit or woven fabric, as an accessory or for ladies' and men's fashion.

49414 • pos.sei.mo • Tel +49 4791 9859158  
info@posseimo.de • www.posseimo.de



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## MULTIFUNCTIONAL SCARF

**T**he multifunctional scarf "Trendy" from Inspirion offers numerous wearing styles. The practical promotional product serves as a scarf, headband, cap, face protector or bandana. For all outdoor activities, the scarf provides protection from the cold, sun and wind. In addition, the flexible unisex scarf is pleasant to wear because it has no irritating seams. The multifunctional scarf is available in eight trendy colours.

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





## COMFORTABLE COMPANION

The "Travel" neck support from Giving Europe ensures relaxing travel. Made of 190T polyester and fleece, it is available in the colours green, red and turquoise. The Velcro fastener enables a transformation of the neck support: Rolled out, it can also be used as a shawl or stole. Small and compact, "Travel" is the ideal travel companion on a bus, train or plane. Promotional advertising is possible by means of screen and transfer printing.

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



## STRIKINGLY WEARABLE

New to the range of Giving Europe is the "Nature" shopper. Made from environmentally conscious, sustainable and robust material, the shopper features a front pocket for receipts, offer sheets or the like next to the large main compartment. The shopper will not go unnoticed between all the plastic bags at the supermarket and is therefore an ideal advertising medium. Thanks to the material and shape, it is also particularly robust for frequent and heavy shopping purchases. Padded handles ensure carry comfort. Advertising can be applied using screen or transfer printing.

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## COLOURFUL DESIGNS

As is the case every year, Hermann Flörke GmbH prepares its products for those special occasions in the year with enjoyment and innovative ideas. For the coming Easter time, professional nail files are personalized in cheerful, colourful designs and thus become eye-catching giveaway ideas for the spring season. On request, customer logos can be attached to the back of the files by using digital printing from just 200 pieces.

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

## WORLDWIDE PROBLEM OF WOMEN SOLVED

As the first automatic handbag light in the world, the SOI from Schrimms solves a worldwide problem of women: daily searches in a dark handbag. An approaching hand causes the SOI to light up and thus bring light into the darkness of any bag. The SOI's intelligent sensor works automatically, without the tedious operation of switches. A study shows that women spend 76 days of their lives trying to find something in their bag. This time is now saved by the lamp, winner of two design awards. Together with the SOI.Base, the handbag light serves as a useful travel accessory as a small night light for dark hotel rooms.

49084 • Schrimms GmbH • Tel +49 6031 7919831  
info@schrimms.com • www.handtaschenlicht.com





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## DÖBLER WERBEARTIKEL

## PRIMARY SCHOOL SUPPORTED WITH DONATION

The promotional product distributor Döbler Werbeartikel from Oststeinbek near Hamburg has donated wooden stilts to the Oststeinbek primary school to promote the motor skill development of children. The money for the donation came from an in-house

trade show of the company at which cocktails were sold for a good cause. The proceeds of the small cocktail bar were topped up by the managing owner of Döbler, Ronald Eckert, and were to be used for a social project closely related to the company's mission. The decision was made in favour of the primary school of the town where the company is located. Together with the school, they decided to use the donation to purchase ten pairs



Plenty of fun at the primary school: the stilts are very popular.

of wooden stilts for the children in grades 1 to 4. Commissioned by Döbler Werbeartikel, the wooden stilts are specifically designed for children and are height adjustable. "This year's in-house trade show focussed on value-added services. Haptics, i.e. 'touch, feel, understand' is one of the key factors in the promotional product industry and thus in the daily work environment of Döbler Werbeartikel," explained Ronald Eckert. To enable the children to enjoy a sensorial haptic experience, the decision was made to donate wooden stilts. [www.doebler-wa.de](http://www.doebler-wa.de)

## PRINTMASTERS ROMANIA

## NEW CERTIFICATION

On January 13th, Printmasters Romania (a Xindao company) obtained the OHSAS 18001:2008 certificate – Occupational Health and Safety Management System Certification. This certification was preceded by a two-day audit. In combination with ISO 9001:2008 certificate – Quality Management System Certification – and the ISO 14001:2005 certificate – Environmental Management System Certification –, Printmasters now guarantees the highest possible standards in our Industry. Quality, environment and health



The certification guarantees the highest standards.

and safety are now integrated in one system. Printmasters is the Xindao printing company for promotional products. It is a state of the art factory with new machines for all possible decorating techniques. According to Xindao, "this recently obtained certificate fits perfectly in the Xindao Vision2020 strategy to become the most sustainable company in our industry!". [www.xindao.nl](http://www.xindao.nl), [www.printmasters.ro](http://www.printmasters.ro)

## ASS ALTENBURGER PROMOTIONAL SERVICES

## NEW FACE, NEW PERSPECTIVE

By restructuring the top level of the sales management, ASS Altenburger is continuing to push ahead with the transformation from a company steeped in tradition to an innovative supplier of games, playing cards and playful promotion solutions. Holger Ansorg, who for four years has been successfully working as Loyalty Project Manager at ASS Altenburger responsible for the planning and



Holger Ansorg

implementation of customer loyalty programs, has been appointed new sales manager of the Promotional Services division. A native of Rostock, he can look back on many years of experience in marketing, sales and loyalty marketing

and aims to continue positioning games and playing cards as an innovative, modern and playful promotional medium in the industry. "Although our brand will be 250 years old in the coming year, we are able to do more than 'just' produce playing cards. There is no denying that this core business is still very important to us. In addition, however, customers also have the possibility, for example, to develop a game together with us, complete with game pieces, a game board and dice or with customized pieces," explains Holger Ansorg. [www.spielkarten.com](http://www.spielkarten.com)



## MORE MODERN, CLEARER, MORE INTUITIVE UMA WITH NEW WEBSITE

**M**ore modern, clearer, more intuitive for users – this is the new website of uma which is now online. The world of uma promotional pens has now become accessible in an entirely new way at [www.uma-pen.com](http://www.uma-pen.com). Experience the handwriting of advertising with just a few mouse clicks – that is the conceptual idea behind the design of the new website. The user receives clear, generous imagery which at first glance shows the different products and services that uma offers its customers. A key element of the new website is the product configurator with a notepad function. Here customers can select their desired pins from a colourful array of choices according to different criteria. To



this end, uma offers its trading partners a sales tool as an extranet feature with which they can distribute their product range individually and in their own corporate colours. Personal contact online is also very important at uma. Experienced competent partners are available to answer any questions about printing, colour and finishing options as well as matching accessories. [www.uma-pen.com](http://www.uma-pen.com)

## PRÄSENTA PROMOTION

### COOPERATION ARRANGED WITH ISL

**T**he Solingen/Germany-based promotional product specialist PräSENTA Promotion International GmbH is starting a collaboration with the sourcing company ISL – International Sourcing & Logistics Ltd – in Hong Kong. The Solingen-based company is hoping the cooperation will establish a direct link to major Asian manufacturers, particularly in China, but also in other Asian countries. In addition to its headquarters in Hong Kong, ISL has offices in China as well as in Seoul, New Delhi, Bangkok and other cities. Founded in 1951, the main goal of the company is quality assurance and a simplification of the supply chain for American and Western European trading partners. ISL will represent PräSENTA Promotion in all supply chain matters, from product procurement to quality assurance with direct audits to logistics. The word from Solingen is that the family-run enterprise, which has been on the market since 1957, wants to continue to further expand its position through this cooperation, especially in the hotly contested corporate business. [www.praesenta.de](http://www.praesenta.de)



## TENEUES

### CALENDAR DIVISION IN THE NEUMANN GROUP

**A**s of 1 January 2015, the calendar and stationery division of teNeues Verlag will be trading under the name of teNeues Calendars & Stationery GmbH & Co. KG as an independent company of Dr. Neumann-Wolff AG. Among the specialist publishing companies that also belong to the Kiel-based group of companies are Alpha Edition GmbH & Co. KG and Palazzi Kalender GmbH. Sebastian teNeues will continue working as the managing director and publisher of the company. The books division of the teNeues publishing group will remain unaffected by this. Following the spin-off, it will remain with the previous shareholders Hendrik and Sebastian teNeues as a legally independent entity and will henceforth operate under the name of teNeues Media GmbH & Co. KG. Hendrik teNeues will remain the sole managing director and publisher. [www.teneues.com](http://www.teneues.com)



## NEW ADDRESS

### INCRYSTAL CONTINUES TO EXPAND

**I**nCrystal, the specialist for laser engraving in high-quality K crystal glass, has now moved to: In Gaiern 11, 71287 Weis-sach, telephone + 49 7044 916816-0. In addition, a new laser system has been integrated in the production area to ensure fast delivery and best quality, even at peak times. [www.in-crystal-werbemittel.de](http://www.in-crystal-werbemittel.de)



## PROMOSWISS

### PSF FORUM 15 AND SUISSEEMEX 15

The association of the Swiss promotional product industry Promoswiss will again be assuming a significant role at Swiss marketing trade shows this year. As part of the annual SuisseEMEX, PROMOSWISS will again be organizing an up to 250 square metre WERBEARTIKELIDEENPARK from 25 to 26 August 2015. The SuisseEMEX, the



Impressions from last year's WERBEARTIKELIDEENPARK.

largest event and marketing trade show in Switzerland, connects all areas of the corporate value chain and combines innovative and creative minds of the networked communication, marketing, media and digital business world. The clearly designed WERBEARTIKELIDEENPARK of Promoswiss provides visitors from industrial and service companies valuable ideas and practical solutions and shows them the future trends of promotional products. This is where new and valuable contacts can be established. Inquiries are made on site and processed by Promoswiss promotional product distributors. Register at: [www.promoswiss.ch/de/suisseemex/fuer-aussteller](http://www.promoswiss.ch/de/suisseemex/fuer-aussteller)

#### CUTTING EDGE IN LUCERNE

On 21 May 2015, Lucerne will be the venue of the PSF Forum, the promotional product trade show of Promoswiss. This is where major European manufacturers and suppliers meet the Swiss promotional product distributors. "The promotional product market thrives on new products and innovative products. Whoever wants to prove themselves in this exciting, dynamic competitive environment needs to know which new products and trends will be in demand tomorrow and where they can obtain them at short notice on the best terms. This is precisely the reason why Promoswiss created this trade show" says Peter Kaiser from the Promoswiss Board. The PSF Forum 15 will be taking place at the ice centre in Lucerne for the first time. A larger space is available here for exhibitors. The location also scores with a modern infrastructure and free parking spaces for visitors. Registration at: [www.psf-forum.ch/aussteller-service/anmeldung-und-preise](http://www.psf-forum.ch/aussteller-service/anmeldung-und-preise) – Promoswiss members who participate at both events will receive a discount of 10 per cent on the SuisseEMEX stand fee (non-members 5 per cent).

Additional information: Promoswiss-Verband, Postfach 88, CH-8952 Schlieren, T +41 43 433 79 94. [info@promoswiss.ch](mailto:info@promoswiss.ch) – [www.promoswiss.ch](http://www.promoswiss.ch)

## NEW BUSINESS PREMISES

### PROMOSTORE EXPANDS

The Promostore team in Essen is expanding and needs more space. That is why Promostore Merchandising GmbH in Essen moved to new premises at the beginning of the year. The word from Essen is that as a result of further growth,



The new domicile of the Promostore team.

expanding the premises "has become absolutely necessary". The new offices feature modern equipment, ergonomic workstations and are centrally located in the heart of the Ruhr area. Apart from the address, all contact details remain unchanged. The new address of the promotional product online shop is: Promostore Merchandising GmbH Tenderweg 4 45141 Essen [info@promostore.de](mailto:info@promostore.de) [www.promostore.de](http://www.promostore.de)

## VIM SOLUTION

### SALES TEAM EXPANDS

Vim Solution GmbH, specialist for electronic promotional products, has expanded its sales team. Following a successful study course in PR communication and thanks to her written and spoken command of English and French, Patricia Haid is now responsible for the company's international customers as their contact person.



Patricia Haid

[www.trader.vim-solution.com](http://www.trader.vim-solution.com)



## ONLINE CONFIGURATOR OPTIMISED

## REIDINGER WITH A NEW VISUAL IDENTITY

**R**eidinger GmbH, a specialist in pencils and folding rules with advertising print, has redesigned its visual appearance. "For more than 30 years, we have been successfully providing our customers with printable promotional materials. The time has now come to refresh our optical appearance. The modern new look will shape all communication mediums of Reidinger GmbH in the future," says Managing Director Norbert Reidinger when commenting on the relaunch. The centre-piece of these innovations is the revised website: With the modernised online



configurator, customers can not only design their promotional material but also calculate it. The price and configuration of the corresponding article are displayed visually and in figures in real time. The selection of the respective configuration can be printed out directly and/or ordered. This not only shortens the processing time, but also gives customers an instant overview. The online configurator can be tested at: [www.reidinger.de](http://www.reidinger.de)

## ASSORTMENTS CONSOLIDATED

## SOL'S AND JOY THAI COOPERATE

**S**OL'S, the European supplier of diverse promotional textiles, has entered into a partnership with Joy Thai, the expert in custom-made productions. Both companies boast over 20 years of expertise in their respective sector. The cooperation enables them to meet the requirements of customers more efficiently by offering a high-quality, customer-oriented and cost-effective service for custom-made productions. SOL'S offers a collection of 346 customizable textile products and a constant stock of over 25 million articles. The clothing range is now complemented by a new specialist service with fully adapted "tailor-made" clothing from Joy Thai. The new European company from Joy Thai is managed by Emmanuel Garcia, who has been working for the company both in Asia and in Europe for 17 years. "This new partnership represents an exciting new opportunity for Joy Thai. We have been following the development of SOL'S with great interest for many years and we believe that pooling our expertise – and our corporate cultures – will lead to a competitive portfolio in Europe and around the world," says Garcia in his assessment. "We constantly strive to adapt to market requirements and have recognized the growing demand for highly specialized, personalized textiles. This partnership creates a completely new product portfolio for our customers and strengthens our position as a multi-specialist in the market for promotional textiles," adds SOL'S Managing Director Laurent Ostrovsky. To mark the new partnership, Joy Thai opened a new European office in Paris. [www.sols-europe.com](http://www.sols-europe.com) – [www.joythai.com](http://www.joythai.com)



## NEWLY FORMED COMPANY IN CHINA

## MEI YUAN INDUSTRIAL COMPANY LIMITED

**A**fter eight years as managing director of the Maximex team, Jürgen Schütz has decided to take on a new challenge in Dongguan, China. With his new company Mei Yuan Industrial Company Limited, he wants "to continue and expand the diverse positive contacts". According to the Dongguan-based company, close business relations with manufacturers coupled with proprietary production enable a prompt tailor-made implementation of customer projects. Jürgen Schütz is available as the German-speaking contact person. Contact: Tel. +86 769 8152 3936 or [juergen.schuetz@gdmeiyuan.com](mailto:juergen.schuetz@gdmeiyuan.com)



Jürgen Schütz in front of his new company in Dongguan, China.



**bwg Managing Board from left: Ronald Eckert, Carsten Lenz, Joachim Schulz, Eva Hassenbach, Mirco Häßlich.**

## ANNUAL GENERAL MEETING OF BWG

# EMPHATIC “YES” TO A UNIFIED ASSOCIATION

This annual general meeting was anything but business as usual, even though the German association of promotional product consultants and distributors (bwg), in keeping with tradition, held it on the day before the PSI. The traditional meeting turned into a historic day. By agreeing to a unified association, bwg members took a major pioneering step.

**T**he overriding issue of the annual general meeting was dealt with under item eleven on the agenda: “Resolution on the approval of the merger agreement dated 26 November 2014 between the bwg, as the transferor entity, and the general association of the promotional products industry (GWW), as the transferee entity”. Behind the legal circuitous formulation

was nothing other than the question directed to the bwg members as to whether they wanted to clear the way to a unified association with their approval. The answer to this question was preceded by the presentation of the structure of the new general association. Mirco Häßlich, Deputy Chairman, explained how the structure would look like in the future. The gen-

eral association shall consist of four sections that correspond to the previous individual associations: brand owners, consultants/distributors, manufacturers/importers and business/industry partners. A section must have at least 25 members, whereby the section “business/industry partners” may have fewer members. Each member shall have one vote. Together, all members shall elect the Board. For this purpose, each section may propose a person from its own ranks to stand for election. In accordance with the draft statutes of the general association of the promotional products industry (GWW), the number of members of the Board shall correspond to the number of sections plus one person for the position of Chief Executive Officer and a representative of the PSI. Having been informed to that effect, following a thorough discussion and a recommendation given ahead of the annual general meeting by bwg “to declare oneself in favour of a general association in order to enhance the clout of the industry”, bwg CEO Joachim Schulz called on the members entitled to vote to submit



their vote. And with only one dissenting vote and two abstentions, the voting was very clearly in favour of a unified association. With this result, Schulz then raised the hope of “now joining forces and speaking with one voice.” The meeting of all individual associations is scheduled for 25 March 2015, and the definitive merger is expected in April/May 2015.

#### THE FACE AND VOICE OF THE INDUSTRY

This aspect had been previously addressed by guest speaker Michael Freter, head of the PSI. He felt it was “all the more important to work together as the promotional product industry has not yet reached its peak. There is still room for improvement.” 2015 will be a year with challenges but also opportunities. And Freter pointed them out by referring to the PSI. 873 exhibitors at the 53rd PSI corresponded to an increase of 2.1 per cent. “A small number of great significance,” commented the head of the PSI, for the exhibitors included notable returnees who were encouraged to participate by the great success of the PSI 2014. Freter also summed up why: “PSI is the face and voice of the industry.” Not least of all because the PSI also acts as a mediator: “You do not have to love the PSI, but you have to see it as the central representative of the interests of the industry”.

#### WEBINARS AND THE TREND – TWO SUCCESS STORIES

Although the annual general meeting was entirely dominated by the issue of a unified association, there was still enough time and room for other topics. Among these was a review of the year 2014. The bwg CEO, Joachim Schulz, focused mainly on the seminars offered by the association as well as the 27th TREND Trade Show which took place in Neuss on 12 and 13 September 2014. With regard to the series of seminars, Schulz especially emphasized the importance of webinars and was pleased with the growing interest and the number of participants associated herewith. He also acknowledged that this form of training, which is also available to non-members, “has increased the added value of bwg”.



Dr. Hans Theo Schumacher, (left) notarised the approval of the merger agreement on the part of the bwg members.

In addition to webinars, bwg again offered seminars on site last year, such as the printing seminars at elasto form. It was not without a certain pride that Schulz once again reviewed the TREND Trade Show which he described as being the second most important trade show for distributors in Germany. In the course of two days, 635 visitors made their way to the Euromoda convention centre in Neuss where 102 exhibitors awaited them. The TREND itself featured an altered trade show concept. Although the bwg 2015 will merge into the unified association, there will be a TREND once again this year. On 11 and 12 September 2015, the trade show will open its doors for the 28th time.

#### COMPLIANCE IS GAINING IMPORTANCE

Management Advisory Board member Ronald Eckert reviewed the past year. He gave an account of his participation in a compliance seminar. Compliance is a topic that is increasingly taking centre stage in terms of financial contributions. Eckert explained that contributions and corruption account for just seven per cent of the complex issue of compliance. bwg CEO Joachim Schulz drew a connection to a unified association by explaining that the very complexity of the issues that preoccupy the industry and the regulations associated herewith make the amalgamation of the individual associ-

ations into a general association practical and necessary: “The challenges facing the industry, such as the issue of promotional product restrictions because of compliance regulations in major companies as well as the ban on promotional products in the pharmaceutical industry, call for a uniform identity in the industry. Even the challenges of the fiscally and socio-politically difficult market environment would be met more effectively with a larger association that encompasses various segments of the promotional product industry.”

#### APPOINTMENT OF NEW ACCOUNTS AUDITORS

Although the members of the bwg have approved the general association and hence automatically the winding-up of their previous federal association (Werbemittel-Berater und -Großhändler e. V.), they again had to appoint one or two accounts auditors according to schedule. The newly appointed accounts auditors (Karin Dicke und Wolfgang Herold), who had originally been elected for two years, will now be in office for one year only – also retroactively. 2014 will thus be the last financial year of the bwg which they have to audit. <



Sustainability was the major topic at the stand of the Hagemann Group.

## WERBEMITTELMESSE MUNICH 2015

# SUCCESS STORY CONTINUES

The 17th edition of the Werbemittelmesse Munich – in short: wmm – also boasted an impressive number of visitors. Like last year, more than 1,500 trade visitors came to the MOC in Munich on 21 and 22 January to gain information about the latest trends and product ideas.

Visitors are invited to wmm, the largest trade show of its kind in southern Germany, by five promotional product agencies: Active Promotion (Erlangen), admixx (Ottobrunn), CD Werbemittel (Germering), Eidex (Baierbrunn) and the Hagemann Group (Eichenau). Together they use the event organized by promo event GmbH as a professional platform to present themselves as professional partners for advertising companies. Friendly check-in and

stand personnel, attentive advice, imaginative promotional products and cooperating promotional product specialists contribute to the appealing presentation of the event.

### SMOOTH OPERATION

The “helper” imprints on the jackets of the hostesses says it all: Exceptionally friendly and always approachable, they supported both visitors and exhibitors alike during the trade show where over 100 renowned

promotional product partners showed their diverse portfolio on an area of 4,000 square metres. The individual stands featured stunning detail and creative design. Proven structures once again ensured the smooth running of the product show.

### MULTIFACETED PRODUCT WORLD

The Werbemittelmesse Munich has distinguished itself for years with high-quality visitors. And they were highly interested again. On average, the visitors spent about three hours for their intensive research. Whether it was classic pens, transparent USB sticks, vegan fruit gums or power banks for mobility freaks, the wmm 2015 once again demonstrated to the users of promotional products how versatile promotional products can be when used for corporate marketing – and how much sympathy they are capable of producing.

### SUSTAINABLE ACCENTS

Each of the cooperating promotional product agencies was represented at the wmm with its own stand. As an example, Hagemann GmbH is mentioned for having set an example with sustainable promotional products. Under the motto “Sustainability creatively lived”, a special exhibition was arranged at the stand to show what is possible in this regard. The focus was on the





Red carpet treatment again: the wmm attracts advertisers from the whole of southern Germany.



The lectures were always well attended.



Even socialising was not neglected at wmm.

base material corn which is used to produce book covers, pens and USB sticks, and bamboo which is used to produce binders, pencil cups, bowls and bread knives. Recycled commercial PET bottles returned to the market as pens or shoulder bags, and aluminium was the basis for water bottles, USB flash drives, pens and packaging. Natural cotton was mutated into a cap or book cover. But the greatest attention was attracted by the Hagemann team because their trade show uniform consisted, among other things, of a T-shirt that had been woven from cotton waste and PET fibres. "I was trash and now I'm fashionable" appeared on one of the sleeves; on the other sleeve was a QR Code which guided the observer to a video about the production of these shirts.

#### AROUSING FURTHER ENVIRONMENTAL AWARENESS

The Hagemann Group has been focussing its efforts intensively on the increasingly

important issue of sustainability for some time. Hagemann wanted to know how marketing managers and decision-makers for promotional products in companies deal with this subject and in 2014 it commissioned a market research company to provide the answers. One of the findings revealed that the term "sustainable promotional product" is interpreted differently: 29 per cent of respondents understood it to be a recyclable promotional product; 66 per cent considered a promotional product to be produced from sustainable raw materials. 78 per cent believe that "sustainable promotional products" are important, but in case of doubt they prefer to choose more conventional promotional products, in which case price/performance plays a significant role. The results provided Hagemann GmbH with many insights. According to Hagemann Managing Director, Rolf Janka: "The first step was therefore, together with our customers, to define what is to

be understood by 'sustainable promotional product' and how systematically the subject should be implemented. For this purpose, the wmm 2015 was a perfect start with intensive discussions with over 500 customers at our stand. The mini-exhibition at our stand stimulated discussions and several exhibitors also documented their expertise on this subject."

#### SOPHISTICATED LECTURES

There were very sophisticated lectures once again this year. On the first day of the trade show, Prof. Dr. Anton Meyer spoke on "Marketing in 2040 – What is next, what will remain, what will work?" and Matthias Pöhm on "Presentation – direct into the subconscious." On the second day, Sabine Hübner spoke about "Service culture in the digital age" and René Borbonus demonstrated "The power of rhetoric". The seats in the auditorium were always occupied. Further information is available at:

[www.werbemittelmesse-muenchen.de](http://www.werbemittelmesse-muenchen.de) <



## KANGAROO PROMOTION DAY 2015

# QUITE FIRMLY ESTABLISHED

When suppliers receive an invitation from the pink-coloured kangaroo, they are always more than happy to hop on down to Düsseldorf. Thus on 27 January 2015, 35 top suppliers accepted the invitation to meet customers of Röhrs Werbe Service GmbH at the Finanzkaufhaus of the Sparkasse where they experienced an informative trade show day with lots of unknown things to discover.

**T**he foyer of the multi-storey savings bank building in downtown Düsseldorf is ideal for the product show and it has proven itself for years, as has the date at the end of January. Thus Horst Holzschneider and his team were again able

to welcome their key customers to the new product show this year.

### A LIVELY TRADE SHOW DAY

"It has been a busy day and by about 3 pm most customers had been here. We have received several specific inquiries and were

able to provide specific responses," says Holzschneider when drawing his conclusion. This was also confirmed by the suppliers. They always like coming here and using the Kangaroo Promotion Day as a platform to advertise their products. The host expressly praised their dedicated and professional sales approach: "The friendly, active approach to customers and the ability to arouse enthusiasm is a very important success factor of the trade show." Striking the right note alone requires a lot of experience because given today's information overload, grabbing the customer's attention is not as easy as it used to be.

### PROVEN AND NEW

The quality of this event seems to be, inter alia, due to the fact that there are mainly suppliers with whom Holzschneider has had good experience and with whom he frequently works. This in itself is a basis of mutual trust for future projects. But "new" companies whose products might appeal to Röhr's customers always ensure that there is variety. For the first time, the big brands Moleskine and Rösle were among the exhibitors. <





### THREE QUESTIONS FOR HORST HOLZSCHNEIDER

#### *How would you assess your in-house trade show this year? Business as usual?*

I am very pleased with the response so far. However, in our conversations we have noticed the effects of the discussions on compliance for the first time: Customers in the public sector have become very cautious and hardly dare to spend more than 5 to 10 euros on a product.

#### *Are product trends emerging for 2015?*

In my opinion, powerbanks are without a doubt the latest hit. Even last year they were among the most sought-after products and that seems to have continued.

#### *How does the market currently look?*

I have noticed smaller budgets and smaller quantities. At the same time, the demand for services is increasing all the time. The customer expects a number of free services from us such as product development, samples and comprehensive concepts that agencies would normally charge. That annoys me, but it can hardly be expected to change.





## DIE6 PROMOTION SERVICE GMBH

# 25 SUCCESSFUL YEARS ON THE MARKET

Consistency is one of the success factors of the promotional product network DIE6 that will be celebrating its 25th anniversary in 2015. Chairman of the supervisory board of DIE6, Heinrich Grübener, recalls the willingness of the six founding members to take a risk: “At that time, they took a risk that did not necessarily guarantee success. This was only achieved through the hard work of the many contributors.”

**O**n 5 June 1990, six entrepreneurs from the promotional product sector founded DIE6. Previously operating as the brand representatives of major German suppliers with territorial protection, they were faced with a change in the promotional product market. The merger was originally planned as a pure catalogue association to considerably reduce the costs for all parties. At the same time, the brand identity of the respective members was to change, because a similar medium did not exist in the promotional product sector at that time. In 1996, DIE6 Promotion Service GmbH, an independent company with its own le-

gal form, emerged from the “catalogue association”. All member companies quickly recognized that a joint service company not only improved their own market position, but also led to additional ground-breaking synergies. The number of members grew and the promotional product network DIE6 developed from an outright interest group into a major force in the German promotional product market. The year 2000 saw the first joint internet presentation.

### WORKING IN PARTNERSHIP

Since 2007, Holger Kapanski has been the managing director of DIE6 Promotion Service GmbH. His credo: “We pursue a phi-

losophy of continuous positive development. This requires that the member companies are willing to work together in partnership. All member companies think and act as full-service companies. We at the headquarters create the conditions for a continuous flow of information between the members.” Updates are continually being made on the in-house intranet, whether it be purchasing terms, product changes or new sources of supply. The headquarters indeed acts independently as Service GmbH, but it is always focused on the needs of the network and its member companies. In addition, it always attempts to raise the profile of the promotional product in the public eye as being an indispensable part of modern marketing concepts.

### ON THE RIGHT TRACK

All in all, DIE6 is on the right track. With 13 members nationwide, it achieves a high coverage of the market. Additionally there is a partner company in Vienna, which serves the Austrian market. “We have achieved a satisfying coverage and a highly stable market position with our member companies in Germany,” says Grübener in his conclusion on the 25-year-old existence of the company. “Naturally our structure enhances continuous controlled growth. Potential applicants, however, should live the full-service concept as we do and offer a high level of cooperation, because ultimately a network can only function if everyone pursues the same goal.” [www.die6.de](http://www.die6.de) <





With the Scandinavian promotional product trade shows, suppliers from the southern countries of Europe can also gain access to an interesting market. Here is an impression of the PWA Show in Helsinki.

## PROMOTIONAL PRODUCT MARKET IN SCANDINAVIA

# A LIVELY START TO THE NEW YEAR

As the leading continental trade show, the PSI traditionally marks the start of the European promotional product year. Shortly thereafter, however, three established events in the Scandinavian region follow: the Promotionmässan Kista in Stockholm, the EXPO NEWS in Copenhagen and the PWA Show in Helsinki.

**T**he start of the three consecutive product shows for Scandinavia's promotional product distributors was made by the Promotionmässan Kista in Stockholm, Sweden from 13th to 15th January. The three trade show days provided sufficient time to become inspired by products and ideas. Thus it was possible to initiate business deals and carry out product training in a very relaxed atmosphere. Some 170 exhibitors, mainly from the north, but also some from Europe's southern regions, presented their latest creations. The trade show company Artexis, which organized

the Promotionmässan in cooperation with the Swedish associations SBPR and PWA, was satisfied with the number of visitors, although at about seven per cent it was somewhat below the level of the previous year – which was, however, put down to the stormy weather conditions that caused the cancellation of numerous flights. From Germany, the companies Geiger-Notes AG, Inspirion, Michael Schiffer Promotion (3M Post-it), Mahlwerck and uma were represented with their own stands. The PSI participated with its own stand and the attending staff members Yvonne Stamm and

Charles Domoraud were supported by Klaus Beyer, the PSI representative for all Scandinavian countries.

### HIGHLY POPULAR

Visitors showed tremendous interest in the following trade shows – the EXPO NEWS FAIR in Copenhagen, Denmark from 18 to 20 January 2015 and the PWA Show in Helsinki, Finland on 21 and 22 January. The EXPO NEWS FAIR – Profil Promotion Gaver, organized by the association of suppliers 'Profil-Gruppen' as part of the 'Design and Lifestyle Show', was held at the BELLA CENTER in Copenhagen. Visitors were particularly attracted to a room specially reserved for the promotional product sector with 28 exhibitors. The PWA Show in Helsinki is a successful suppliers show of the Swedish associations SBPR and PWA. Reinforced by local agencies, a number of manufacturers and suppliers were justified in presenting their products to the attractive Finnish market. The event has become a good tradition and takes place twice a year. In January this year, around 40 suppliers were very satisfied with the 450 visitors who attended. PSI was also represented by Klaus Beyer at these two shows.

### UPCOMING EVENTS

The next Promotionmässan will take place from 18 to 20 August 2015. The next EXPO NEWS will take place from 13 to 15 August 2015 in Copenhagen and the next PWA Show will take place from 26 to 27 August 2015 in Helsinki. If you are interested in any of these events, Klaus Beyer will gladly provide you with more information. Contact: Tel. +49 5824 985826, mobile +49 172 7477262. klaus@beyergmbh.com <



## PROMOSWISS MARKET RESEARCH STUDY

# IMPORTANT INDUSTRY

A recent study by the St. Gallen University of Applied Sciences - commissioned by Promoswiss, the association of the Swiss promotional product industry - clearly shows how important the promotional product is in the Swiss advertising landscape. Today the sales turnover in this industry in Switzerland is more than 500 million Swiss francs. This amount even surpasses the current sales turnover of outdoor advertising.

**A**s part of the research study, 890 companies were surveyed in the first half of 2014; Companies from all three linguistic regions of Switzerland with various company sizes and from various sectors of the economy. The main objectives of this study were inter alia: The reasons for using promotional products, sources of information and supply, the criteria for the selection of promotional products and information about the main areas of use. Last but not least, the expenditure of each company on promotional products was surveyed and projected from the results of the market volume.

### PROMOTIONAL PRODUCTS ARE POPULAR AMBASSADORS

The analyses showed that the main benefit of using promotional products is, on the one hand, to establish direct customer contact and, on the other hand, to generate a practical benefit to the customer. In addition, promotional products serve as popular ambassadors and "openers" for new business relations. Compared to other advertising media, promotional products thus offer "added value of functions, benefits and advantages". According to the study, most of the information about promotional products is collected on the Internet.

The survey results clearly show, however, that when it comes to advice or purchasing promotional products, orders are most commonly placed with promotional product distributors. 61.6 per cent of respondents purchase promotional products in Switzerland, 29.7 per cent in Switzerland and abroad, and the rest only abroad.

### QUALITY OVER PRICE

The fact that promotional products are mainly purchased in Switzerland is also due to the fact that, in the case of approx. 54 per cent of the companies surveyed, the quality of a product is the decisive criterion for the choice of a product. Price ranks only second as a criterion.

### EXPENDITURE

Finally, the project team asked the companies about their expenditure on promotional products. Results showed that 71.5 per cent of the advertising companies spend 5,000 Swiss francs on promotional products each year. Based on the total responses, the team created a projection. This revealed a market volume of 733 million Swiss francs for the Swiss promotional product industry. Figures from surveys of members regularly conducted by Promoswiss show that the promotional product industry has already achieved a large part of this volume with annual sales of over 500 million Swiss francs. According to the association, however, a significant potential for the promotional product specialists of Promoswiss therefore still remains.

### CONCLUSION OF THE STUDY

The study confirmed that with annual sales of more than half a billion Swiss francs, the Swiss promotional product industry represents an important player in the Swiss advertising landscape. And although information on promotional products is often obtained on the Internet, promotional product distributors will continue to play an even greater role in consulting and in the procurement of these products. More information about Promoswiss is available at: [www.promoswiss.ch](http://www.promoswiss.ch)







## TRADE ONLY NATIONAL SHOW 2015

# THE INDUSTRY FACE TO FACE

Thousands of visitors flocked to Coventry for the ninth Trade Only National Show making the event the most successful ever organisers have announced. The show - held on the 21st and 22nd January at the Ricoh Arena, Coventry, UK saw nearly 3,000 visitors through the doors over its two-day run.

**T**he BPMA Annual Awards Dinner organised by Trade Only on the middle night of the show saw nearly 700 guests enjoying a glamorous industry gala with an electrifying performance from top dance band Carte Blanche. Almost 150 delegates attended the BPMA Education Day, endorsed by the show on the 20th which included sessions by Dee Blick, Warren

Knight, Paul Bellantone, Rod Brown and Michel van Bavel.

### FEEDBACK VERY POSITIVE

Nigel Bailey, Event Director for Trade Only said "It has been as always an amazing few days. This show has become one of the very top promotional product trade shows. With over 75% of space now reserved for 2016, we are already hard at work plan-

ning to make next year's event even better. Feedback from exhibitors and visitors alike has been universally very positive. Our new VeriREG registration software has helped us improve visitor quality yet again with several hundred registrants denied access to the show prior to the event and a number of walk-ups being rejected on-site too. This has been reflected in many of the comments we have received already from our exhibitors."

### INTERNATIONAL FLAVOUR

Stephanie Cunningham, Exhibition Manager for Trade Only added: "It has been brilliant and we have all been working non-stop. The reaction from everyone has been terrific. As a newcomer to the promo-world I learned a lot and everyone seemed to be inspired and just happy to be here; what an amazing industry! Our sincere thanks go out to everyone who has been a part of this great show in any way." There were more suppliers exhibiting than ever before, with 350 stands and nearly 2,000 staff. The show benefited from an international flavour, with representatives from 56 countries.

### GOOD NUMBERS OF DELEGATES

Visitors thronged the stands, networked and watched manufacturing demonstrations. Power Sessions from Tamsin Fox-Davis, Martin Varley, Awesome Merchandise and Rod Brown attracted good numbers of delegates. The lunchtime World Leader Keynote featured industry principals from around the world. The inaugural Constant Contact Promotional Merchandise Industry Digital Awards saw wins for Fluid Branding, Great Central Plastics, No Minimum and Outstanding Branding with a special award going to Promotional Products Week. The BPMA Annual Awards Dinner honoured Brand Addition, Preseli, Face2Face, Outstanding Branding, and The Pen Warehouse. The glittering evening also saw the results of the votes for Campaign of the Year, won by Orb Group and Personality of the Year, won by Steve Bodgers. The 10th National Show will again be held at the Ricoh Arena on 20th and 21st of January 2016. For further information: [www.tradeonlyshows.com](http://www.tradeonlyshows.com) <



## CREATIVE AND UNUSUAL IMAGINATIVE INDUSTRY

At the recent PSI Trade Show, the industry again demonstrated its boundless ingenuity. The PSI FIRST Club also impressed at its second edition with smart, innovative promotional product premieres that were first seen at the PSI 2015.

**F**irst-time exhibitors, inventors, designers and young innovative companies demonstrated in the HALLE13 Area how creative minds generate new product potential and are able to provide fresh energy to the three-dimensional product world. These and countless other ideas once again made the trade show an indispensable event for professionals in the promotional product industry. Reason enough for us to focus on this topic in the March issue of the PSI Journal, "Giveaways, creative, unusual". We take a closer look at the connotation of "across-the-board advertising": Also referred to as a "non-selective campaign," it refers to widely spread advertising with small, handy and relatively inexpensive promotional products. Always gladly accepted are the classic products such as pens and lighters. The following pages give a small yet representative insight into why our industry now boasts an impressive variety of products for every conceivable purpose in this segment. <





## LOST YOUR KEY? NO PROBLEM!

**T**his is practical: a key ring with a key finder and a remote delayed-action shutter release for selfies! This clever multipurpose tool from Troika simply has what it takes and not only keeps the key in the robust wire loop, it also offers a finder that reports its position within a radius of 35 metres. The whole thing runs on an app that merely needs to be activated on a smartphone. And when the mobile phone should be at a greater distance for a self-portrait, the remote delayed-action shutter release can serve as an extended arm. Advertising can be applied above the push button.

46311 • Troika Germany GmbH • Tel +49 2662 95110

d.roether@troika.de • www.troika.org



## BRIGHT IDEA

**A**nyone looking for a practical yet unusual giveaway should take a look at the Goudsmit catalogue. Here you can find Bolt, a key chain pendant in the form of a hex bolt. Its ball chain not only keeps the keys together, but its super-strong neodymium magnets allow it to stick to any ferromagnetic steel surface. What is more, it can also be used to store small tools, nails or other odds and ends. The pendant is very robust and made of bright chrome-plated steel.

43808 • Goudsmit Magnetic Design B.V. • Tel +31 40 2212475

design@goudsmit.eu • www.goudsmit-design.com

# NEWS 2015

Seeberger NUTS 'N BERRIES



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Ketchup & Senf



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Seeberger Cashewkerne



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Gewerbering 5/6

82272 Moorenweis

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info@magna-sweets.de

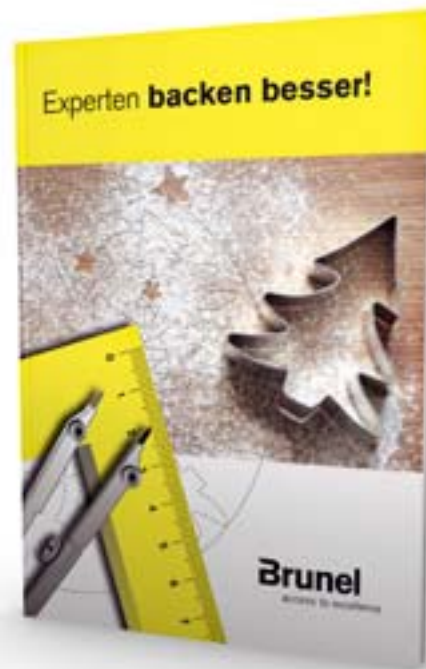
www.magna-sweets.de

## MAJOR ROLE

**A**t the PSI Trade Show 2015, the company Fix Bottle unveiled a carrying strap that can be individually adjusted to suit bottles, cups or containers from 0.33 to 1.5 litres. The beverage is thus readily available, regardless of whether it is in a can, baby bottle, sports drink bottle, a standard drinking bottle or in a tetra pack. Even newspapers, tubes or a glass from a wine festival can be securely attached. Thanks to a built-in velcro fastener and safety catch (for children), you are always on the safe side in case the bottle gets caught. Multi-coloured advertising messages can be applied, including with photo printing.

**Fix Bottle HSI Promotion GmbH • Tel +43 463 338838**

**fixbottle@hsi-promotion.com • www.hsi-promotion.com**



## BROCHURES WITH ADDED VALUE

**L**ingering in someone's memory and providing added value in terms of content? High-quality brochures satisfy both conditions as giveaways! Dorling Kindersley Verlag specializes in individual designs in this area. Designed for every application and budget, the publishing company creates and produces the appropriate booklet. Thanks to its wide range of topics from cooking books to fitness and health guides through to creative titles, gardening and children's books, the appropriate content can be found for every need. The design is completely flexible in terms of format, size and features.

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

-Advert-



17<sup>th</sup> – 19<sup>th</sup> March 2015

**Hanover**

[www.psi-promotion-world.de](http://www.psi-promotion-world.de)



**WORKS**

Deutsche Messe

Reed Exhibitions

Trade Show for Haptic & Multisensory Communication





## MAKES PARING ECONOMICAL

**W**alter Broch Nachf. has added potato and asparagus peelers to its product line to make sure that there will be plenty of fresh vegetables in the pot. With a healthy price-performance ratio, here is a product in the entry-level price range which makes for an ideal give-away or add-on. The vegetable peelers have a Solingen blade made of stainless steel. The plastic handle comes in many different colours and unusual shapes. They have plenty of space for printed advertising messages.

**Walter Broch Nachf. GmbH & Co. KG • Tel +49 212 338175**  
**info@broch-nachf-solingen.de • www.broch-nachf-solingen.de**



## SMALL BUT IMPRESSIVE

**T**he new signal light Lighthouse Carabiner from Kasper & Richter made of lightweight aluminium with three LEDs has nothing to fear from larger models. Weighing only 32 grams and measuring 75 x 20 x 20 mm, it fits into any pocket, glove compartment or tool bag on a bike. The lamp can be operated in a strong/weak continuous mode or with a flash-blink function. The article is particularly suitable as a give-away, just like another product from Kasper & Richter, the Gloomy Hook. This is an ultralight key fob with integrated LED, which is ideal for numerous applications

**40043 • Kasper & Richter GmbH & Co. KG • Tel +49 9131 506550**  
**info@kasper-richter.de • www.kasper-richter.de**

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Stift



GRAPHITE - Radiergummi



GRAPHITE - Bleistift

### CONSTRUCTION GRAPHITE

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### CONSTRUCTION MINI

PIP22/\* Kleiner Multitasking-Kugelschreiber

### CONSTRUCTION

PIP20/\* Multitasking-Kugelschreiber

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kostenlos!

www.troika.org



## WHERE'S THE MOBILE PHONE?

**T**his question arises quite frequently because the valuable communication assistant is often lost, falls out of your pocket or is even stolen. MyBunjee from Kape;Do is the ingenious yet simple solution to prevent you losing your mobile phone. Simply clamp the stretch band around your phone and attach it to your clothes or bag and, voilà, your mobile phone is secure. MyBunjee is just the right product for the promotional product industry because it can be individually adapted to customer needs in terms of colour, printing and even shape. After enjoying great success in England, the German distribution partner Kape;Do presented the MyBunjee product range for the first time at the PSI Trade Show 2015 – and with great success.

49388 • Kape;Do Usefully Yours • Tel +49 911 5676353  
info@kapedo.de • www.kapedo.de

## CINDERELLA SAYS HELLO

**M**arkenreich is presenting the extravagant and extraordinary Zahndose, a container for a lock of hair or other curiosities – an ideal place for extremely personal little treasures. The “big bad” wolf watches over this silver-coated, tarnish-resistant safe. No polishing required. This precious little piece has an elegant black lining. It is 4.4 centimetres in diameter and 2 centimetres in height. Individually packaged in a magic ambience, it is waiting to serve its special purpose.

48670 • Markenreich GmbH • Tel +49 2175 157970  
info@markenreich.de • www.markenreich.de



## TEN FUNCTIONS

**M**ultitools have been gaining more and more acceptance, especially when small repairs must be done quickly or on the go. Lehoff has this sort of allrounder on offer, one that leaves nothing to be desired and is manufactured by Brüder Mannesmann. Ten individual tools are integrated, such as a knife, combination pliers, bottle opener, Phillips screwdriver, saw, can opener, two screwdrivers (two and four millimetres), file and wire cutters. The blades are made of stainless steel. Advertising is engraved into the anodized handle as desired.

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







## MMMMH!

**T**he company Belgosweet.be, specialists for Belgian chocolate and sweets, is presenting their Parisian macaroons: two layers of the finest biscuits for the base surround the sweet filling. The delicious pastry comes in 24 different flavours and 14 different colours. A minimum order of 180 macaroons is required. The sweets can be printed on using four natural and edible colours. The macaroons are delivered ready-to-eat with a special logo imprint on them.

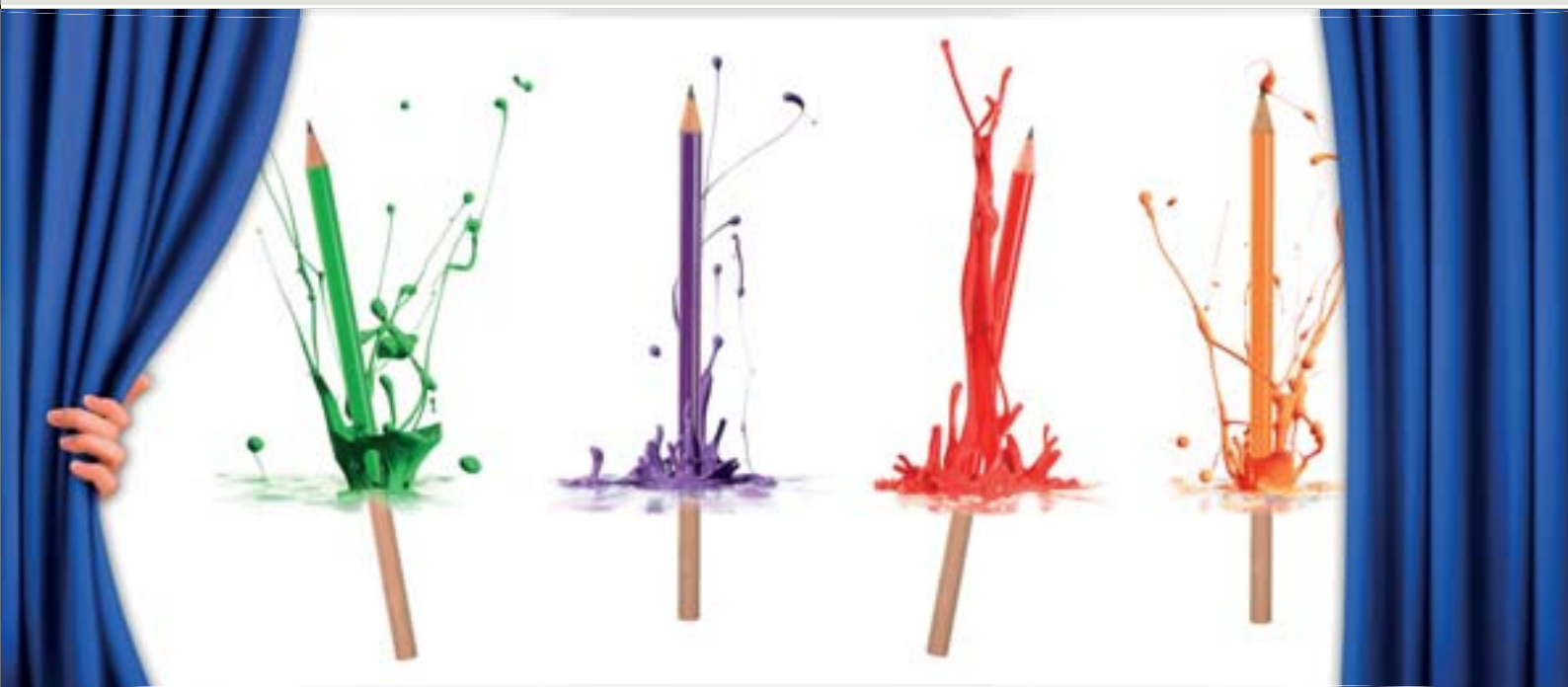
49425 • Candybel S.P.R.L. • Tel +32 2 3515555

guy@belgosweet.be • www.belgosweet.be

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## SAY IT WITH FLOWERS

**A** fresh bouquet of roses or tulips in the mailbox – how does that work? It's simple: with BloomPost the floral greeting is delivered by the postman. And not only in Germany, but throughout Europe. BloomPost GmbH introduced this idea for the first time at the PSI Trade Show 2015 and would like to offer something very special. After all, a bouquet of flowers is always a personal gift, which is underlined by a greeting card. Thanks to a patented film with micro-perforation, the flowers "sleep" in a sturdy gift box and then remain fresh in a vase for at least seven days.

**BloomPost GmbH • Tel +49 541 99969996**  
**service@bloompost.de • www.bloompost.de**



## BARBECUING WITH ZEST

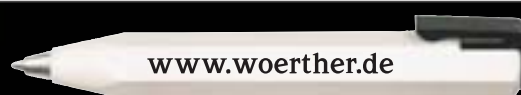
**M**ultiflower carries its barbecue herbs, a 200 gram bag full of herbs and spices for a tasty advertising message, under item no. 1323-2. The giver of these barbecue herbs for a fiery barbecue is sure to curry favour with the recipient. According to the information provided by these advertising specialists, advertising can be easily applied to the header. Multiflower will also produce a custom design on orders of 250 or more. More information on request.

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

-Advert-

DESIGN &  
QUALITÄT

www.woerther.de







## Office supplies made from plastic injection moulding

The company Promowolsch is presenting a large selection of plastic injection moulding products "Made in Germany" and which can be used for any application. (The image shows some examples of products for the office, such as the pen stand which has a variety of different options available; other examples include note holders, memo holders with double-sided adhesive tape, a.s.o.) All of the more than 400 products available are made from an easy-to-print ABS material which conforms to REACH standards. According to the company, their products also offer a large advertising space for little (printing) money.

44724 • Promowolsch – The Customer Factory • Tel. +49 2942 570201  
info@promowolsch.de • www.promowolsch.de

## Phase tester (phase tester) No. 421

The company Hardenbruch is introducing the mains tester (phase tester) No. 421 as an original and useful giveaway. The device is "Made in Germany" and has the VDE-GS as well as the CE marking for a voltage range from 120 to 250 volts. The 140 mm long mains tester has a hardened, nickel-plated screwdriver blade and there is space for placing imprints on both sides of its surface. Different colours for the cap can be selected. The standard colours are red, black, blue, yellow, green and orange. For a minimum order of 10,000 units, the caps can also be made according to specifications.

41847 • Hardenbruch Alexander Hein e.K. • Tel. +49 5551 40693-60  
info@hardenbruch.de • www.hardenbruch.de



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Sales hotline: 0049 7643/801 - 17  
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[www.ksw24.eu](http://www.ksw24.eu)



## GEM WITH CHARM

It is often the tiny nuances that make all the difference. As is the case, for example, with the Crystal, one of the new products from uma. The slim plastic twist ballpoint pen with a sturdy, glossy chrome metal tip is a little gem with a certain charm. This is underlined by the embedded elements (colour or metal look) in the upper part. The Crystal is available with an entirely glossy or shiny transparent housing. The tried and tested uma Tech refill, available in black or blue, ensures long-lasting writing enjoyment.

41848 • uma Schreibgeräte • Tel +49 78327070

info@uma-pen.com • www.uma-pen.com

## CLOSE AT HAND

Minor injuries can happen anywhere, whether it be during sport, games, hiking or biking. Therefore it is good if the plaster case from i.p.a. cosmetics is quick to hand. Four individually sealed quality plasters (hypoallergenic, breathable, waterproof and super adhesive) in a folded cardboard box fit into any pocket and are therefore ideal for travelling. The cardboard note can be printed in offset printing according to customer requirements.

42567 • i.p.a. cosmetics • Tel +49 2521 83000

info@i-p-a.de • www.ipacosmetics.de



## MR. BERT AS THE SUNNY BOY

Mr. Bert from MBW again proves his versatility and is now available as a reflector line for on the go. With his cheerfulness, the quality reflectors manufactured in Europe radiate in two respects. The numerous Bert motifs are applied as stickers, whereby a customer's logo can be integrated. Alternatively, personalization is possible on the reverse side. As of recently, the smart reflector can easily be attached to clothing or a bag by means of a ball chain and clip.

42020 • mbw Vertriebsges. mbH • Tel +49 4606 94020

info@mbw.sh • www.mbw.sh





## DRINK WITH A LINK

Thanks to the ever larger variety of media channels, the demand for communication measures to intermesh across media is also growing. Rastal is following this trend and enhances advertising campaigns in the form of a QR code on traditional advertising vehicles such as cups, mugs and glasses. Users simply hold their smartphone over the code marking on their drinking vessel and the code is read – and immediately the defined page appears in the Web browser. The smart QR code squares of this promotional hit can be printed by Rastal in black or in colour on the cups or worked into the decoration. Even when scratched or otherwise changed, the code can still be clearly read owing to its integrated error correction feature. The team of creatives at Rastal has also managed to place the QR codes on the cups so that they are dishwasher safe and, above all, precise and free of distortion. This combination offers many different possibilities to present a campaign to best effect: Whether the code on the mugs or glasses connects to a competition, admission ticket, contact data, order form, menu or the like is left up to the imagination of the advertiser. The contents depend on the campaign strategy and can always be very easily kept up to date on the reference website.

41829 • Rastal GmbH & Co. KG • Tel +49 2624 16-0  
werbeartikel-service@rastal.com • www.rastal.com

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info@laserpix.de • www.laserpix.de



## A NEW GENERATION

**F**inally 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

-Advert-



17<sup>th</sup> – 19<sup>th</sup> March 2015  
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**WORKS**

Deutsche Messe

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## NOSTALGIA FOR LICKING

**K**ids today love them as much as the children who used to love licking them: fruity shell-shaped candy. i.p.a. sweets offers the classic sweet from the seventies in the fresh flavours of apple, pineapple, strawberry, raspberry packed, cherry, orange and lemon. The sweets in bright-coloured cockles are individually packed in 100 millimetre promotional bags which can be printed in up to five colours with cheerful promotional messages..

45893 • i.p.a. sweets GmbH • Tel +49 4242 961200  
info@ipasweets.de • www.ipasweets.de







## ADVERTISING HOT AND COLD

**T**rends21 GmbH from Munich offers customised products made of silicon as ice cube or baking trays. The original hot or cold trays make practical and effective utensils that promise to provide pleasure over many years. The trays can be created in the shape of an advertising slogan, product design, logo and much more – any design can be achieved. The tray is manufactured in size, shape and colour (from the Pantone palette) according to customer preferences. Advertising can also be applied to the side of the tray using debossing – and without extra cost. In addition, a high-quality cardboard box can be produced with logo print. The minimum order quantity is a mere 500 pieces.

46993 • TRENDS21 GmbH • Tel +49 89 540350-54  
info@trends21.de • www.trends21.de



Die Handschrift der Werbung

CRYSTAL  
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## JUMP INTO A BALL POOL

**N**ot only kids will love the many colourful balls. Ball pools have proven their value not only for therapy, they are also known for being fun to play with for both the young and old alike. Events using balls made by Meier UG promise unforgettable moments, like those from our carefree childhood. Every guest – even the most elegant business partner – will have sparkling eyes and a smile on their face after taking a dive into the ball pool and will remember this experience with fondness. The balls are perfect to use as a giveaway with a logo imprint on them and are sure to be remembered for a long time to come. In addition to the fresh ball pool, Meier UG also offers creative ball tanks that can feature the branding of your choice.

49297 • Meier UG • Tel +49 991 280899-98

m.goebel@meier-vertrieb.de • www.meier-vertrieb.de

## SPICY GIVE-AWAYS

**T**est tubes from the company Henosa-Plantanas Group GmbH are popular giveaways. With a size of 100 x 16 mm, the test tubes can be filled with up to 10 grams of spices. Customers can select either a cork or lamella stopper. The labels can be specially designed according to your wishes using 4c printing for a minimum order of only 100 units. The test tubes come either individually packaged or in a box of five. The box can also have a completely special design. Over 300 different spices are available, including steak spices, herbs, chili, pepper & salt, and flower salts. The spices and spice mixes do not contain any flavour enhancers or MSG. Henosa-Plantanas states that they only work with high-quality raw materials from the best cultivation areas in the world.

47992 • Henosa-Plantanas Group GmbH • Tel +49 7306 926230

info@plantanas.com • www.werben-mit-tee.de



## HEAVENLY TASTE SENSATIONS

**A** further product of the popular premium brand Bahlsen has been added to the extensive product range of Jung Bonbonfabrik: The heavenly tasting chocolate cookie whose deliciously smooth chocolate chips melt on your tongue. The bag is made of silver foil and can be individually printed as advertising space from as little as 250 pieces. Whether as a giveaway or served with coffee or tea at a meeting or seminar, this taste experience can address different target groups in any industry and thereby provide a unique chocolate treat.

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

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





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# Shanti

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 with a twist



**Tacx**

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**Shiva bottle with Shanti membrane lid**  
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# TOP PRODUCT TOPICS IN PSI JOURNAL

PSI invites you to join them at the table! Take your place and display your china, design and decoration products etc.



**"Design, Premium products, Jewellery"**  
 and **"Porcelain, Glas, Tableware"**

Copy deadline: 18.3.2015  
 Deadline for ads: 2.4.2015

May

**"Chocolate and Confectionery"**  
 and **"Winter and Outdoor"**

Copy deadline: 17.4.2015  
 Deadline for ads: 8.5.2015

Jun.

**"Toys, Soft Toys"**  
 and **"Bags, Luggage, Travel"**

Copy deadline: 15.5.2015  
 Deadline for ads: 5.6.2015

Jul.

**"Sustainable and Certified Goods"**  
 and **"Autumn/Christmas"**

Copy deadline: 26.6.2015  
 Deadline for ads: 7.8.2015

Aug.

**"Health, Cosmetics, Wellness"**  
 and **"Custom-made products"**

Copy deadline: 17.8.2015  
 Deadline for ads: 4.9.2015

Oct.

Please don't hesitate to contact the PSI Cross-Media Sales Team at any time for assistance.  
 Phone +49 (0) 211 90191-114/-150, Fax +49 (0) 211 90191-180, e-Mail [publishing@psi-network.de](mailto:publishing@psi-network.de)

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





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## DER PROBLEMLÖSER FÜR JEDE KÜCHE

Der Kräuterfreund



Mit unserem hochwertigen Küchenhelfer, dem Kräuterfreund, wird in jeder Küche die Kräuterkult zum Kinderspiel. Mit der patentierten Kapillarstruktur des edlen Keramikeinsatzes versorgt sich z. B. das äußerst anfällige Basilikum mit exakt der Wassermenge die notwendig ist, um mehrere Wochen kraftvoll frisch und duftend auf seinen Einsatz zu warten. Dieses einzigartige Bewässerungssystem benötigt keinerlei Hilfsmittel, wie Fäden o. ä., es ahmt einfach die Natur perfekt nach und sorgt damit für das optimale Wachstum der Küchenkräuter. Ein Vertrocknen bzw. Ertränken ist damit ausgeschlossen, da die Pflanzenwurzel selbsttätig die gewünschte Wassermenge aus den Kapillaren des Keramikeinsatzes entnimmt. Der Wasservorrat im Untertopf reicht für einen 14-tägigen Urlaub, sodass kein Gießen durch Dritte (Nachbarn, etc.) notwendig wird. Nach wissenschaftlicher Forschung konnte eine smarte Lösung gefunden werden die das Problem von frischen Kräutern in der Küche löst. Was funktioniert wird genutzt und die Werbebotschaft bleibt Tag für Tag im privaten Blickfeld erhalten! Ein Firmenlogo bzw. eine Werbebotschaft kann z. B. auf dem Keramikeinsatz optimal aufgebracht werden. Mindestbestellmenge 24 Stk.

Weitere Informationen sowie ein ausführliches Produktvideo finden Sie unter:  
www.KRAEUTERFREUND.eu

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info@innovartis.eu | www.innovartis.eu

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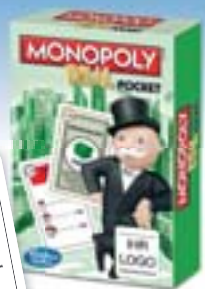
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WHEELS OF FORTUNE

Pictionary

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ALTENBURGER





## SHAPELY AND INNOVATIVE

**A**n innovative premium writing system, a shapely writing utensil made of bioplastic or Soft Touch and a clam shell case made from cellulose fibres – that is the exceptional combination of the DS8 Writer's Box from Prodir: a triad of innovation, high value and sustainability for believable brand communication. The DS8 of the Writer's Box is equipped with the TechGlide "low viscosity" writing system. It is a new development created entirely by Prodir. The extremely low viscosity of its ink lets you stay relaxed as it glides over the paper. The look of the writing is impressive thanks to uniform lines and intense colours. Prodir offers the box in Soft Touch or Natural Touch. The Natural Touch model of the DS8 has a casing made of completely biodegradable cellulose acetate. The material, colour, look and feel of this high-gloss writing utensil in piano black recalls modern yet classic writing utensils. It is kept protected in a PS3 clam shell case which is also made entirely of natural, biodegradable cellulose. Writing with the DS8 Writer's Box Soft touch is softer than velvet. Each Writer's Box comes with an information sheet explaining the materials and the writing system. The tip of the refill is sealed by a silicone ball. The minimum order quantity is 250.

43417 • Prodir GmbH • Tel +41 91 93555-55  
sales@prodir.de • www.prodir.com

## TRENDY ASSEMBLY SETS

**B**rixies is a brand-new trendy brand which is being marketed in more than 20 countries around the world. With fresh colours and cool shapes, the little Brixie building blocks from SPM Schäfer guarantee lots of collecting fun for both the young and old alike. Besides themes such as the zoo, dinosaurs and music instruments, there are also sets that have the theme of important places of interest. This series includes places like the Brandenburg Gate, the Leaning Tower of Pisa and the Taj Mahal, as well as many other famous buildings. At Brixies, quality and safety have the utmost priority. For this reason, all models are made out of high-quality ABS plastic according to the latest safety standards and are certified. They also have a 3-year product warranty. The promotional product distributor can develop special motifs/assembly sets for his customers for a minimum order of only 1,000 units. Brixies assists the distributor with this by providing samples free of charge so that industrial customers can make a decision based on a real object. Advertising can be placed on the packaging and the product using a label.

46903 • SPM Schäfer Promotion Marketing GmbH • Tel +49 2684 957011  
info@spm-marketing.de • www.spm-marketing.de • www.brixies.de







## KEEPING UP WITH THE TIMES

**A**nother new highlight from TFA Dostmann is the Time Line radio-controlled clock with temperature reading. This chronometer with the day of the week written out in seven languages and the complete date is especially easy to read. Thus the Time Line is also easy to read from a distance and is ideal for the entrance or reception area, waiting room or office. The clock also has a display of the inside temperature, two alarms with snooze function and it can be hung on a wall or set up on a flat surface. Time Line can feature custom printing – over the entire surface or only with a single logo.

41875 • TFA Dostmann GmbH & Co. KG • Tel +49 9342 308-0

info@tfa-dostmann.de • www.tfa-dostmann.de



## CHOCOLATE LOGO

**T**he new Midi, Maxi and Super-Maxi special chocolate designs from Kalfany Süße Werbung present logos in finest alpine milk chocolate. Corporate Identity through chocolate is a great way to leave a lasting impression. This treat for the eyes and palate, which comes in a high-quality 1- to 4-colour promotional flow pack, serves as a sweet highlight when communicating with customers. Kalfany Süße Werbung moulds and packages the desired logo in all kinds of formats in-house. IFS-certification guarantees the highest quality standards.

42706 • Kalfany Süße Werbung GmbH & Co. KG • Tel +49 7643 8010

vertrieb@kalfany-suesse-werbung.de • www.kalfany-suesse-werbung.de

## EMPOWER YOUR WRITING



M A R K S  A N

COMING  
SOON



Voyager  
powerbank  
stylus pen



**B**obble – that’s the name of the revolutionary water bottle with the first integrated activated carbon filter from the USA. The patented alternative to conventional drinking bottle systems filters tap water during the drinking process. Bobble combines innovative functionality with the goal of sustainability and responsibility for the earth. Bobble developed the product in order to contribute to ecological sustainability. Made from recycled PET, BPA free, and manufactured in the USA, Bobble is the alternative to the billions of single-use bottles that are used every year. The replaceable filter purifies approx. 300 fillings and guarantees pleasant tasting filtered water – and for a fraction of the cost of water purchased in stores. Star designer Karim Rachid is responsible for Bobble’s iconic, multi-award winning shape. Bobble is the perfect promotional tool to make a lasting impression. Around 600 different colour or customisation possibilities are achieved through the many colour options available for the filter and silicon strap, which can be branded with 4c printing.

[illegible]

# WORKS

Trade Show for Haptic &amp; Multisensory Communication

**T**he sought-after, elegant one-euro metal chip holders for shopping car chips are available from happyROSS in many special themed forms. The newly developed tyre design is highly acclaimed. This attractive, long-lasting advertising vehicle is not only just right for tyre manufacturers, car dealerships and car repair shops, but also first choice for the accessory trade and industry, automobile associations and motor sports. Advertising is applied as a rule on the inserted shopping cart chip. Its design is especially clever, with the back stamped in the form of a wheel rim. Since the item is produced to order, there is also a choice of surface finishes along with the design of the chip. Realistic black, elegant matt silver or classic antique are three popular examples.

80





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□ Classic design meets multi-functionality. The Marksman Voyager powerbank stylus pen is PF Concept's PSI First Product, which the multi-specialist presented to the professional community for the first time in January. The unique combination of ballpoint pen, charger and touchscreen pen makes the Marksman powerbank pen an ideal companion that deserves a place in any hand luggage. The highly sensitive rubber tip is ideally suited for working with tablet PCs and smartphones. The powerbank pen turns into a real knight in shining armour when the mobile phone battery dies and there's no power socket in sight. Simply connect the phone to the pen, charge it and you're ready to go.

40972 • PF Concept International B.V. • Tel +31 71 3328911  
weborders@nl.pfconcept.com • www.pfconcept.com



### □ □ □ □ □ □ □ □ □ □ □ □

□ The company Spranz has included a snazzy stand-up holder for smartphones in its range, which not only serves its purpose in terms of videos, films or photographs, but also features a sophisticated additional function. A card organizer is integrated in the rearmost part, thus ensuring order. Thanks to the original 3M adhesive surface, the stand-up holder can be released from the mobile phone at any time. The colours available are black, white, red, blue and green.

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



## „Signs on the Floor“

Der Werbeartikel der besonderen Art:  
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- NEU – mit fotorealistischer Drucktechnik! Ihren Gestaltungsideen sind dabei keine Grenzen gesetzt
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Fax: +43-5372-61380-49  
promotion@kleen-tex.eu  
www.promotion-mats.eu



**THOMAS AND WOLFGANG SCHNABEL**

## A FAMILY WITH GREAT FLAIR FOR TIN

By definition, promotional products are three-dimensional advertising media addressed to customers, potential customers, business partners and employees. As almost any article can be used as a promotional product, there is no limit to one's fantasies. One example of this is the family-run enterprise Artur Schnabel, a company steeped in tradition that offers several thousand promotional products of a different kind in its repertoire.

**T**he company specializes in metal embossing, industrial hand-made paintings, tin miniatures and centrifugal casting. In particular, the special centrifugal casting method enables intricate tin pieces of just a few millimetres in size to be produced. However, not only very small pieces are produced. Artur Schnabel GmbH also manufactures three-dimensional tin cast parts up to 55 centimetres in size. The highest priority is always the natural representation. "We develop and manufacture proprietary designs and special customised designs in large and small series,"

explains Wolfgang Schnabel, senior boss of the family-run enterprise, adding: "Nowadays it's more important than ever to stand out from the crowd. Our strength is that all our products are designed and manufactured in our company. Thus we have two major advantages: First, the fact that everything takes place in our company, from the first draft to the final finishing, ensures the highest quality at every stage. Second, as we have our own toolmaking department, we can respond to customer wishes very flexibly and at short notice." Therefore our motto is: Development, de-

sign and production "made in Germany" or rather "made in Bavaria". The high-quality tin miniatures, from poodles to chimney sweepers, are furnished with a genuine quality label, the "Schnabel Tin Logo".

### ADVERTISING WITH PERSONALIZED PRODUCTS

The promotional product industry benefits above all from the decades of experience of the family-run enterprise in the souvenir sector. "Just as every location wants souvenirs with its own motifs and labels, we also offer our promotional product cus-



tomers personalized items. Their name then adorns the pocket ashtray, the pillbox, the lapel pin, the key fob and many more of our 40,000 products,” says Wolfgang Schnabel’s son Thomas, managing director since 2011. “Customers come to us with wishes that no one else can realize in the quantities needed. That is why we offer a lot of creative promotional products.” The product range has been extended thanks to a newly developed zinc casting process with which game pieces and bottle openers can be produced. Especially popular is the “Lupfi” bottle opener which can be worn on a hat using a patented process.

#### COMPANY WITH AN EVENTFUL HISTORY

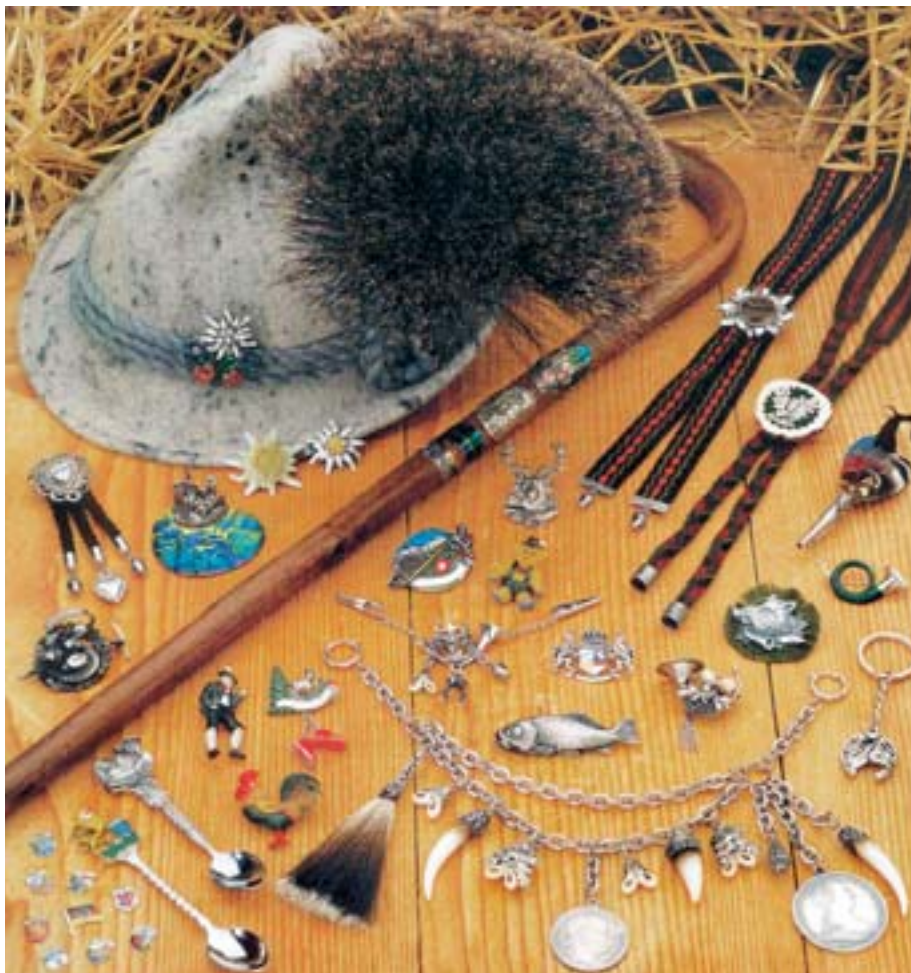
It all began 110 years ago. In 1905, Wolfgang Schnabel’s grandfather Rudolf founded the company in Jablonec/Neisse (now Czech Republic). His company quickly delivered products throughout the entire world and became an integral part of the traditional Jablonec industry (known as the Jablonec Bijouterie). Due to the expulsion, a regionally focused resettlement took place



in West Germany after 1945. Since the end of World War II, a centre of the Jablonec industry has been located in and around the town of Kaufbeuren in Ostallgäu. Here is where resettlement actually led to the creation of the new district of Neugablonz. In this district, Rudolf Schnabel’s son Artur rebuilt the company after the Second World War and specialized in the manufacture of hat and hunting jewellery, souvenirs and costume jewellery. The company was expanded to include the new product segments of miniatures and promotional products and is now run by Wolfgang and Thomas Schnabel in the third and fourth generation.

#### BAVARIAN MOTIFS ARE IN DEMAND WORLDWIDE

Traditionally, souvenirs and costume jewellery boast the highest volume of sales. By its own account, Artur Schnabel GmbH is the worldwide market leader for certain products. Based in Bavaria, the company naturally offers a variety of typical Bavarian motifs in its product range. For instance, there are walking stick badges with over 5,000 designs. Incidentally, walking stick badges with Neuschwanstein designs are especially popular among the Japanese. On the other hand, a product that is highly popular among Americans is the Charivari. “Barthülsen” are even passionately worn Down Under. Among the absolute classics are badges with local motifs and bottle openers with the face of the “Fairytale King” Ludwig II.



# THOMAS SCHNABEL IN PERSON

**What was your first thought this morning?**

What challenge is awaiting me today.

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

When it is time to develop a new project.

**What really lifts your mood?**

Time spent with friends and family.

**And what makes your blood boil?**

Unnecessary bureaucracy that takes up time.

**What do you find easiest to forgive yourself for?**

Occasional setbacks because otherwise the creative process is hindered.

**What makes you lose track of time?**

Hiking in the nature.

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

Scandinavia, whether by sea or by land has yet to be decided.

**What do you gladly spend money on?**

A holiday with my wife.

**Are you taken in by advertising?**

I try to allow myself to be inspired by it.

**What makes a good promotional product?**

If it is appropriate for the target group and it delights the person who receives it.

**What is the best promotional product you have ever received?**

I am still waiting.

**What annoys you about some promotional products?**

Cheap promotional giveaways that are immediately thrown away.



## MINIATURES WITH AN INNOVATIVE CHARACTER

Nowadays, Artur Schnabel GmbH has about 40,000 different items in its repertoire – a trend that is increasing. Wolfgang Schnabel believes the secret of success is the traditional expansion of the product range. For instance, a few years ago the company built a “high-tech miniature version” of the “Adler”, Germany’s first steam locomotive which travelled the six-kilometre long train line between Nuremberg and Fürth in 1835. The first operational H0 gauge model has become a hallmark of Artur Schnabel GmbH. A special treat for promotional product customers: a carriage of the Adler as well as a true-to-scale advertising column can be printed with individual advertising. A combination of tradition and modernity as well as experience and innovation is evident everywhere at Artur Schnabel GmbH. A genuine family-run enterprise that not only looks back on a successful and colourful past, but also has its sights set firmly on the future. <







## Summit Indirekter Einkauf

### 28. – 29. April 2015 in München



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bei Vor-  
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Jedes Unternehmen benötigt Güter und Dienstleistungen für die Verwaltung und Produktionsunterstützung, ohne dass diese direkt in das Endprodukt einfließen. Während es für den direkten Einkauf eine Vielzahl von warengruppenspezifischen Messen und Kongressen gibt, fehlte im Bereich der indirekten Bedarfe eine übergeordnete, Themen umfassende Messe. Diese Lücke schließt die **IMEK – Summit Indirekter Einkauf**.

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- **Beratungsdienstleistungen** (Recht, Steuern, Finanzierung ...)
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- zahlreiche Workshops und Round Tables
- mehrere Netzwerktreffen
- Sourcing-Café zum Meinungsaustausch
- Elevator-Pitch für Personal-Recruiting Einkauf und Logistik
- u.v.m.

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→ Entscheider aus der Unternehmensleitung → Einkaufsleiter und Logistikleiter → Einkäufer von indirekten Gütern und Services → Warengruppenverantwortliche → Entscheider aus IT, Produktion, Marketing, Personal, Finanzen

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Infos unter:

**[www.imek-messe.de](http://www.imek-messe.de)**

# INNOVATIVE PROMOTIONAL PRODUCTS



## FUNNY, CHEEKY AND A REAL EYE-CATCHER

**T**here are many congratulation cards and mailing campaigns available for sale. ASS Altenburger offers a real alternative so that they don't just end up in the rubbish bin: 3D stick figurines with personalised branding and/or design. They are funny, cheeky and real eye-catchers with a personalised advertising message. When laid flat, the figurines are an optimal size for sending them by mail. The standard figurines are also available with personalised branding and the individual handicraft figurines can be specially developed and designed.

41169 • ASS Spielkartenfabrik Altenburg GmbH • Tel +49 3447 5820  
info@spielkarten.com • www.werbespielkarten.de

## AROMATIC MESSAGE

**A** preserving jar that serves as a transparent container for growing things can be found in the product range of Multiflower GmbH. The contents – soil pellet, planting instructions, seeds – help you grow aromatic leaves of basil. These go excellently with tomato dishes. The adhesive label keeps the advertising message constantly visible. An imprint of the standard motif or an individual design is already available on orders of 250 or more.

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







## UNCOMPROMISING PERFORMANCE. OUTSTANDING DESIGN.

**T**he company Zweibrüder Optoelectronics makes it possible for discerning users to acquire products with uncompromising performance and an outstanding design which comes in appropriate combo packaging. On the one hand, it is selling the LED LENSER F1 flashlight, a small-sized light generator that offers everything that is breath-taking. On the other hand, there is also a multifunctional tool made out of stainless steel for sale called Leatherman Freestyle. Freestyle is both a great individual tool as well as the perfect addition to special tools that don't include pliers or a knives.

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

info@zweibrueder.com • www.zweibrueder.com



## CHUPA CHUPS IN A LOLLY BOX!

**A**nother strong brand has been added to the assortment of promotional sweets available at Vaihingen-based Jung Bonbonfabrik: the popular lollies from Chupa Chups, which come in the four different flavours of apple, strawberry, orange and cherry. They are now available inside a lolly box, which has already been very popular for quite some time. With five different advertising spaces available, the box offers you the opportunity to make advertising contacts with any target groups. It is ideal to use, for example, at PoS, in beverage stores, at sports equipment stores, in restaurants and at many events of course. The lolly box can be given a personalised design in four colours and it is sure to be a hit wherever it is used.

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

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

-Advert-

DESIGN &  
QUALITÄT

www.woerther.de





## VILLA ARMELLINA: FRIZZANTE!

For everything relating to food and drink, the company Teutoburger is selling pure pleasure and delicacies at their finest. This also includes the product called “Villa Armellina”. It is a twin set of bubbly wine that comes inside a wooden box with a sliding top: one bottle (0.75) of Prosecco Verduzzo Gloria IGT (Frizzante del Veneto) – an organic Prosecco with an intensive fruity aroma and flavour – and a second bottle (0.75) of Pro Rosé IGT (Frizzante Rosato) – a rosé with a flowery aroma and a well-balanced interplay of fruit and acidity.

42842 • Teutoburger Spezialitäten • Tel +49 5405 93110  
info@teutoburger.de • www.teutoburger.de

## EXCLUSIVE AND UNIQUE

UNLAY CI as a high-quality plastic case for one or two writing instruments, which can be branded with the customer's desired CI on a customized inlay which convinces right down the line and makes it the perfect brand ambassador. The possibilities are practically unlimited, whether with a chic metal ballpoint pen or colourful plastic models. The combination of pen and case enables unique advertising ideas and creates genuine one-of-a-kind items that will delight, draw attention and make for a unique experience every time they are given.

41848 • uma Schreibgeräte Ullmann GmbH • Tel +49 78 32 707-0  
info@uma-pen.com • www.uma-pen.com



## SILENT ELEGANCE

Simple lines, clear, restrained forms and light, appealing colour combinations. That is “Silent Elegance”, the motto of the new “INSPIRATION 2015” product line from Mank Designed Paper Products. Through an intentional reduction to plain forms and designs, Mank is pursuing a new path to support customers. The calm, elegant basic mood of the table decoration shows up in subtle colours and unpretentious ornaments. Thus Mank provides the perfect setting for choice delicacies from kitchen and cellar.

43707 • Mank GmbH • Tel +49 2689 9415113  
a.becker@mank.de • www.mank.de





## IF YOU WANT TO TAKE A TRIP ...

**T**he increasing flexibility demanded by today's professional world also makes high demands on travel companions. Eurostyle is offering series of travel luggage which combine elegance, functionality and durability in a trendy collection. First-class workmanship and high-quality materials make travelling easy and pleasant. Regardless of whether you are on a private or business trip, the Travel series offers convenience and security in all areas. One part of the trolley is equipped with a TSA lock. All trolleys have four wheels so that the luggage can be moved completely relaxed. Some highlights of Eurostyle are the trolleys and the backpack with individually exchangeable front covers. It can be designed to customer specifications on orders of as few as five or more.

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



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info@stilolinea.it - www.stilolinea.it



## SPRIGHTLY DESIGN: SPLASH DRYBAG

**F**unction and design. The Bielefeld-based advertising bag expert Halfar likes to combine the two, for instance, in the new SPLASH messenger bag. The welded seams, the smart roll closure and water repellent, robust material promise more than a high level of suitability for daily use. While the SPLASH drybag keeps everything inside clean and dry, it radiates cheerful optimism on the outside in seven colours: red, matt black, light grey, yellow, white and royal blue. This uncomplicated, iconic bag comes in two sizes and appeals especially to young and athletic target groups.

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

## THIS IS HOW ADVERTISING HANGS JUST RIGHT!

**D**o you want a personalised greeting or words of thanks hanging from your guest's door handle or the rear view mirror of your repair shop's customers? The door handle hangers will impress people with their individuality. They probably will not be hanging for long thanks to the sweet treats attached, even though they are sure to be remembered for a long time. Kalfany Süße Werbung makes the 190 by 70 millimetre and IFS-certified promotional door hangers, and they offer their customers seven different assortments to choose from. The assortment ranges from brand-name products from Ferrero to the finest milk chocolate and the popular and colourful mix of fruit gums made in-house. This is pure enjoyment paired with a branding effect on every single door.

42706 • Kalfany Süße Werbung GmbH & Co. KG • Tel +49 7643 801-555  
Vertrieb@ksw24.com • www.suesse-werbung.de



## LET THE SUN SHINE

**D**ry air from the central heating indoors, cold, damp weather outdoors – when winter is over, the skin must be put back into condition for spring and summer. The dermatologically tested sun milk from FRANCOS – Image-Cosmetics & More enriches the skin thanks to its moisturizing and nourishing ingredients and vitamin E, thus keeping the skin from showing signs of aging due to light. It comes in SPF 15, 20 and 30, and in tubes holding 25, 50 and 100 millilitres – optionally also in the Picture Print Tube, where the customized motif is directly printed right around the tube, or in a tube with screen printing or a 4c all-round label as a low-priced alternative. Incidentally, the sun milk also comes in the double care tube holding 20 millilitres in combination with lip balm for perfect facial protection.

47463 • Francos GmbH • Tel +49 2521 8255112  
info@francos-gmbh.de • www.francos-gmbh.de





POS display

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**Preliminary exhibitor list PSI PROMOTION WORLD 2015,  
17th to 19th March 2015, Deutsche Messe, Hanover, Germany, Hall 23**

<b>Aussteller</b> <i>Exhibitor</i>	<b>Stadt</b> <i>City</i>	<b>Land</b> <i>Country</i>	<b>Standnummer</b> <i>Stand number</i>
Acara Schweiz GmbH	Escholzmat	CH	F25/3
Acarta GmbH	München	DE	F25/1
AmedeA Werbepräsente GmbH	Karlshuld	DE	D16
art PRESENT	Hamm	DE	C07
Barbara Hofmann Cosmetic-Pinsel GmbH	Flieden	DE	E31
BEMAG Behrendt Marketing Group	Ingolstadt	DE	A05 + F09
Beutler Verpackungssysteme GmbH	Iserlohn	DE	Bo6
bSweet NV	Mecheln	BE	A06
Deutsche Messe AG	Hannover	DE	C60
DGD Werbeartikel GmbH	Nürnberg	DE	A16
Depositphotos Inc	Fort Lauderdale	USA	F11
DEUTGEN & DESIGN e.K.	Hermannsburg	DE	F20
Dragon Gifts	Yekaterinburg	RU	Bo1
East West Packaging B.V.	Duiven	DE	F17/1
edv-werbeartikel.de GmbH	Straubenhardt	DE	F17/3 + F17/4
elasto form KG	Sulzbach-Rosenberg	DE	A34
First Choice Award 2015	Hannover	DE	B26
General Bikes International BV	Amsterdam	NL	F17/2
HAPPY SNACKS DEUTSCHLAND	Bönen	DE	B35
Heinrich Sieber + Co. GmbH + Co. KG	Bad Reichenhall	DE	E06
Herzog Products GmbH	Keltern	DE	E01
Infoflip Medien GmbH	Ulm	DE	A37
Infoplus Blindow - Namensschilder GmbH & Co. KG	Bargteheide	DE	E04
JCK Holding GmbH Textil KG	Quakenbrück	DE	B32
Kahla / Thüringen Porzellan GmbH	Kahla	DE	B19
Kandinsky Deutschland GmbH	Düsseldorf	DE	E21
Kapatex s.r.o.	Prag	CZ	Bo1
KeySmart powered by golf-zeug	Frankfurt am Main	DE	F43/4
Lupenmaxx GmbH	Kirchzarten	DE	E27
Mahlwerck Porzellan GmbH	Kolbermoor	DE	D12
MAICA GmbH	Garbsen	DE	E04
marketing forum hannover	Hannover	DE	B26
MOLESKINE®	Milano	IT	E15
MOLL logistik GmbH	Senden	DE	B14
Moll KONZEPT GmbH	Senden	DE	C14
möve Frottana-Textil GmbH & Co.KG	Verl	DE	A12
MrDISC	Hamburg	DE	E24
myfitmix GmbH - Gesunde Werbung	Kelkheim	DE	A03
OLAMI GmbH	Köln	DE	F07
Orcas Customized Products GmbH & Co. KG	Groß-Umstadt	DE	E04
ORGAHEAD	Ahrensburg	DE	E03
PASSATGUMMI Schreven GmbH & Co.KG	Aldorf	DE	F43/2
Pelikan Vertriebsgesellschaft mbH & Co.KG	Hannover	DE	C32
PIKO Spielwaren GmbH	Sonneberg	DE	A11
Plan Concept GmbH	Essen	DE	E14
Porzellanfabriken Christian Seltmann GmbH	Weiden	DE	E25
prodire GmbH	Kastellaun	DE	E05
products & more GmbH	München	DE	A46
profpresent.com GmbH	Ingelfingen	DE	B10
PROMOWOLSCH - The Customer Factory	Geseke	DE	F25/2
PSI Campaign of the Year 2014	Düsseldorf	DE	B26
PSI FIRST Gallery 2015	Düsseldorf	DE	B26
PSI PROMOTION WORLD Media Lounge	Düsseldorf/Hannover	DE	B26
PSI Sourcing Services	Düsseldorf	DE	C60
Reed Exhibitions Deutschland GmbH	Düsseldorf	DE	C60
Retap ApS	Copenhagen	DK	A13
ritterwerk GmbH	Gröbenzell	DE	E29
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# LET'S TALK ABOUT TEXTILES

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**M**ost of us like buying clothes: labels and brands, elegant for going out, functional for work, sport and leisure. Sometimes with astronomical margins in the retail sector or ultra-cheap bargains. T-shirts for 2.50 euros at discount stores, well-known premium brands as imitations in packs of 3 for 15 euros at markets in southern Europe. What is sustainably produced, what is not? The public have been aware of the working conditions in the producing countries ever since a 9-storey building complex in Bangladesh collapsed in April 2013 and more than 1,100 people were killed. And building inspectors had actually carried out an inspection shortly before.

In the textile industry, more than 60 million people worldwide work at thou-

sands of production facilities. Wal-Mart alone buys from 65,000 suppliers. Goods are manufactured where they can be produced at the cheapest prices. The pressure on manufacturers is enormous. Insiders claim the industry is by far the dirtiest. This also poses an image problem for the textile industry, especially for the well-known labels. A lot is said about sustainable production, but it can only be implemented if it is also controlled. More and more companies in the promotional product industry are doing just that.

The textile product segment is one of the most important segments in the promotional product industry. Textiles account for roughly 30 per cent of all products in the industry. 46 per cent of the visitors to the PSI 2015 are interested in textiles. Thus

the textile product group is the number 1 attention grabber at the trade show. This was underlined by the activities in Hall 10 and by the large number of exhibitors who displayed textiles. What is important is that PSI suppliers are a guarantee for high quality. Standards such as BSCI or Ökotex are now almost taken for granted. The hype over the issue has taken on a new dimension. Even specialist certificates used by suppliers of outdoor clothing are now used as evidence of high quality.

According to the PSI trend barometer, about 70 per cent of PSI suppliers focus their attention on sustainability and quality. This stands in contrast to the buyers of promotional products. Even though the quality awareness of major companies using promotional products is increasing, the price apparently still plays the most important role for most companies. Collectively we have to counteract this. The industry buyer must be more willing to pay more for quality. Only in this way will promotional products be sustainable.

» A lot is said about sustainable production, but it can only be implemented if it is also controlled. More and more companies in the promotional product industry are doing just that. «



Best regards,

A handwritten signature in blue ink, appearing to read 'M. Fréter'.

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**W**riting instruments are considered to be the promotional products par excellence. Their continuing popularity has been repeatedly confirmed in recent studies. Smart, personable and useful, they communicate advertising messages in endless variations. Even in the age of digital media, they belong to the indispensable 'small' giants among the promotional products. In the next issue, we will be presenting the latest creations along with attractive office supplies, as well as promotionally-effective safety products. **Please give some thought to the product theme of the May issue with the main topics of "Design, premiums, jewellery" and "Porcelain, glass, tableware" and send your product presentations (image and text) no later than 18 March 2015 to: Edit Line GmbH, Redaktion PSI Journal, e-mail hoechemer@edit-line.de.**



## REMARKABLE PRESENTATIONS

**P**romotional product distributors and agencies represent an important link in the value-added chain of the promotional product industry. They act as intermediaries of the three-dimensional advertising medium between suppliers and customers. And as consultation-intensive forms of communication, in-house trade shows demonstrate the strong impact of purposefully used promotional products in the marketing mix of advertising companies. In the next issue, we will be reporting on a selection of events in the current in-house trade show season.



## ANYTHING BUT OFF THE SHELF

**P**roducing over three million promotional products, KMS Knobe Marketing Services GmbH is one of Europe's most prolific specialist suppliers of international promotional products, mailing supplements and customised products in large quantities. Headquartered in Frankfurt am Main, the company can boast 25 successful years in the market.



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# iENA

## 2015

### 29.10.–1.11.

Messe Nürnberg  
Germany · Hall 12

in cooperation with:



International Federation  
of Inventors' Associations



The logo for XPS (X-ray Photoelectron Spectroscopy) is displayed in large, bold, white letters against a blue background. The 'X' is stylized with a thick, blocky font. The 'P' and 'S' are also bold and blocky, with the 'S' having a slightly rounded, modern feel. The letters are closely spaced.





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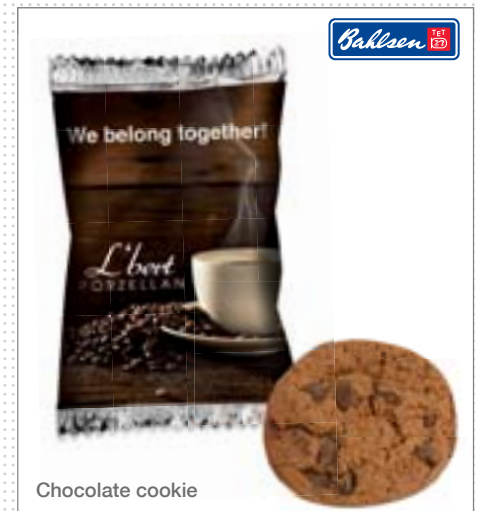
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# Powerful messages

## Innovative giveaways 2015



## Messages that hit the mark!

Fantastic innovations, well-known brands: you will find just the right tasty giveaway to tempt your target groups' taste buds in our 2015 range. From the retro glass a sales rep can take along on a customer visit through the Corny cereal bar or Chupa Chups Lolly-Box for events to the

Bahlsen cookie for a business meeting. We will customise your promotional tools in your company CD even in mini print runs. Request information and the new free catalogue from [www.jung-europe.de](http://www.jung-europe.de)