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POWER FOR PROFESSIONALS

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for promotional products

APRIL 2015

Volume 54

JOURNAL



Harald Mahlich

Source

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suit the company

**INCREASED SURVEILLANCE
TOUGHER PENALTIES**

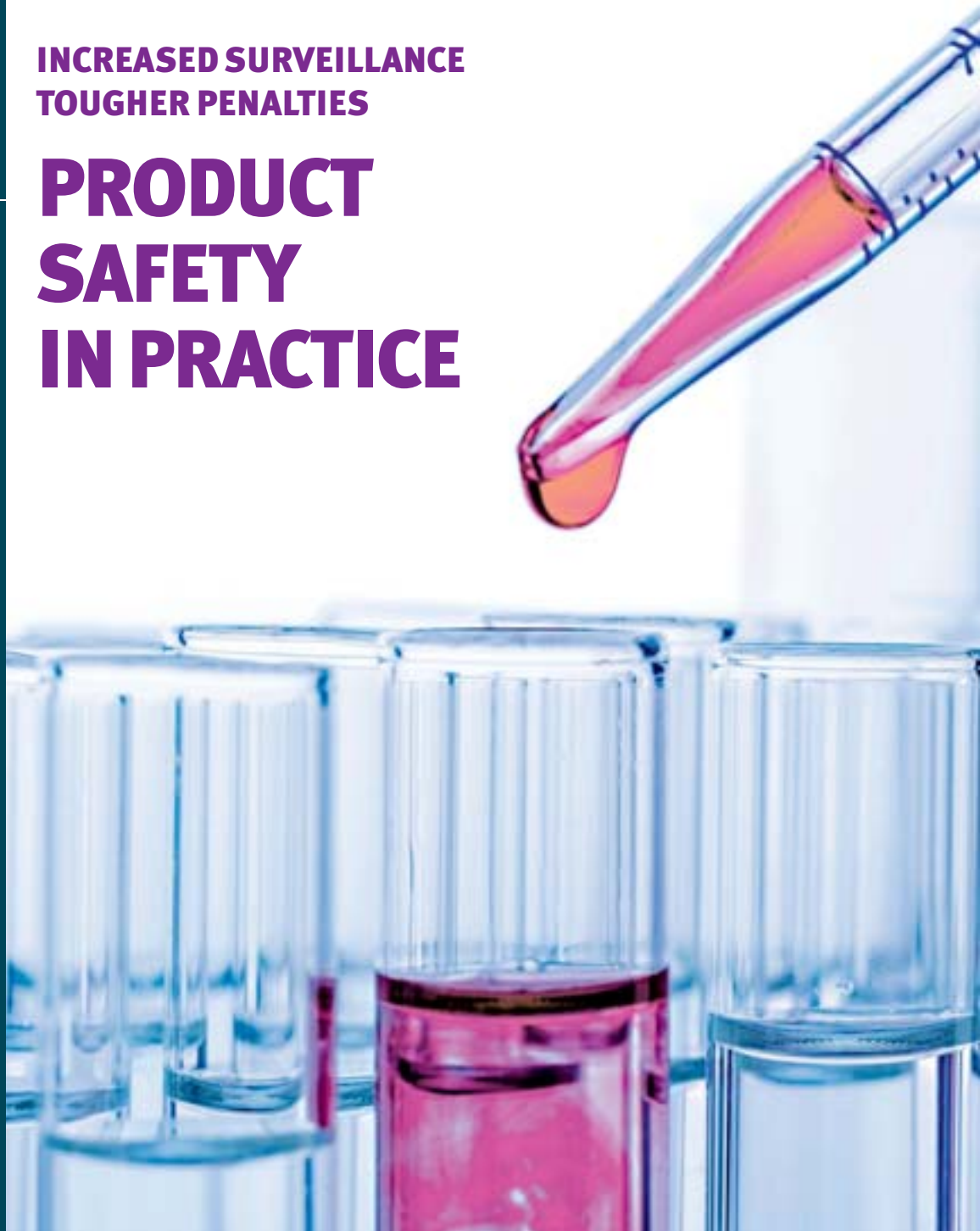
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EDITORIAL

SUSTAINABILITY AS A CHANCE

I am not the only one who has had to shake my head in public at “helicopter parents”, a “helmet society” or the cry for a “work-life balance”. Much has contributed to such developments: decades without war and need are only one explanation. We no longer need to worry about getting food on the table, we should read package information leaflets and know what sucrose, maltose or methionine is.

Now, we can react differently to developments like this. But simply accepting everything without complaint is certain to be the wrong way. As would be negating it all and conjuring up the downfall of Western culture. Since I am a catamaran sailor, I like this pearl of wisdom attributed to Aristotle: “We cannot change the wind direction, but we can set the sail properly.” And that is just what the PSI intends to do with its new Sustainability Awards.

Sustainability in the promotional product industry. Derided as green nonsense only a few years ago, it is an absolute necessity today, for the world and production methods have changed dramatically, and therefore the control mechanisms and quality features must also fundamentally change.

I used to play with wooden toys made by our carpenter. He had children himself and knew what he was doing. Back then, there was no need for control. Today, “his” workbench is located in China, Vietnam or Laos. Today, “his” plastic toys are made of PE, PP, PVC, PS, PET or even ABS. No carpenter can wrap his head around all this, not even a chemist. And this is exactly why we need seals and labels to protect ourselves and our children from toxic substances and mixtures. And this is also exactly why we need awards for those who stand out in this field.

If we in our industry do not give priority to sustainability, health and social values, advertisers are going to start looking elsewhere. We only need to look at the meat industry. The irresponsible conditions of factory farming have driven millions to become vegetarians and vegans. Once trust is destroyed, there is no going back.

Our industry is responsible for the sunny side of life. We produce lovely and useful things in order to transport advertising messages and image signals. Being beautiful, effective and sustainable in every respect, that is both a goal and an opportunity.



Manfred Schlösser

Keeping this in mind

Manfred Schlösser
Editor-in-Chief PSI Journal
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PSI Journal 4/2015

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SMART, PERSONABLE, USEFUL

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They are the true evergreens of the promotional product industry and represent the proverbial pars pro toto three-dimensional advertising: Writing instruments are considered to be the promotional product par excellence. Almost no company looking to spread or consolidate its name and reputation with promotional products can go past writing instruments. Also in this issue there are useful as well as eye-catching advertising mediums in connection with the buzzword "safety".



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PRODUCT SAFETY IN PRACTICE

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The labelling requirements made more stringent by the Product Safety Act at the end of 2011 have severely affected the promotional product industry. The issue has become more transparent, however, not least due to several court judgements. Dr. Arun Kapoor, a lawyer, takes a look at the current case law and explains its consequences for the industry.

NEW, EXCLUSIVE AND UNIQUE

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Sustainability has long been an issue in the promotional product industry. The autonomous balance between economic, environmental and social issues and their transparent documentation is verified by many companies with individual certificates. What has been lacking thus far is an independent logo that addresses this issue. The PSI has therefore been active and has launched the PSI Sustainability Awards.

LICENSING IS A MUST

58



The industry is being confronted by ever more and ever more complicated regulations. A law that is especially hard to interpret is the Packaging Ordinance. Several product groups are directly affected – matches, for instance. What do you need to know about the Packaging Ordinance? Talking to Franz Tengler, Managing Director of TenglerMatch, we tried to clarify the matter for the promotional product trade.

DETERMINING THE POSITION

82



The industry is in a state of constant change. It has become more diverse, the structures are blurred, the momentum is increasing. With such long-term processes, it is sometimes difficult to accurately describe developments. Together with Harald Mahlich, managing director of Source GmbH, we trace the changes and determine the position of the promotional product industry anno 2015.



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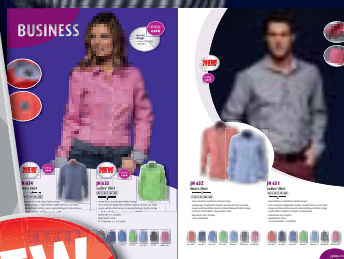
April, April, oh how unpredictable. Who does not know this old country lore related to weather. According to one interpretation, 'Launing', the Germanic medieval name for the month of April, can probably be traced back to this moodiness. Not a bit moody but in a witty mood is a humorous fellow who is cheerful, witty and funny. One who opens the hearts of his fellow men. Thus, the link with April would also be created again because according to another interpretation, the name of the month could also refer to the Latin verb "aperire" (open) and thus relate to opening buds. In a witty mood or moody? With a view to the witty and cheerful promotional products on this page of the April issue, the PSI Journal this month is definitely a witty one.



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**KEY TO SUCCESS**

Key positions are strategically relevant personnel positions at and for companies. After all, they are filled by key personnel – and thus by important, significant, influential people who (often) make a disproportionately large contribution to a company's success. Recent studies show that promotional products are among the most influential, most durable and most cost-effective advertising materials. They should therefore play an absolutely key role in the marketing mix of a company. Keychains are exemplarily mentioned in this context. A promotional product is the key to success if it and the advertising company leave a lasting impression on the recipient.

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INCREASED SURVEILLANCE, TOUGHER PENALTIES

PRODUCT SAFETY IN PRACTICE

The labelling requirements made more stringent by the Product Safety Act at the end of 2011 have severely affected the promotional product industry. The issue has become more transparent, however, not least due to several court judgments. Dr. Arun Kapoor, a lawyer, takes a look at the current case law and explains its consequences for the industry.

Dr. Kapoor, from your point of view how has the industry come to terms with the tightening of the labelling requirements?

I have the impression that the industry now has the problem well under control, even though of course there are still difficulties with the authorities in isolated cases because the labelling does not meet the legal requirements. A series of court decisions as well as a decision by the working

committee for market surveillance, in which the countries coordinate their market surveillance activities, have provided a little more clarity recently.

Can you explain these changes in more detail?

The first important point is the decision of the working committee for market surveillance. As is generally known, the Product

Safety Act stipulates that the manufacturer's identification must be affixed to the product itself, unless affixing the name and contact address on the product itself is not possible. As a result of this decision, the German authorities have agreed that the question of whether affixing the manufacturer's identification on the product itself is possible or not shall not be determined by the size of the product or the technical feasibility alone. Other reasons may warrant printing the necessary data on the packaging instead of on the product itself.

What other reasons could there be?

The decision leaves this question unanswered, which is very positive for the industry. If the decision explicitly referred to economic or design-technical reasons, in each case we would be faced with the question of whether these reasons exist or not. It almost goes without saying that there are products which do not reasonably allow the identification to be affixed on the product itself. Think of wine glasses – to mention just one extreme example. Just as in this example, there are many cases with respect to the decision that justify that a certain product would be unsaleable as



a promotional product if, in addition to the advertising message, the name and contact address of the manufacturer or importer had to appear on the product itself.

This assertion actually applies to all promotional products. Can we assume that labelling for promotional products is actually no longer an issue?

No. The labelling requirements are still mandatory and authorities are now intensively monitoring compliance with these requirements. Following the decision, the question as to whether affixing the identification on the product itself has to, as an exception, be deemed impossible, has to be checked for each individual product and justified according to the provisions of the decision. Take a shoehorn or a bottle opener, for example, where more than 50 per cent of the area available for labelling is used for affixing the advertising message. In this case, it could be argued that whilst affixing the contact details of the manufacturer on the product is indeed technically feasible, the product would nevertheless be unsaleable as a promotional product because the contact address cannot be separated from the advertising mes-

sage. However, this does not necessarily apply to a backpack, a garment or an electrical appliance because the mandatory manufacturer's identification can be applied elsewhere without affecting the advertising message.

Who decides whether affixing the manufacturer's data on a product is possible or not?

In the first instance, the complaining authority decides after taking into account the line of argumentation of the manufacturer, importer or distributor concerned. If necessary, an administrative court has to subsequently decide on the lawfulness of the assessment made by the authority. It is important that the manufacturers, importers and distributors concerned have a line of argument for their products that is oriented towards the said decision and with which they can confront the authorities in case of a complaint.

What has happened in the meantime as far as regulatory monitoring of the labelling requirements is concerned? Has the monitoring pressure intensified?

Yes, it has. Tracking down labelling violations is a very rewarding business both for

market surveillance authorities as well as for customs authorities. Following the introduction of the Product Safety Act, the authorities are obliged to examine a significant number of products each year to determine their compliance with the legal requirements. Labelling violations can naturally be detected with very little effort. In recent years, I have represented a large number of manufacturers and importers throughout the country in dealings with authorities who have criticized the lack or inadequacy of product identification. Particularly checks by the customs authorities are especially unpleasant for the promotional product industry: If the identification is missing on the product or the identification details are not identical with the declaration of conformity, there is often no chance of getting customs clearance for the goods. If the importers have short-term delivery commitments, this often becomes very expensive.

Can you give us a concrete example?

Of course. The problem arises, for example, with plush toys or electrical appliances. The importer orders these goods from the Far East and has the name and contact

address of the end user, for whom the promotional product is intended, affixed. However, such products require an EU declaration of conformity in which the manufacturer certifies in writing which legal requirements the product complies with. This statement is issued by the manufacturer, hence regularly by the supplier in the Far East. If the customs finds that the name and contact address in the EU declaration of conformity does not match the data appearing on the product, the product will not be released.

How can these problems with customs authorities be avoided in practice?

For products that require a declaration of conformity, it is imperative that the manufacturer indicated on the product corresponds to the issuer of the declaration of conformity. In practice, this can be achieved by ensuring that the manufacturer indicated on the product issues his own declaration of conformity. It is also possible for the manufacturer indicated on the product to issue the declaration of conformity on behalf of the actual manufacturer and to be given power of attorney by the latter for the purpose of the product safety law. The industry should always be aware that the competent authorities have no sympathy for the special problems of the promotional product industry. Whoever affixes the name and contact address of the advertiser on a promotional product and submits a declaration of conformity issued by a manufacturer in the Far East risks not having the goods released by the customs authorities. If goods are stuck at customs, it usually requires considerable legal efforts to have the goods released.

Earlier you mentioned several court decisions that are relevant to the industry in terms of labelling requirements. What court decisions are you referring to?

First of all, a number of courts determined that the actual distributor of a product need not fear competition claims for injunctive relief made by other distributors if he distributes products without proper



manufacturer identification. The courts argue that the labelling requirements of the Product Safety Act are primarily directed at the manufacturer and the importer, not the distributor.

Promotional product distributors therefore need not fear warnings from their competitors.

Correct. The distributor must expect regulatory sales bans, but not competition warnings from other distributors. The higher regional court of Celle also dealt intensively with a headset which was labelled by means of an adhesive flag on the cord of the headphone in accordance with the Electrical and Electronic Equipment Act (ElektroG) in Germany. The court ruled that such labelling is not sufficient because the ElektroG calls for permanent affixing of the label. Two implications can be derived from this for the promotional product industry: In the case of electrical and electronic products, the manufacturer label must be permanently affixed to the product in order to comply with the requirements of ElektroG. For other products, the labelling requirements of which are determined by the Product Safety Act, it is by

contrast sufficient when the name and contact address are affixed to the product by means of an adhesive label.

The correct identification of promotional products therefore remains a key topic for the industry. Are there any other legal issues that are currently of importance to the industry?

The industry should keep a close eye on the new developments concerning the sanctioning of contaminants in products. In particular, the currently situation regarding contaminated textile and apparel products





Do investigations focus on the management of the importer or distributor concerned?

Investigations regularly begin with the board members or managers because the management are primarily responsible for all processes of the company. The aim of the investigating authorities, however, is to target those people in the company who are actually responsible for placing the product on the market. As there is no right to refuse to give evidence in a purely professional environment, the authorities do not usually find it particularly difficult to ascertain who is actually responsible for the quality processes within the company.

What pollutants are involved and what are the likely penalties?

In the textile and apparel industry, especially the frequently encountered contaminants chromium VI, azo dyes and nickel are involved, whereby the legal limits are determined by the consumer goods regulation and the REACH Regulation. The severity of the threatened penalties vary slightly and depends on which pollutant is involved and whether the violation is negligent or wilful. The purely negligent placing of contaminated textile and apparel products on the market is usually punishable by fine or imprisonment up to one year. In case of intentional violations, imprisonment up to three years is considered. If there is also a risk to a vast number of people, the law provides for prison sentences of up to six years.

as well as leather goods has worsened considerably. The competent control authorities are adopting the approach to refer the exceedance of legal limits for harmful substances in these products to the public prosecutor, requesting an examination of criminal sanctioning.

What does the advertising industry have to pay attention to in this context?

Importers and distributors of apparel products, footwear, leather goods and toys need to be aware that any negligent placing of such products on the market is punishable

if those products contain certain legally regulated pollutants. Whether or not any risk to the safety and health of persons results from a specific pollution is immaterial for determining whether relevant offenses have been committed, as is the question of whether the importer or distributor knew that the product contains pollutants.

Are these criminal laws new?

Yes and no. The offenses contained in the chemicals sanctions regulation which came into force in 2013 are new. This regulation contains offenses for pollutants that are regulated by the REACH Regulation. For violations of bans on harmful substances under the German consumer goods regulation, however, there have already been offenses involving the German food law (LFGB). First and foremost, a new situation has emerged whereby the competent authorities are monitoring such offenses. While manufacturers, importers and distributors concerned had previously feared sales bans or official recall orders for violations of bans on harmful substances, they must now also reckon with criminal prosecution.





What options do importers and distributors have to protect themselves from prosecution?

First of all, of course, prevention is important to ensure that a criminal investigation does not occur. In particular, importers of such products should therefore not only always have appropriate test certificates from their suppliers, but they should also have their products tested for harmful substances in an appropriate manner.

What if a contaminated item is nevertheless unintentionally placed on the market?

Then it is important to take steps to instigate official proceedings to ensure that a criminal assessment of the facts does not occur. If the authorities discover a pollutant, careful consideration should be given as to whether you really want to discuss with the authorities the actions you will take in the future to avoid such cases. Even a remorseful submission in which you, as an economic operator, admit your involvement with the pollutant and promise to learn your lesson, is often counterproductive when dealing with the competent authorities. It usually makes more sense to ensure that the official test results

are viewed in the right light from the outset. Thus, in any case, the potential risk arising from the test results can often be reliably questioned.

What to do if the authorities refer the incident to the public prosecutors after all?

If criminal proceedings have already been instigated, it is important to be able to provide detailed evidence that the existing quality assurance measures to identify contaminated products were sufficient to effectively counteract the distribution of contaminated products. If the specific pollutant discovered has shown that the measures have not been sufficient enough to prevent placing this product on the market, it is often necessary to argue from the supine position, which can be complex and difficult in individual cases. <



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Dr. Arun Kapoor is a lawyer at the international law firm Noerr LLP. He specializes in the areas of product liability and product safety and represents companies in liability issues, judicial processes and in disputes with market surveillance authorities on product complaints.

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If you spontaneously ask someone on the street which items they associate with promotional products, the answer in nine cases out of ten is the pen. The continuing popularity enjoyed by writing instruments as an advertising medium has been repeatedly confirmed in recent studies. Smart, personable, useful; they communicate the advertising message to their users in countless vibrant variations. Anyone transmitting the dictum “He who writes, remains” to this product group can claim just as convincingly: “He who advertises with writing instruments, remains”. And since the many manufacturers of writing instruments are also among the creative minds in the industry, they are constantly developing modern, innovation-friendly product concepts that adapt to the needs of the times – regardless of whether it involves a new writing instrument as such or the meaningful integration of the same in a promotionally effective marketing mix. Even in the age of digital media, writing instruments belong to the indispensable ‘small’ giants among the promotional products. We have compiled the latest creations on the following pages along with the latest attractive office supplies. <



WITH GALACTIC RANGE

The USB light "Astronaut" from Topico is light years ahead of conventional lamps. With its witty guise in the form of an astronaut, this promotional product is expected to enjoy a galactic range. Once the protective shield on the helmet has been raised, the white LED light illuminates. Thanks to a movable arm with a length of about 32 centimetres, the angle of light incidence can be individually adjusted. Via a USB port, the astronaut can easily dock on the laptop and recharge itself with new energy. Bottom line: The recipient can enjoy a precision landing without flying to the moon.

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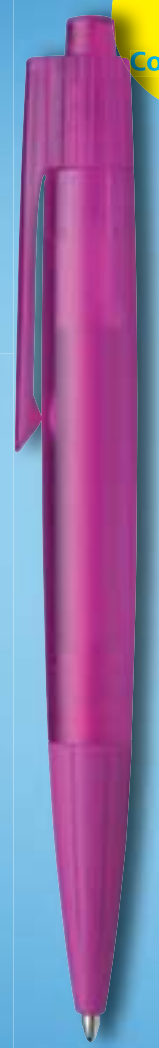
FIRST AID IN THE FOLDER LOOK

Depending on requirements, the first-aid folder from Adelt has turned out to be a practical emergency kit. A version developed and handmade at the Adelt factory in Bielefeld serves as a well packaged first-aid kit that integrates perfectly into the office shelf as a stylish folder. As a result, first aid is always ready to hand: Once the folder is opened, a first-aid kit that meets office guidelines and also contains important documents such as instructions and tips for first aid or important emergency numbers is located inside. The product can be adapted to individual customer requirements. For instance, the first-aid folder can be used as a kit for offering comfort with chocolate or as a toolbox.

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NEW DIMENSION FOR PEN ADVERTISING

While in the past writing instruments were preferentially used for advertising purposes with imprint on the barrel and clip, Burger Pen has now struck a new path. The swiss pen model Elan Magic boasts another feature in addition to conventional options. The writing instrument is equipped with a cavity or container that can hold spatial items such as samples. The container is made of transparent plastic material. Thus, in addition to using conventional imprint to present a product, it is possible for a coffee roaster to include a real coffee bean, a manufacturer of screws an original screw or a pharmaceutical producer a replica of a capsule or tablet. The container is located at the upper end of the pen and has an irreversible cover that keeps the exhibit safe.

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FOR SPECIAL OCCASIONS

Are you looking for something special in recognition of special achievements or in appreciation of selected recipients? Leather Business offers suitable high-end suggestions. The product range includes, for example, the Ashbourne leather laptop bag made of luxurious leather with an “age effect” that has been masterfully processed. Also quite special is the Eco Verde ring binder in which Eco Verde leather with double thickness has been processed. Even so, this bag feels neither stiff nor bulky. Thanks to their high quality, both models convey special appreciation to the recipient, says managing director John Thorp.

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The tablet PC has become an indispensable technology tool for use at home and on the go. But a world without pen and paper is also inconceivable. The Staedtler pencil stylus moves effortlessly in both worlds. With its soft pencil lead, it brings ideas onto paper, wood, stone and similar surfaces and, thanks to its 12-centimetre scale, it has proven its versatility in the handcraft and construction sector. With the integrated stylus function, it clicks through the Web, operates apps and takes notes on your tablet. The versatile pencil with scale is available in shiny white and printable in up to four colours.

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PRECISION ON THE TOUCHSCREEN

Menatwork presents two precision input devices from Adonit, the two new models Jot Pro and Jot Mini, for virtually any touchscreen. Both digital pens feature sprung precision tips from Adonit and thereby convey the familiar writing feel of a pen on paper. Both models have been developed to provide a natural writing experience. This is largely made possible by the improved sprung writing tip. Another new feature is the elegant design of the sturdy aluminium housing with a ribbed grip and a retaining clip integrated into the pen. Both pens can be custom printed or lasered. They are compatible with virtually all popular iOS and Android drawing and writing apps and are available in black and silver.

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A TOP SET

The set called “Hamburg” from the Easy Gifts product line brings two top sellers together in one chic outfit. It combines an A6 notebook with 190 blank pages in a PU cover and a ballpoint pen made out of metal, which features a large blue plastic ink refill. Special advertising can be placed on the note book using pad printing. Laser engraving on the pen is also possible upon request. The set comes delivered individually packaged in a box.

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ADVERTISING WITHOUT A FIREARMS LICENCE

The recipient does not need a firearms licence for the “Dark Line” gift set from Inspirion, even if ballpoint pens and keychains feature an elegant gun-metal look. The grey promotional products made of matt brushed metal and shiny metal advertise peaceful intentions. The “Dark Line” ballpoint pen with a twist mechanism lives up to its name and writes in black ink. In addition, the set includes a stylish key holder which cuts a fine figure on a keychain and features an exposed mirror surface for advertising. The set is delivered in a gift box.

42907 • Inspirion GmbH • Tel +49 421 52270

info@inspirion.eu • www.promotiontops.eu • www.inspirion.eu



PLAYFUL CREATIVITY

The workplace is not only usable for work, but can also be a place for creativity and imagination. The Lego-style office kit from Dragon Gifts consists of a colourful mixture of office supplies for each (working) day. All parts of the set can be linked together and combined as in the classic Lego construction kit. Self-made blocks from kindergarten can also be integrated. Customers can put together different sets and have advertising printing applied to each part. Different labelling of the parts enable them to be used as an individual puzzle.

49304 • Dragon Gifts CLA Magellan LTD • Tel +7 922 6842288

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



Die Handschrift der Werbung

TRINITY

Softtouch by **UMA**



Trinity K transp. SI GUM
0-0133 KT-SI GUM



KEEPING THINGS TIDY

Whether at work or at home: keeping things tidy starts with having a fixed place to put things. The new pen holder “Loop” from the company elasto form is a real highlight for any desk. The extravagant pen holder is made out of flexible plastic and has an impressive swing to it. Just bend it, pull the narrow end through the slit and attach it with the corresponding little pins. The pen is stuck in the designated slot so that it is always ready when you need it. When folded up in a flat shape, this pen holder is ideal to use as a mailing supplement or as a giveaway. The pen holder can be upgraded upon request.

41369 • elasto form KG • Tel +49 9661 8900

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



ANTIBACTERIAL PEN

Bacteria, fungi and mildews are all present in our every day environment. There is a particular need to control sensitive environments such as hospitals where acquired infections can cause serious problems. These reasons pushed Stilolinea to focus the research on a new project, creating a new revolutionary pen: iPROTECT. iPROTECT is produced with the addition of an antibacterial additive, used in the production cycle during the moulding and its efficacy lasts as long as the pen itself. It is not a surface treatment, the antibacterial action is water, scratch and UV proof. iPROTECT is not dangerous for the skin. iPROTECT characteristics render it a promotional product particularly suitable for the medical and pharmaceutical fields. The antibacterial function of iPROTECT pen has been certified and it is for the exclusive use of writing instruments. Like all the other Stilolinea pens, iPROTECT reaches the top quality grading for its promotional fields and maintains the characteristic of high quality to continuously upgrade Stilolinea service capacity towards its European customers.

45328 • Stilolinea Srl • Tel +39 011 2236350

info@stilolinea.it • www.stilolinea.it



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A GREEN DESKTOP DECORATION

The name says it all: it is called "Bambox" and is made out of bamboo. It predestines this practical and trendy pen holder to be quite an eye-catcher for any desk. It offers plenty of space for holding writing instruments neatly together. The pens are ready and waiting to be used while they rest in the holder's modern, pastel-coloured silicon fingers. Hidden inside the side wall is a special magnet, which is perfect for holding paper clips. The product has received the Etikeko B2 rating because it is made out of the natural raw material bamboo.

42811 • Citizen Green Boomerang S.A. • Tel +33 1 60377730
souvrad@bewear.tm.fr • www.bewear-pro.com



COMPACT AND TRENDY

E!xact offers the trendy Office Blocks highlighter either individually or in sets of 3. The set of 3 can be combined in various standard colours. A logo can be printed on the plastic housing using pad printing. The fast-drying ink is available in bright marking colours: yellow, green, pink and blue. The compact, rectangular shape prevents rolling, thus ensuring continuous availability. The striking Office Blocks highlighters are ideal as promotional products at seminars, conferences and trade shows. According to e!xact, the plastic blocks are available in (Pantone) colours that closely resemble the colours requested by customers.

44457 • E!xact Internationale Werbemittel GmbH • Tel +49 6126 951175
service@e-xact.de • www.e-xact.de



Frank Bürsten - Tastaturbürsten

Taking care of your daily working device should not be neglected, especially in the office. Frank Bürsten has the ideal assistant: The handy brush for cleaning keyboards ensures a crumb-free keyboard. The practical arrangement of the brushes ensures quick and efficient cleaning of the keyboard. Especially the spaces between the keys are often subjected to crumbs and dust which can be removed in an instant using the narrow brush side. The broad brush side effortlessly sweeps dust from the keyboard. Frank Bürsten can custom print the brush handle with an individual advertising message or company logo.

41853 • Frank Bürsten GmbH • Tel +49 7673 888650

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

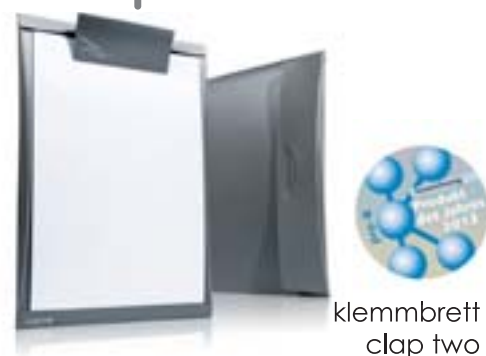


Shorty Clutch Pencil

The Würther Shorty clutch pencil is not just a design writing instrument, it is also practical. Thanks to its soft graphite leads, it writes on almost any material including metal, wood, plastic, concrete, tile, cardboard and glass. The leads need not be sharpened as they develop a conical tip when in use. Its ergonomic hexagonal shape makes it lie comfortably in the hand and its size enables it to fit into any pocket. Produced in Baden-Württemberg, the pencil is available in 15 standard colours and in natural aluminium. A promotional print is possible both on the writing instrument itself and on the gift box.

42394 • Würther GmbH • Tel +49 7221 17184

info@woerther.de • www.woerther.de



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THE CHOSEN ONE WITH PROMOTIONAL VALUE

In the film Matrix, Trinity is the chosen one who can answer all questions. At uma, customers can find not just one chosen one, but a whole array of them. One thing is clear, however, the Trinity from uma changes the reality of the promotional ballpoint pen. With its innovative triangular barrel, the writing instrument not only lies comfortably in your hand, but also provides an additional, third advertising space which optimally enhances promotional messages. The Trinity is covered in a shiny or transparent plastic case and in a GUM version that impresses with a rubberized soft-touch barrel and transparent shiny clip. The pin therefore promises not only a great feel but also places emphasis on elegance. That is why the heavy, polished chrome metal tip comes standard, as does the proven uma-Tech refill which guarantees writing enjoyment at an altitude of more than 4,000 metres.

41848 • UMA Schreibgeräte Ullmann GmbH • Tel +49 7832 7070

info@uma-pen.com • www.uma-pen.com



PROTECTION AND POWER

This innovative product highlight from the company Nestler-matho stands for a well-thought-out multifunctional design which can meet high expectations in daily business. The universal tablet case with a built-in, powerful 8,000 mAh powerbank (N-m 262) is an elegant companion for work and leisure time. Thanks to the battery level indicator, you will always be on the safe side. A micro USB cable with an extra adapter attachment for iPhone 4 and 5/6 adapter (MFI) is firmly integrated into the case so it will always be handy when you need it. The universal protective case made out of PU leather is suitable for almost all tablet PCs, thanks to its infinitely-variable fastening options, and it is perfect to use as a tablet stand. It comes delivered in an exclusive gift box. Advertising can be placed on the case, which is sure to make quite an impression.

41816 • Nestler-matho GmbH & Co. KG • Tel +49 7221 2154-0

info@nestler-matho.de • www.nestler-matho.de



Clip4you
www.dreampen.com





WITH INNOVATIVE FINISH

Since the invention of the three-month calendar in 1937, terminic has continuously developed its products. The range now includes more than 20 calendar models with calendars in over 30 languages. Wall calendars with an overview of up to six months, desk calendars, table stands and poster calendars belong to the product range. The calendar manufacturer has now gone one step further by showing how creative these calendars can be: The company has complemented its 2015 range with innovative finishing techniques such as stamping foils and lenticular printing, cold foil transfer including overprinting in the Euroscale, exceptional finishes such as relief, structural, fragrance or luminescent finish as well as various foil laminations.

41308 • terminic GmbH • Tel +49 421 871450

info@terminic.de • www.terminic.de



SMART AND STRONG

The slimline powerbanks from the company micx-media are clever advertising mediums which are disguised as everyday energized office gadgets. The stylish and handy bundles of energy called "SLIM" and "CLIP" recharge smartphones and similar devices very easily, and they combine practical uses with an elegant style. The modern, ultra-flat design and the many different colour variations available make these powerbanks a "must-have". Regardless of whether you use them in the office or while out and about, these elegant energy life-savers can also advertise your logo or company effectively because of their special reminder value. More information on the latest technology trends for office communications is available directly from the company.

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

info@micx-media.de • www.micx-media.de



EFFECTIVE AND TRENDY

Nowadays, the time is pressing us to be always effective in what we do and trendy at the same time. A key development for the coming season will be the set of diary and notebook in the same design representing both – effective way how to keep all important dates, meetings, ideas and thoughts, and trendy thanks to its colorful and vibrant shades. Diaries and notebooks are both available in A5 and pocket size, notebooks additionally in A4 size. The modern leather-like material is complete with a pen loop, stylish elastic band and practical black paper pocket for small documents that matches with black endpapers. Both can be customized with own branding – company logo on the cover, advertising pages and bookmarks, paper bands and others.

47265 • Graspco CZ, a.s. • Tel +420 577 606247

sales@graspco.com • www.graspco.com

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A NEW SPARKLING GLASS PRODUCT

The company Hauser, the writing instruments experts, have a brand new product on offer: the H2006, a ballpoint pen with a cap and magnetic fastener, which is finished with CRYSTALS from SWAROVSKI. This ballpoint pen with a cap features Hauser's large metal refill, Giant 012, which complies with the G2 standard ISO 12757-2 DOC (blue ink), and it can be upgraded with over 60 SWAROVSKI CRYSTALS upon request. In addition, the H2006 can also be finished by placing an advertising imprint on it or by means of laser engraving. Logos and other similar imprints really stand out when placed on the matt black surface. The writing instrument can have an imprint placed on it for a minimum order of only 100 units.

47570 • Hauser GmbH • Tel +49 911 956496-11

info@hauser-writing.com • www.hauser-writing.com

ADVERTISING IN TOP SHAPE

At this year's PSI Trade Show, the flashmob performed by LM Accessoires from Cologne demonstrated that you can take along your gym wherever you go. The Reflects Personal Trainer is a small handy training device that fits into any purse, drawer or glove compartment. If you simply click together two Reflects Personal Trainers, you can increase the resistance and your training success. The constant companion for fitness fans is available in six colours and can be custom finished on both handles.

42487 • LM Accessoires GmbH • Tel +49 2234 9900-0

info@lm-accessoires.com • www.lm-accessoires.com





A TOUCH OF LUXURY

Reidinger offers a colourful variety of jewellery pencils. Pencils MADE WITH SWAROVSKI ELEMENTS and pencils featuring a metal crown bring a touch of luxury to any desk. The range of proven premium pencils from Reidinger with new varnish colours is now even more versatile and allows countless combinations: more than 50 crystal colours, various crowns, completely dyed in black or natural with coloured varnish – thus an appropriate colour selection can be created for the desired target group. Provided with an individual motif of your choice, the exclusive pencils become a conspicuous eye-catcher and from just 576 pieces are ready for dispatch within a very short time. According to the company Reidinger, distributors will of course receive particularly favourable terms.

42938 • Reidinger GmbH • Tel +49 9732 9105-0

info@reidinger.de • www.reidinger.de

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WRITE IN ANY POSITION

With its "Signature" version, the innovative Swiss knife manufacturer Victorinox has proved that a ballpoint pen can also come in a completely different shape. The writing instrument is integrated into the shell of a pocket tool, which is only 58 millimetres long. When opened, it features a fully-fledged ballpoint pen with a brand-name refill, which is filled with pressurized gas and can write in any position. The Signature model is an ideal and very practical key ring, which also includes scissors, a nail file with a screwdriver, a blade, and a tweezers/toothpick combination. You can select the colour of the shell from a total of eight different colours, two of which have a transparent design.

44281 • Victorinox • Tel +41 41 8181211

b2b.ch@victorinox.com • www.victorinox.com

SUSTAINABLE AND YOUNG

Made entirely of wood and fashionably chic: e+m Holzprodukte is now offering the Allwood wooden pen in keeping with these new fashion trends in a natural version as well as in the trendy colours of orange, light green, ice blue and white. The wood processed for this product is FSC-certified beechwood from local forests. The FSC label is a guarantee for exemplary forest management. The colours are produced with water-based stains. The pure design appeals especially to the younger generation. The classic ballpoint pen has a push-button mechanism and clip, and the wide-writing refill is refillable. Personalization by printing or laser engraving is possible at any time.

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

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





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NATURALLY MADE OF FELT

Hardly any material combines natural appearance and practical functionality as well as felt. This is just one reason why the promotional bag specialist Halfar uses it for its bags. The Modern Classic shoulder bag proves that a felt bag can be radically modern and straightforward and still exude lots of warmth. The grey felt bag formally features the classic messenger bag style. The large flap emphasizes the strictly formal character and the felt comes into its own – an ideal space for a finish with very exclusive embroidery. Inside, the bag has one large main compartment with pen loops, pockets for cards and lots more, as well as a flat pocket for holding A4 documents. Thanks to its versatility, the spacious bag can be used as a promotional bag or prize for various target groups. It is not only impressive as a bag for work or university, but also as a stylish leisure time companion.

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

DESIGN AT ITS BEST

Conceptum – stands for pure design down to the very last detail. The notebooks and calendars with a special style have already received many international design awards. All Conceptum books can be personalised with a logo, regardless whether they come with a modern soft-wave surface or with other special tactile details, with a practical rubber band fastener or a magnetic fastener, or if they come in black or in other bright colours. For instance, they can be finished using blind embossing or by placing a multi-colour imprint directly onto the cover of the book. Another special feature is the high-quality metal clip, which can be finished with either a logo or name, and which can be clipped onto the edge of a book. This is how one-of-a-kind promotional products with powerful advertising effects are made.

47962 • Sigel GmbH • Tel +49 9078 81-280
info@sigel.de • www.sigel.de





GREEN ADVERTISING MESSAGE

The new “Like” promotion ballpoint pen from Schneider is now “green”, but nonetheless colourful: it offers a multitude of design options in 10 opaque and 12 transparent colours. With the different colour combinations of the individual components, well over 20,000 Likes can be designed and, in addition, printed individually, of course. The large print areas ensure an eye-catching advertising message. The Like features a Schneider 774 M refill. Another highlight is the non-slip rubber grip which ensures perfect handling and comfortable writing without pressure points. In addition, production of the Like is climate neutral, meaning that all emissions caused by its production are compensated for and thus offset. Like all writing instruments from Schneider, the Like is manufactured in Germany under strict quality and environmental aspects. Thus, the Like ballpoint pen is ideal for companies that want to implement their climate change strategy and “Green Office” and advertise with a quality product “Made in Germany”. As with all promotional writing instruments, you can now also customize the Like in colour as well as with an advertising slogan, by using the pen configurator at www.schneiderpen-promotion.com, and see in advance how your own logo can optimally appear on the colourful Like.

43416 • Schneider Schreibgeräte GmbH • Tel +49 7729 888-0
info@schneiderpen.de • www.schneiderpen.com

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stilolinea

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 Ph +39 011 2236350
 Fax +39 011 2236337

info@stilolinea.it - www.stilolinea.it





ELEGANTLY PROTECTED

Bühning's product line includes new products made out of leather, such as the "Urban 2", a case for two writing instruments. The elegant case made out of black vegetable-tanned leather protects two writing instruments thanks to its carefully crafted insert compartment. This compartment features two elastic straps and a flap cover, which is used to close the compartment by sticking it into a strap. An advertisement can be placed on the flap cover by means of blind embossing. The product is made in India for specific orders. Individual requests regarding the design, material and colours can be taken into account. The delivery time is between 4 to 6 weeks depending upon approval of the sample and logo, the quantity ordered, and the availability of the colours.

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

Vertrieb@Buehring-Shop.com • www.buehring-shop.com




SUCCESSFUL PRESENTATION

Following the successful trade show presentation of Fluhrrer Verlag at the PSI 2015, there is now more news: The company has been specializing in the design of high-quality envelopes, especially for restaurants, since 1982. The proven Fluhrrer system for binding offer pages is known throughout Europe. However, these folders can do much more: As folders for offers, they are ideally suitable for product presentations in industry, commerce, advertising agencies and much more. As high-quality finished cartons in exclusive colours or in selected book binder materials as Metal & Touch Line, from subtly brushed to metal haptics, every product has the right frame. The "Fluhrrer System Promotion Folder" catalogue can also be requested by resellers.

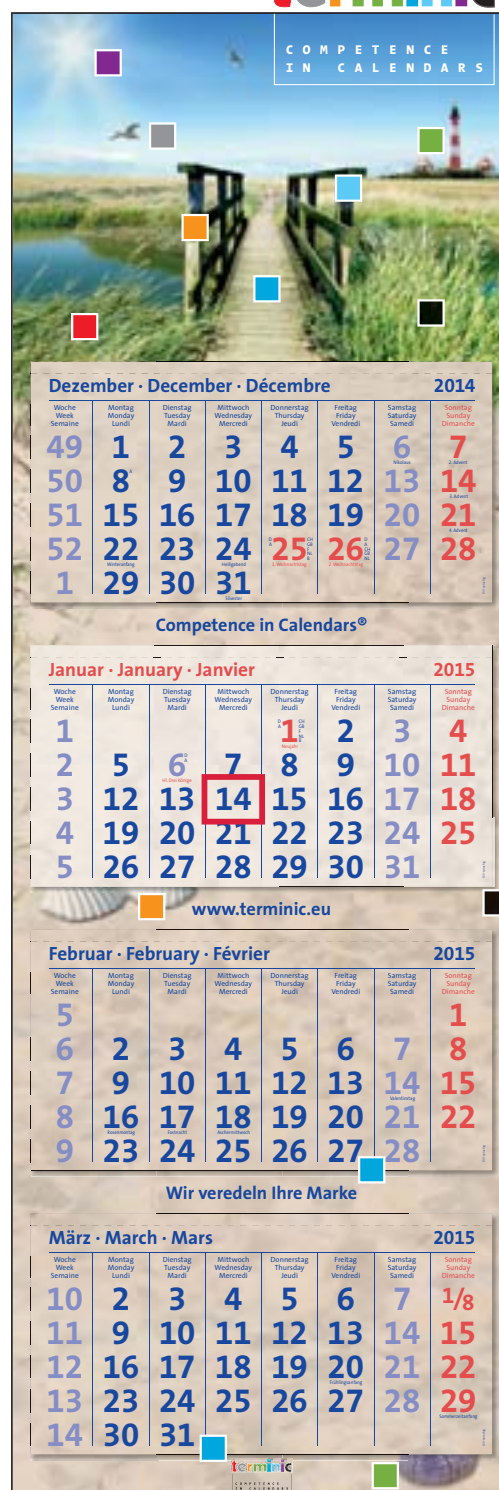
49370 • Fluhrrer Verlag GmbH • Tel +49 521 69432

info@fluhrrer-praesentationsmappen.de • www.fluhrrer-praesentationsmappen.de



 ith the tinplate calendar tin made by emotion factory, the days of boring calendars are numbered. The perpetual calendar for your desktop comes in the form of a decorative metal tin and fits in perfectly with its surroundings thanks to its design options. On the lid, the recipient can set the current date by using the colourful magnet rings and is therefore always “up-to-date”. 100 white slips of paper and a small wooden pencil for taking notes are ready to hand in the tin. If there is insufficient space on the front of the tin for customised advertising, an additional inlay can be personalized in four colours. Samples and further information are available from the team at emotion factory.

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



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FULL RANGE

Wolfgang Schmidt has dedicated himself to the distribution of inexpensive promotional products made in Germany with his label Promowolsch – the customer factory – for many years. The range includes a series of giveaways for advertising in the office, whereby particular importance is attached to a large, informative advertising space. In addition to various rulers and pencil sharpeners, the company also offers tape dispensers, memo holders, pens, writing instrument stands and much more. All plastic products are Reach-compliant and recyclable, emphasizes Schmidt.

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



PURE RELAXATION WITH FRAGRANCE STICKS

Fragrance sticks from Rituals ensure a particularly relaxing atmosphere in the office and at home. Distributed by Trendfactory, the sticks appeal with their remarkably long-lasting fragrance and they distribute warmth throughout the day. The various scents that are offered provide an experience for the senses and can be selected for individual moods. The fragrances are created with the support of the best perfumers in the world. With their elegant design, the sticks and candles transport centuries-old, Far Eastern rituals to allow you to escape the stresses of everyday life.

41941 • Trendfactory BV • Tel +31 252 622233
info@trendfactory.eu • www.trendfactory.eu





MEMORY AND PRINT TOGETHER

Heri-Rigoni presented a brand new version of the USB Stamp & Smart at the beginning of the year. A full metal housing with clip contains not only an 8GB USB stick but also a stamp with up to four lines as well as a stylus tip. Three functions in one high-quality device make this all-rounder a popular accessory. According to the manufacturer, other memory sizes are available on request from just 100 pieces. The elegant soft-touch coating can be impressively customised using a CO₂ laser. The engraving appears automatically in silver. Heri-Rigoni supplies all stamps with an online voucher with QR code for free redemption on the service site www.stempelservice.com or with constant stamp texts and motifs.

41016 • Heri-Rigoni GmbH • Tel +49 7725-93930
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KOLIBRI PROMOTIONAL PRODUCT EVENT 2015 MARKETPLACE OF SUSTAINABILITY

Once again this year, the Waiblingen-based promotional product distributor kolibri invited guests to an in-house trade show at the Mercedes-Benz Arena in Stuttgart. Under the motto “kolibri goes green”, the Arena was transformed into a marketplace with a special exhibition for sustainable promotional products on 10 February. In addition to new products from the areas of accessories, electronics, textiles, food, umbrellas, bags, stationery, leisure, household, tools and wellness, visitors were offered an attractive “added value” such as special exhibitions on eco-highlights and the theme of full service. In addition, visitors were offered refreshments at a smoothie bar, tested electric cars and had a biological heat cushion custom finished. The motto “kolibri goes green” was chosen wisely by the Waiblingen-based promotional product distributor: Earlier this year, the company had the CO2 emissions it had caused so far calculated, reduced them as far as possible and offset the rest using a reforestation project.

www.koli-bri.net



The team of
kolibri.

WELCOME HOME 2015 UMA – NEW PARTNER

Welcome Home, the event series for the professional promotional product trade, can now look back on five years of successful development. A new partner for the event series has now been gained: the company uma Schreibgeräte. “This company, which is steeped in more than 60 years of tradition, perfectly meets the requirements of our group,” says the hosting promotional product suppliers Daiber, LM Accessoires, Jung Bonbon, Fare, Geiger-Notes, mbw, Halfar and koziol in unison. Uma boasts “a high degree of professionalism, reliability, distributor loyalty and an extremely interesting production site in Germany”. The latter is one of the venues for the upcoming Welcome Home tour in December. The new dates and locations have now been confirmed:

- 1 December 2015 koziol »ideas for friends GmbH, 64711 Erbach
- 2 December 2015 uma Schreibgeräte Ullmann GmbH, 77712 Fischerbach
- 3 December 2015 Eventlocation Alte Gärtnerei, 82024 Taufkirchen/Munich
- 8 December 2015 Eventlocation Edelfettwerk, 22525 Hamburg
- 9 December 2015 HALFAR SYSTEM GmbH, 33719 Bielefeld
- 10 December 2015 FARE – Guenther Fassbender GmbH, 42899 Remscheid

TERMINIC

THIRD GENERATION

Terminic GmbH is continuing its long-standing tradition as a family-run enterprise: After managing director Wolfgang Rolla du Rosey took over the company from his father-in-law Rolf Ilg in 1993, his son Huschke Rolla du Rosey has now joined the company and has strengthened the sales team of the Bremen-based calendar manufacturer since the beginning of 2015. As a commercial clerk, the



Huschke Rolla du
Rosey

28-year-old jurist has assumed a variety of tasks in the areas of customer service, acquisition and sales. “Even as a 6-year-old, I really enjoyed being able to go along when the calendars were delivered by lorry and as a pupil and

later as a student I also often helped out in the calendar production during the holidays. Now I am particularly pleased to be able to actively shape the future of the company,” says Huschke Rolla du Rosey. The managing director Wolfgang Rolla du Rosey also takes this view: “It’s nice to see that I was able to infect my son so early with my enthusiasm for our company and our products. Thus, the symbiosis of tradition and innovation pursued by terminic will continue to be successful in the future.” terminic is one of the leading European manufacturers of calendars. Since developing the first 3-month calendar in 1937, the company has produced high-quality promotional calendars in over 30 languages and delivered millions of them to almost all countries of the world. The portfolio with more than 20 different models includes wall calendars as well as desk calendars and poster calendars. Since early this year, terminic has also been offering its customers a wide range of possibilities for refining calendar. www.terminic.eu

KARLOWSKY FASHION GMBH

NIELS KARLOWSKY JOINS THE COMPANY

For the next target on the business plan – the international expansion of the brands Karlowsky® Fashion and ROCK CHEF® – a new member has joined the team at Karlowsky Fashion GmbH. After successfully completing a Master of Science at Heriot-Watt University, Niels Karlowsky has been working as Business Development Manager/ Export Manager at the well-established



Niels Karlowsky

Magdeburg-based company since February 2015. The main focus of his responsibilities lies in expanding the European sales network and supporting the European sales partners. Since 1892, the family enterprise Karlowsky

Fashion GmbH has stood for tradition and innovation in the area of gastronomic workwear. The company can look back on a long and successful history during which it has developed into a market-oriented premium brand.

www.karlowsky.de

TAILORTIES

NEW WEBSITE

TailorTies introduces his brand new website with improved functionality, design and navigation. This website has been created to keep the customers informed of the latest products, innovations and company news of the company. TailorTies is one of the leading suppliers of custom made ties and scarves – with 100 years of experience. TailorTies is a reliable and professional partner in the international promotional and uniform apparel market. TailorTies is specialized in custom-made ties, scarves and fashion accessories for the commercial and non-commercial market. TailorTies operates primarily business-to-business. info@tailorties.com – www.tailorties.de

TRENDS IN THE INDUSTRY

PSI INDUSTRY BAROMETER IN SECOND ROUND

In order to be able to make responsible decisions, entrepreneurs need to know what is going on in the market. Regular information from which trends can also be derived is therefore becoming increasingly important. With the European industry barometer, PSI has designed its own market research tool which queries the current situation and trends in the industry several times a year and regularly provides data and information on the promotional product industry. At the PSI 2015, the first edition of this unprecedented service in the industry, which also takes into account international markets, was presented. The PSI industry barometer has now entered the second round. The next survey began on 1 April. The PSI Journal will report on the results once they are known and have been prepared.



FAMILY TRADITION AT JAMARA

CHANGE IN MANAGEMENT COMPLETED

Following the motto “family tradition continues”, a change of generation has been completed at Jamara e.K. The new owner of the distributor in Aichstetten is Manuel Natterer, son of the previous company owner Erich Natterer. According to the Aichstetten-based company, Manuel Natterer knows the company Jamara inside and out because he has contributed significantly to the development of the operational structures for about ten years. Owing to the experience of the junior partner, Jamara e.K. can also guarantee the usual quality and reliability in the future. This will also be ensured by the roughly 120-strong team which was taken over without any changes. The new business owner will be supported by his wife Diana Natterer, who works in the warehousing/logistics section and in the human resources department, and his sister Julia Just in the payroll department. Erich Natterer will continue to work for the company. He remains a member of the management of Jamara e.K. and will represent the company in associations and interest groups. He will also share his knowledge in lectures. Since 1973, when he founded the company, he has expanded the family business from an initial 100 square metres to an area of about 9500 square metres. Today, the company employs about 120 people and has long been trading beyond the borders of Europe. As a result of product diversification towards LED lighting technology since 2011, Jamara has rapidly and successfully developed new markets, especially at a regional level. www.jamara.com



The family tradition continues at Jamara: (from left to right) Manuel Natterer and Erich Natterer.

DAIBER

NEW HEAD OF MARKETING

Gustav Daiber GmbH appointed Stefan Meusel as their new head of marketing in January 2015. The 47-year-old has been working in the marketing department of the Albstadt-based company since 2011 and has significantly influenced the present-day identity of the brands James & Nicholson and myrtle beach. In his new role, he sees his priorities as being the consolidation of online marketing and service-oriented brand communication. Not only does Stefan Meusel's personal experience as an avid outdoor athlete stand him in good stead in terms of the functionality of the sports collections, but so do his many years of managerial experience in agencies with the strategic development of designs, brands and media. "We are pleased to have Stefan Meusel as a creative mind at Daiber to breathe life into our worlds of Fashion – Lifestyle – Sports with stylistic creations in the future," says Kai Gminder, Managing Director of Daiber.



Stefan Meusel

www.daiber.de

ECKENFELDER

FSC® CERTIFICATION

Environmental responsibility is becoming increasingly important. An increasing willingness to get involved is also emerging in the industry. A company's own ecological positioning should be communicated in a manner that appropriately supports marketing. Independently controlled and certified process guidelines, such as FSC®, attract enormous interest. For Eckenfelder, the calendar specialists, environmental awareness has long been a central concern, and therefore certification based on the principles of FSC® was a logical consequence. And the company's customers enjoy valuable additional benefits. The FSC® (Forest Stewardship Council®) is an international non-profit organization with the aim of preserving forests from further exploitation and

destruction as well as securing their long-term preservation through internationally recognized management standards. All companies involved in the production must be certified according to the strict guidelines to ensure that the label may be affixed to the final product. At Eckenfelder, all calendars now feature the FSC® label. The entire calendar range – wall calendars, diaries and picture calendars, and of course all custom-made products – is printed exclusively on certified paper, which means a significant added value – at "no extra cost", assures Eckenfelder.

www.eckenfelder.de



INSPIRION

NEW FACES

Rüdiger Wilczek is the new PSI Germany Sales Manager at Inspirion and succeeds Manfred Low who left the company at the end of last year at his own



The new sales manager Rüdiger Wilczek (left) is supported by Volker Biedermann.

request. Most recently, Wilczek was the International Sales Manager at Omnilab-Laborzentrum GmbH in Bremen. Born in Bremen, he is a qualified industrial clerk with a degree in business administration. In the past, he has gained sales experience at brand companies such as Melitta and Bahlens. Rüdiger Wilczek is supported by Volker Biedermann who is also new to the Inspirion sales team.

www.inspirion.eu

MID OCEAN

MICHAEL ZENTEK ZURÜCK

Hei is back in action for Mid Ocean following a break of almost a year: Michael Zentek, at the picture with Regional Director Christof Achhammer at the in-house trade show of Plan Concept Dr. Lichtenberg in early February. "It was a great start today and I am delighted to see many colleagues again. I am delighted to be back," said Michael Zentek in Essen.

www.midoceanbrands.com



BRANDCHARGER EUROPE

NEW MANAGING DIRECTOR

As per February 1st, Robert van den Brink, former export manager at Xindao, will join BrandCharger Europe BV as a partner and Managing Director. In Wessel Verhoeff, founder of the company he found the perfect match which seems a logic step to follow his career. Together with Mike Stas who will also be a new partner in the company BrandCharger will be able to further develop. Unique design,



Robert van
den Brink

quality and safety are the key values within the company which will be more and more important in the promotional product industry. Van den Brink did gain a lot of experience in his past employments at PF Concept, Mid Ocean Brands and more recent

at Xindao which will be of a great value for further expansion and development of BrandCharger Europe BV. BrandCharger Europe BV is designer and producing company of powerbanks, carchargers and traveladapters. New is the recent partnership with Philips to be their worldwide exclusive partner for audio equipment for the promotional industry.

www.brandcharger.eu

EURIMAGE

CHANGE IN COMPANY MANAGEMENT

At the traditional PSI meeting of the Eurimage Group during the PSI 2015 in Düsseldorf, the official handover of the management was completed. After 25 years of membership, including more than 14 years as managing director, Oscar Becker resigned from his position as managing director of the Group. For his outstanding commitment and a very successful period as managing director, he was bid farewell on his retirement by numerous well-wishers. Ralf Hinterleitner, owner and managing director of the



Alex Roethlisberger (President of the Eurimage Group), Oscar Becker, Ralf Hinterleitner (left to right).

Austrian member company Trend Present Handels GmbH, was appointed as the new managing director of the Eurimage Group. The Eurimage Group is an association of European promotional product distributors and currently consists of 14 member companies from 14 countries. The Group operates as a successful marketing and purchasing cooperative. Based on a proprietary product database, an individual catalogue is developed and distributed in large editions twice a year. www.eurimage.eu

KARL KNAUER KG

REINFORCEMENT IN SALES

Karl Knauer KG, supplier of promotional materials made of paper and cardboard, has reinforced its sales department. Christoph Sunderbrink has been supporting the Biberach-based company on the front line as a key account manager since the beginning of the year. The 29-year-old will be responsible for the North area in the field service. He has solid credentials with his many years of experience in the promotional product industry. With more than 500 employees, Karl Knauer is one of the leading manufacturers of promotional materials made of paper and cardboard in Germany. Since 1972, Karl Knauer KG has been supplying sticky notes, note cubes, memo holders and many other effective products throughout Europe. www.karlknauer.de



Christoph
Sunderbrink



ISSUETISSUE

RELAUNCH OF THE WEBSITE

IssueTissue®, the ISO-9001 and FSC certified manufacturer of hygienic promotional paper towels, boxes and related products, has a new website. The new online presence is even more tailored to the needs of promotional product distributors because “IssueTissue® attaches great importance to a good and exclusive contact with the trading partners of the promotional product industry,” says managing director Jos J.M. Slangen. Trading partners can log in to the new account www.issuetissue.com with their user name and password. As part of the web relaunch, the Dutch company has changed its name to IssueTissue® bv.



We ask you: join us in our quest to set new standards. Starting right now, any company in the promotional products industry can apply for the PSI Sustainability Awards. These nine prizes will shift the industry debate and redefine the sector long-term. For your company, they're a goal and distinct recognition at the same time.



PSI SUSTAINABILITY AWARDS

NEW, EXCLUSIVE AND UNIQUE

Sustainability has long been an issue in the promotional product industry. The autonomous balance between economic, environmental and social issues and their transparent documentation is verified by many companies with individual certificates. What has been lacking thus far is an independent logo that addresses this issue. The PSI has therefore been active and has launched the PSI Sustainability Awards.

This sustainability award is a new and unique award in eight categories, created exclusively for the promotional products industry, which will receive its premiere in 2015. Due to the categorization, companies not only have the opportunity to win an award for their product or campaign. The company itself and the entrepreneurial responsibility can be acknowledged. Many major brands and mid-sized companies have already committed themselves to

sustainable principles and expect the same from their suppliers.

TREND-SETTING COMPETITION

The PSI Sustainability Awards is a trend-setting competition as it acknowledges the sustainable potential and distinct personal responsibility of the promotional product industry with an award. PSI Managing Director Michael Freter believes the distinctive feature of this award lies in the fact that it "does not obey the mechanisms of marketing awards, but shall contribute to

making the heterogeneity of the promotional product industry in the area of sustainability more measurable and thus more comparable".

WHO CAN PARTICIPATE IN THE COMPETITION?

Anyone involved in the promotional product industry at home and abroad can register for all categories of the international PSI Sustainability Awards: Manufacturers and importers as well as promotional product agencies and distributors, for the categories 6 and 7 (see categorization on page 47) also advertising agencies, users and designers. The submitting company, as well as its own initiatives, products and campaigns will be evaluated in terms of corporate social responsibility for sustainable development (economic, environmental and social aspects).

TWO WAYS OF ASSESSMENT

Firstly, a stored system will evaluate all queried and entered data with a score. The more rigorous and more important the profile of a certificate is, the higher the score. In addition, the type of business (whether manufacturer or importer), its size as well as the place of production or production facilities will play a role. For the assessment of self-initiative in the fields of ecology and social affairs, a jury made up of people who have committed themselves to the subject of sus-

tainability will come into play. They will assess the submissions using objectively verifiable criteria. The first winner of the PSI Sustainability Awards will be honoured at a special event this year. <

Detailed information about the new awards is available at www.psi-sustainability-awards.de.

THE PSI SUSTAINABILITY AWARDS WILL BE AWARDED IN THE FOLLOWING EIGHT CATEGORIES:

Category 1: Economic Excellence 2015

Existing certificates for quality management of a company (EFQM, ISO 9000 et seq., inter alia). Existing certificates for quality or safety management of a company's products exceeding the legal requirements: either from its own production or as exclusive imported products (EN ISO 22000, GS, SGS Institut Fresenius, inter alia).

Category 2: Environmental Excellence 2015

Existing approvals for the environmental management of a company (EMAS, ISO 14000 et seq., inter alia). Existing certificates for ecologically sustainable products of a company: either from its own production or as exclusive import products (FSC, Blue Angel, Oeko-Tex 100 plus, inter alia).

Category 3: Social Excellence 2015

Existing certificates for the working conditions in the production facilities of a company (SA8000, BSCI, OHSAS 18001, OHRIS inter alia).

Category 4: Environment Initiative 2015

A company's own environmental initiatives or self-developed environmental standards (non-certified in-house proprietary initiatives such as investments in machinery and working conditions from an ecological perspective, energy-saving measures and reduction of CO₂ imprint, recycling, waste reduction, reduction of water consumption, reduction of polluting chemicals and waste water, green IT, photovoltaic systems, etc.).

Category 5: Social Initiative 2015

A company's own social initiatives or self-developed social standards (cultural, social and health-promoting additional offers for the workforce, practised diversity, inclusion as well as social commitment and cultural commitment for a municipality/region and/or charitable commitments, donations, aid projects, etc.).

Category 6: Sustainable Product 2015

Existing certificates for environmentally sustainable products of a company: either from its own production or as exclusive import products.

Category 7: Sustainable Campaign 2015

A marketing campaign in which an ecological promotional product is a component of several coordinated communication and promotion activities.

Category 8: Sustainable Company of the Year 2015

The winners of category 8 result automatically from the addition of points obtained in the individual categories 1 to 7.



Also among the “winners”: The “Kasimir” cheese grater from koziol was worth copying for the counterfeiters.

“AWARD-WINNING” COUNTERFEITS

PLAGIARIUS 2015 AWARDED

In keeping with tradition, the latest negative award “Plagiarius” was presented at the Frankfurt consumer goods trade show “Ambiente” for the 39th time. Ever since 1977, Plagiarius e.V. has awarded the dreaded defamatory prize to manufacturers and distributors of particularly brazen imitations.

The aim of the association is to increase public awareness of the dubious business practices of product and brand pirates from around the world and to sensitise the industry, government and consumers. The trophy is a black dwarf with a golden nose – as a symbol of the exorbitant profits that imitators literally generate at the expense of creative designers and innovative manufacturers. As part of the ceremony, the association made it clear that “awarding the ‘Plagiarius’ says nothing about whether the particular imitation is allowed or not in the legal sense, i.e. whether it is legal or illegal. The Plagiarius cannot administer justice. However, it can draw attention to the injustice affecting companies and express the opinion that blatant

1:1 imitations are unimaginative and morally reprehensible and lead to stagnation. “In this context, the association emphasized “that legal me-too products that follow a trend of sufficiently standing out from the original and stimulating competition are highly welcome.” It is encouraging that the high level of awareness of the “Plagiarius” has again showed its deterrent effect this year: For fear of public embarrassment, some of the targeted imitators have withdrawn their remaining stocks of imitations from the market, signed cease and desist letters or exposed their suppliers.

BILLIONS IN PROFITS

Business with imitations and counterfeit products continues to boom – thanks in part to insignificant penalties. Gullible bar-

gain hunters and the Internet enable counterfeiters to make profits worth billions of dollars. The damage caused to the original manufacturer is enormous, as are the risks for consumers. As long as the demand for counterfeit goods exists, this will also be met. In 2013 alone, nearly 36 million infringing products worth 760 million euros were seized by EU customs authorities at the EU’s external borders. About 79 per cent of the goods detained in 2013 came from China and Hong Kong. Among the countries of origin were also the United Arab Emirates, Turkey and numerous Eastern European countries. The EU Customs statistics, however, can only reveal a part of the problem. The fact is that the initiators or importers of imitations often come from industrialised countries. Western companies also benefit from trading with imitations. The fact is also that a number of plagiarism processes take place under compatriots, e.g. within China or within Germany.

ALSO VICTIMS IN THE INDUSTRY

The fact that quality products from the ranks of PSI member companies are continually targeted by counterfeiters is also shown in the current list of the “award-winning” imitations. Among the “award-winners” this time are counterfeits of products of the company Gefu Küchenboss (“Spirelli” spiral cutter), koziol »ideas for friends“ (“Kasimir” cheese grater and “Coco” cake knife) and Zweibrüder Optoelectronics (“LED LENSER P7.2” LED flashlight). First prize for the most brazen copy was awarded to the imitations of the hot air blowers “HL 1610S” and “HG 2310 LCD” from the company Steinel Vertrieb. The Plagiarius award-winners in 2014 and 2015 are on show at the Plagiarius Museum in Solingen. www.plagiarius.com



94% ALLER PROFESSIONELLEN ENTSCHEIDER NUTZEN FACHMEDIEN.

FACHMEDIEN BLEIBEN DIE WICHTIGSTE BERUFSBEZOGENE INFORMATIONSQUELLE FÜR ENTSCHEIDER. DIE B2B-KERNZIELGRUPPE WIRD ÜBER DIGITALE UND GEDRUCKTE FACHMEDIEN NAHEZU KOMPLETT ERREICHT. DABEI WERDEN FACHZEITSCHRIFTEN WEITER HÄUFIGER REGELMÄSSIG GENUTZT, ALS DIGITALE FACHMEDIEN. MEHR ERFAHREN SIE AUF WWW.DEUTSCHE-FACHPRESSE.DE



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A good atmosphere together with expertise in front of and behind the stands.

PLAN CONCEPT DR. LICHTENBERG IN-HOUSE TRADE SHOW

FULL HOUSE AT THE COLOSSEUM THEATRE

On 5 February, the Essen-based promotional product specialist Plan Concept Dr. Lichtenberg invited guests to its in-house trade show at the Colosseum Theatre in Essen. In keeping with the motto “Experience haptics”, 49 exhibitors presented new products and selected classics from their latest collections. An entertaining day full of information and inspiration.

Essen, the industrial metropolis of the Ruhr area steeped in tradition, is the headquarters of Plan Concept Dr. Lichtenberg. Here, in the Colosseum Theatre, the team led by the managing directors Stephan Speckbruck and Christoph

Ruhrmann welcomed their customers to the ninth edition of their product show.

HAPTICS TO EXPERIENCE

Approximately 450 registrations were received and the consultants were tirelessly on the go in the hall accompanying their



Full aisles: This is how trade shows should be.

customers to the stands and answering questions about products and concepts. Throughout the day, the stands at the stylish location were very well attended; At times visitors crowded to listen to explanations about the new products. A success for the organizer who had managed to inspire his customers for the event. The trade show this year was characterised by “experience haptics”, which was implemented by each exhibitor using a special-



Stephan Speckbruck and Christoph Ruhrmann, the directors of Plan Concept Dr. Lichtenberg, were delighted by the response from their customers.



What is that? A multi-sensor obstacle course made haptics perceptible – and created a lot of fun for the customers.



ly created product. Thus, the tactile aspect clearly stood in the foreground at each stand. Using a concrete example, the aim was to illustrate to the customers how versatile and promotionally effective promotional products can be provided they understand that they are multisensory advertising media.

WELL-ATTENDED EVENT

The foyer of the Colosseum Theatre hosted the product show for the seventh time.

The theatre was built in 1995 in a well preserved listed brick building. Even today the impressive historic factory building of Krupp conveys an impression of the early industrial culture and it offered a representative backdrop for the trade show with its special flair. The trade fair was enriched by a presentation by Michael Mätzen-

er from the Swiss company PromoFacts, who showed visitors the “power of promotional products”. The “jungle test”, which made multi-sensor technology tangible in its various aspects, was also lots of fun. Overall it was a successful event with motivated exhibitors and an outstanding number of visitors.





K+M SPRING TRADE SHOW

90 YEARS OF CREATIVE ADVERTISING

Every year in late February, the Rhein-Main-Werbemittel-Zentrum in Obertshausen is the meeting place of notable suppliers. 67 exhibitors with at least two employees participated at the K+M Spring Trade Show this year to present their new products and promotional ideas. In its anniversary year, the trade show was again a lively, thoroughly successful event with great information value.

Motivated exhibitors, inquisitive customers, spacious facilities and excellent service – the K+M Spring Trade Show is known, not without reason, as the highlight among the in-house trade shows. A total of 280 people visited the Rhein-Main-Werbemittel-Zentrum on 26 February. The proven concept with constantly changing exhibitors who introduce their latest collections from the showcases of

the showroom to the customers was once again a success in the anniversary year. Presentations on sustainability provided added value for the customer and documented the considerable importance that K+M attaches to this area.

SOLID FOUNDATION

Anyone with a watchful eye at the trade show would have immediately noticed a small stand with black and gold products

As usual, the K+M Spring Trade Show was well attended.

which K+M designed for their 90th anniversary. There were bags, cups, bottles, cans, pencils and much more, which make almost a hundred years of company history “conceivable”. How did it all begin? At the beginning of the last century, Friedrich Karlsson recognised the impact of promotional products. As a sales representative for stationery and calendars, he travelled all over Germany and in 1925 founded Friedrich Karlsson KG. In the 50s, his son, Günther Karlsson, joined the company. In the mid-60s, Siegmund Mannhardt became a shareholder of the company which was then renamed Karlsson+Mannhardt KG. With H.J. Hollstein and Norbert Hertlein, further shareholders joined the company. Like every year, Norbert Hertlein also attended the Spring Trade Show in the anniversary year as an interested visitor who is always welcome.

ASSISTING THE CUSTOMER

Stéphane Hennig has been the sole managing director since 2004. He has managed to keep the business on track and to expand it: “Last year, we achieved the best



Even the former Managing Director Norbert Hertlein (right) was among the visitors.



Trade show with added value: Presentation concerning sustainability.



Successful together: Another five employees have joined the team at K+M.

result in the company's entire history," says a proud Hennig. "We have gained 4 new full-service customers and were therefore able to expand our team from 40 to currently 45 employees in total." What is the reason for this success? "We have a broad customer base and are not focused on any particular industries – therefore we are not severely affected by unforeseen events such as the pharmaceutical advertising ban." And the trade has to convince today's customers through performance; price wars sow discontent and harm quality, adds Hen-

nig. Hennig sees one of the core competencies of the company in the company's own gift platform. "This platform is so successful because it makes the order process extremely easy for the customer thanks to process optimisation. After all, that is our mission: To support the customer so that he has as little work as possible. Our multi-shop has been created for this."

INDUSTRY IS CURRENTLY UNDECIDED

How does the K+M boss assess the current market situation? "For this time of the year, business is actually too quiet. I think

the political debate over Greece and the various trouble spots in and beyond Europe certainly play a role. It seems as if the industry is currently on hold. Unfortunately, the advertising budget is always put on hold first when investments are reduced or uncertainty prevails. The cost of promotional products can be stopped immediately," says Hennig. <



Again and again, supplier partners of top display illustrate how advertising is applied to a product.



During the in-house event, the top display team again used numerous nodes.

TOP DISPLAY IN-HOUSE TRADE SHOW

ANNIVERSARY WITH ADDED VALUE

The team of the Hamburg-based promotional product specialist top display again took a lot of time for its customers. This time the pool of new products from 15 manufacturer partners ensured the guests enjoyed an anniversary event with exclusive benefits and optimum advice.

In the continuing development of the motto of the event last autumn, top display this time invited its guests to “Knotenpunkt 2.0” (node) at the company’s headquarters at Winterhuder Weg. With the 11th in-house trade show after 10 successful events in the ideal, essentially personal surroundings of their own offices and showrooms, the promotional product dis-

tributor celebrated a uniquely individual anniversary. To this end, the consultants of the team had once again come up with all sorts of additional incentives for its guests. As a loyalty bonus, the guests received additional special offers such as standard bestsellers at an anniversary price and new products on show at an introductory price. But what mainly attracts cus-

tomers (this time 108 people from 55 companies in Schleswig Holstein, Hamburg, Bremen, Lower Saxony) back to top display is the intensive personal all-round service.

PROMOTIONAL PRODUCTS AS A SOURCE OF INSPIRATION

The fact that such qualified service does not go unnoticed beyond the steady pool of customers was proven by the 12 new customers who found their way to Hamburg. Further evidence of the appreciation of the visitors to “Knotenpunkt 2.0” was an average stay of about two hours per guest. This alone shows how interested the customers were, how focussed they were on the products on show and how much time they were willing to invest to be inspired with a view to their own promotional requirements. This also requires the team to make an intensive analysis of their customers’ needs in the run-up to the in-house trade show. This means that employees of top display know their customers – and, in turn, the customers themselves know what qualified advice to expect. Accordingly, they like to come and



Concentrated advisory expertise: the top display team and the manufacturer partners in the group photograph.



stay. And, in part, to place orders during the event.

"AROUSING ENTHUSIASM"

All this makes a visit to top display an exciting excursion into the world of promotional products. Hence it is no wonder that the feedback was positive, almost without exception. "A great atmosphere" or "time flew" are just two examples of the comments from the visitors. top display is fully aware that such a positive response is both an incentive and obligation for the future. Therefore, managing director Gorden Daub and his team also rely on continuous training of their collective strengths, on constant research to create new products, on optimal information exchange (which includes an "obligatory visit" to the PSI for all team members) and on the quality of products, advice and service. According to Hans Thiele, who is responsible for strategy and business development, only those who themselves are enthusiastic about their profession can "arouse the enthusiasm" of the customer. "We are on the right track," he says, "however, we always have to go with the times. Just as you need a

rough surface to strike a match, promotional products need an appropriate concept: Selected creative promotional products can ignite a spark and with our personalized service our customers instantly create fireworks," says Thiele when describing the strategic goal.

NEW ONLINE SHOP SYSTEM

"In order to ensure our participants receive the best possible advice, we fully exploit our potential," says managing director Gorden Daub when underscoring the team spirit of all staff to make every event a highlight for the guests. "Our participants should experience a brilliant product selection in a relaxed atmosphere. On request, we have individual promotion concepts ready to hand and can underscore their effectiveness with an appropriate choice of products," adds Gorden Daub. This event also focussed on the active representation of the full service portfolio based on the top display eTOOL online shop system. "Our eTOOL online shop system is a web-based shop solution with a connection to the ERP system. User-friendly and practice-oriented," says Ralf Reichert, authorized signa-

tory for consulting-sales. "This online shop system enables all customers' requests and requirements to be met individually." Ralf Reichert demonstrated the diversity of this system "live" on the basis of a demo shop.

OTHER NODES AHEAD

"Knotenpunkt 2.0" concentrated on certain topics. Once again, special attention was paid to the tactile experience. The special "nodes" were clearly illustrated on boards for visitors: What makes an effective promotional product and what answer does top display have to the demands and expectations of its customers. The basic idea of the "node" for communicating effective promotional products and concepts should be maintained as a leitmotif in the next events and always be re-illustrated from different perspectives and filled with content. We can look forward to even more.

www.top-display.de <



Those who were unable to be at the PSI, however, did not have to dispense with personal talks with suppliers.



SESSION BY IMPRESSION TOUR 2015

SUPPLIERS ON SITE

From late January to early February, 14 suppliers toured through 8 towns – at least one of the venues of the Session by Impression Tour 2015 was therefore always conveniently located and reachable within a reasonable time. Many distributors took advantage of this opportunity.

Trade shows are contact forums; this applies to the PSI as well as to in-house trade shows, roadshows and regional events. Our industry can boast product shows of all sizes. It is wonderful when they complement each other.

MAINTAINING CONTACTS AND NEW PRODUCT SHOW

The Session by Impression Tour, which was as usual organized by Giving Europe, offered the trade the opportunity, after the PSI, to have new products explained

– in a personal conversation with the supplier without taking up too much time. A good way for distributor teams to familiarize themselves with new products and intensify contacts with their counterparts at the suppliers. The tour started in Vienna and passed through Nuremberg, Stuttgart, Mainz, Oberhausen, Hamburg and Berlin before reaching the final station in Leipzig.

ADJUSTED CONCEPT

The concept has been slightly adjusted this year: “We have changed the stations and locations,” explained Michael Thiesmann from Giving Europe. “While we were guests at hotels in previous years, we have now chosen locations with a very special flair. The hotels offered a magnificent ambience, but now every location has its own charm.” Among other things, this idea convinced two other suppliers to join the roadshow, which gave the tour a new kick. “Visiting the distributor also during the year is the most important aim of all participants” added Thiesmann.





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THANK YOU FOR YOUR PARTICIPATION!

WORKS



Deutsche Messe



Reed Exhibitions

Trade Show for Haptic & Multisensory Communication



In the case of promotional matches, the packaging cannot be separated from the product. That is why particular attention must be paid to the Packaging Ordinance.

PACKAGING ORDINANCE (VERPACKV)

LICENSING IS A MUST

The industry is being confronted by ever more and ever more complicated regulations. A law that is especially hard to interpret is the Packaging Ordinance. Several product groups are directly affected – matches, for instance. What do you need to know about the Packaging Ordinance? Talking to Franz Tengler, Managing Director of TenglerMatch, we tried to clarify the matter for the promotional product trade.

Mr. Tengler, in your advertising and customer communication, you have lately been mentioning the Packaging Ordinance (VerpackV) quite often. Why is that?

The fact is that the VerpackV is an existing law that, if it is not observed, can have serious consequences for end customers. These can be purely legal, such as the entire order being subsequently annulled. This would certainly do more than just put the promo-

tional product trade in a bad light with regard to its customers, not to mention the trouble of a rescinded transaction between the distributor and the supplier. An interesting question in this connection would be: Who replaces the lost profits of the promotional product distributor? One thing is certain: If you ignore all the regulations, you are bound to have trouble, and this is not a trivial offense, as some might think.

Where can the promotional product trade find information on this?

You can read all about it at this link <http://shuu.de/ss0>. However, the wording of the law is difficult to understand, so I have gone deeply into the matter and tried to summarize here what it's all about. In the definition of "packaging" in accordance with § 3 Para. 1 No. 1 a) it says: "Objects are considered to be packaging when they meet the definition of § 3 Para. 1 No. 1 regardless of other functions which the packaging may also fulfill unless the object is an integral part of a product needed to surround, support or conserve this product during its entire service life, and all components are intended for joint use, joint consumption or joint disposal."

So according to this definition, a matchbox is not considered packaging at all?

Right, because the matchbox is an integral part of the overall product! You cannot dis-

tribute matches without the matchbox. That is not permitted for one thing because it would be dangerous and besides, to light the matches you need the striking surface, which in turn is an integral part of the box. But in Appendix V (to § 3 Para. 1 No. 1) the matchbox is again clearly included. Here are some examples of objects which are considered packaging, including matchboxes:

- Boxes for sweets
- Transparent film around CD covers, envelopes containing catalogues and magazines
- Baking forms for small baked goods which are sold with the baked goods
- Rolls, tubes and cylinders serving to spool flexible material (for example, plastic film, aluminium, paper) except for rolls, tubes and cylinders which are parts of a production plant and not used for the packaging of a product as sales unit
- Flowerpots which are not intended only for the sale and transport of plants and in which the plants are not intended to remain for their entire life
- CD spindles sold with CDs and not intended to be used for storage
- Coat hangers sold with articles of clothing
- Matchboxes
- Beverage system capsules (for example, for coffee, cocoa, milk) which are empty after use.

So even classifying what is packaging and what is not is very complicated ...

Absolutely. That is why there are a few supplementary examples of objects classified as packaging if they are conceived as such and are intended to be filled at the point of sale:

- Carrying bags made of paper or plastic
- Single-use plates and cups, plastic wrap, sandwich bags, aluminium foil, plastic film for clothing cleaned at laundries.

So if you take a close look at the wording of the law, you can understand the contents. And you understand that it makes our actions controllable. That is why you can't simply ignore it and pretend it doesn't

exist. So it makes sense to pay attention to it in daily business.

You are very well informed. That cannot be said of all business people.

Yes, you have to sacrifice some time, but if you keep your ears open, have a good network and take hints from customers seriously, then you have a good chance to quickly pick out news with a legal context that is relevant to the industry. It is especially important for us manufacturers of matchboxes and matchbooks to stay up to date: as far as I know, there are only two companies based in Germany which can be called manufacturers, and a few importers along with them. This small group is not represented by a lobby, it is not networked and each is left to their own devices.

But matchbooks are not even mentioned in the above Appendix V – are they left out of the Ordinance?

That's what I thought too, at first, but our international consulting attorney's office instructed us that both terms are legally one and the same, so the term matchbook is included.

Can't you pass the licensing obligation onto the promotional product trade or the end consumer?

To start with, briefly: licensing in this context means we have to register with a disposal contractor, submit documents on the amounts sold and pay the related costs. So it means acquiring a license to put this product on the German market.

The LAGA (Federal/State Working Group for Waste) lays down the following in its Notice No. 37 of December 2009 (on p. 7, www.lagaonline.de): "The initial distributors of a package filled with goods are always subject to the obligation to take part in a system (as a rule, the bottler/package-er)". In detail, this means that the initial distributor of a package filled with goods is the one who fills a package and markets it in Germany. If the package is filled outside Germany, the importer automatically becomes the initial distributor. What is important is that the law expressly prohibits transferring the obligation of the initial distributor to other persons, bodies or companies. So there is no room for the promotional product trade to pass the licensing obligation onto anyone other than the manufacturer/supplier.



Epecially when it comes to custom-made products, the manufacturing competence of TenglerMatch comes to bear.

How does this look from the point of view of the final consumer?

There is an interesting text on this under § 3 (11) (Definition of Terms): “Final consumer within the meaning of this Ordinance is anyone who does not further resell the goods in the form delivered to him. Private final consumers within the meaning of this Ordinance are households and comparable places where packaging arises, especially restaurants, hotels, canteens, administrations, barracks, hospitals, educational establishments, charitable institutions, premises used by members of the liberal professions and typical places in the cultural sector where packaging arises, such as cinemas, opera houses and museums, as well as typical places in the leisure sector where packaging arises, such as holiday complexes, leisure parks, sports stadiums and service areas.” So this includes in the end 99.9 per cent of all recipients of promotional matches that an advertiser sells or gives away. Because whoever advertises with matches, whether VW, RWE, Allianz, the Hotel zur Gans, the Bierbrunnen bar – the recipient who in the end puts the promotional matches into his/her pocket is the private or corporate final consumer.

But where there are laws, aren't there also exceptions?

Of course, but in this case there are only two exceptions, in my opinion:

For one thing, industrial companies. They can get rid of the licensing obligation because they have already implemented their own licensing. However, this only works if they deliver to industry and the packaging is disposed of on the grounds of the industrial company. An example of this case would be a company that sells gas stoves, holds a training course on its own premises and distributes matches at this event. As long as the matches are used up on the company premises, I see no compulsion for licensing by the manufacturer/importer. However, as soon as those attending the course take half-full boxes home with them, or if the courses are not held on the company grounds, everything once again falls under the licensing obligation.

And the second exception?

... concerns the business houses that meet the following three conditions: the licensing can be taken over by a distributor if he trades in the object, if his postal address is printed on it and if he at the same time is also the owner of a brand which is printed on the object. Here's an example: EDEKA advertises its EDEKA brand on matchboxes, prints a postal address of EDEKA on it, trades in them (by selling them) and is the owner of the EDEKA brand. Then – and only if all three of the above conditions are filled – does EDEKA have the right to self-licensing. However, these are special cases which do not really have much ef-

fect on the daily business of a promotional product distributor.

To sum up, could we say that there is no way for a manufacturer and/or importer based in Germany and serving traditional promotional product distributors to avoid the licensing obligation?

Yes, that is entirely correct. Except that, in my opinion, only a very few competitors have understood this, let alone implemented it. In early February 2015, I was able to read the following on a well-known supplier website under the keyword “Packaging Ordinance”: “As a distributor, you are obligated by the Packaging Ordinance to take back the sales or service packaging. You can meet this obligation by taking it back in a store (individual complier). As an alternative, you can take part in a system which takes packaging back over a wide area.” On another website (of a match supplier) you can read the wording of the law using a link to www.gesetze-im-internet.de. And that is all. This clearly shows that the factual connections have not been understood. Neither the visitor of this website nor the customer has any obligation. The obligation is exclusively the supplier's.

Let's talk about importing into Germany.

What guidelines can you point out here?

If someone abroad (member or non-member of the EU) orders matches to be deliv-



Digital printing makes it possible: flexibility and small quantities at low prices.



This is how colourful promotional matches can look: at TenglerMatch, both the matches themselves as well as the match heads come in many different colours.

ered to Germany, then the orderer becomes the importer and has to have himself licensed. This applies both to the promotional product trade as well as to final consumers.

Who verifies whether this law is being complied with and what happens if it is violated?

The States are under obligation to verify adherence to this law. And in fact, this law is actually checked. For instance, we have a customer who runs a gift shop on the Baltic Sea. He reports of reviews one to two times a year. Each review checks whether his carrier bags, certain commercial products, but also promotional products (including, for example, a lighter in a box printed with points of interest) are licensed. This businessman takes this very seriously because he once distributed non-licensed carrier bags and had to pay a fine of several hundred euros.

How do you respond when you see that your direct competitors simply ignore this topic?

I think that it cannot be acceptable for TenglerMatch to pay a mid-level four-digit sum each year for licensing while many competitors try to get out of it. The same rights, but also the same obligations for everyone, otherwise it distorts competition. We will be seriously keeping an eye on this development. Finally, a note on our own account: the statements I made in this talk are non-binding and not legally binding

statements, but rather the result of in-depth research with the aid of an international attorney's office which played a part in various bodies before the laws took effect. <

TENGLER DRUCK GMBH/TENGLERMATCH

Competence in printing, packaging and promotional matches

Promotional products, packaging and printing go together. Especially in the case of promotional matches, the packaging is almost more important than the contents, for it is the packaging that conveys the advertising message. So in this case, the design and printing quality of the packaging plays a decisive part. Since 1984, TenglerMatch, a division of Tengler Druck GmbH, has been supplying the promotional product market with a wide variety of promotional matches in boxes and matchbooks, and has been producing them itself since 1990. Customers can choose the colour of the matches on many models, and there are more than fifteen different colours for the match head. There is also a large selection of packages: Tengler offers more than fifty different matchboxes and the same number of different matchbooks.

What makes Tengler so distinctive is that combination of manufacturing competence of a match producer with the printing competence of a printing company that has enjoyed decades of success. Thus customers can choose from a broad spectrum of services: apart from the complete offer of the printing company, which covers media design, prepress, offset and digital printing, Tengler not only offers promotional matches from its own production but also promotionally effective small packages for various promotional products.

Customers especially benefit from the in-depth printing and creative know-how of this specialist when it comes to custom-made products. Thanks to the latest, powerful digital printing machines, small series (starting at 500 units) can also be printed quickly and at low cost.

www.streichhoelzer.de

www.tengler.eu



Franz Tengler, Managing Director of TenglerMatch, has taken a close look at the Packaging Ordinance.





SAFETY PRODUCTS

ADVERTISE WITH SAFETY

At this point we turn our attention to a group of products that have proven to be both useful helpers in connection with the buzzword “safety” as well as eye-catching advertising mediums thanks to the scope of their use in this sensitive environment.

Since the beginning of mankind, people have been exposed to a world full of hazards which they have to defend themselves against. For that reason alone, the desire for safety – in other words, a safe life – belongs to the basic needs of our species. A person can develop his abilities much easier and better in a safe – and thereby also more carefree – environment. It is the proverbial “safe ground” which also forms the basis for further development – in both the private and public arena. Our word “safety” comes from the Latin “securitas”, which in turn can be traced back to “securus” for “carefree”, and refers to a state that is free from risk or even danger. “Safety first” is a frequently used buzzword when it comes to the term in the sense of risk and hazard avoidance. The promotional product industry offers many useful, effective high-quality products in this area that assist us to make our everyday lives at home, outdoors, at work or underway safer. And when they serve their purpose well, it is ‘safe’ to say they are also ideal promotional messengers.





MULTIPLE EMERGENCY HELPER

Spranz offers a “world first” with its “Security” ice scraper. Featuring a quality aluminium handle – which is perfect for laser engraving – the ice scraper not only helps after frosty nights in winter, but also in an emergency thanks to the integrated function as an emergency hammer (window breaker) and safety-belt cutter: A car tool for all eventualities with multiple (promotional) benefits. “Security” is packaged in a non-woven bag and comes in design cardboard. More articles related to this and many other topics can be found in the latest Spranz collection. Catalogues are available on request.

41462 • Spranz GmbH • Tel +49 261 984880

info@spranz.de • www.spranz.de



COMPLETELY SHOCKPROOF

The mondo pazzo tablet case made of glossy metallic material safeguards any tablet gently and completely shockproof. In the trendy colours of red, pink, blue, orange and many more, the chic cover makes any advertising message an absolutely sympathetic eye-catcher. In addition, the metal effect appears cool and dynamic. Customised designs are available from 2,000 units.

42634 • Pruner Werbemittel • Tel +49 7644 1063

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WARNS WITH LIGHT

With the “Motorway” warning light from Inspirion, breakdown vehicles will no longer be overlooked. In addition to the warning triangle, the red signal colour light provides an important additional feature. The mobile light attracts attention in traffic situations through five lighting modes. Depending on the situation, the warning light can be set to either a flickering light, flashing light, revolving light or continuous light at the top or through the entire surface. The partly rubber lined transparent housing is water-repellent and thus perfectly suitable for outdoor use. The warning light can be attached using an integrated magnet and a fold-out hook on the underside.

42907 • Inspirion GmbH • Tel +49 421 52270

info@inspirion.eu • www.inspirion.eu



ENORMOUS LUMINOUS POWER

The LED LENSER SEO stands for a young, emotional headlamp series with fresh colours, a cool design and outstanding brilliance. Due to popular demand, Zweibrüder now offers this top-selling SEO3 in the colour blue, exclusively for the promotional product trade. The SEO3 features smart light technology (power/low power/signal), a swivel head and glare-free red LED light. The average luminous range is 40 metres. A promotional imprint is possible from 50 units. Three AAA 1.5V batteries, a headband and a snap-hook are supplied.

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POWERFUL KRAFTMAX

The Metmaxx KraftWerkXL Charger "SIX" (Art. 876-00002) from the product range of Spranz GmbH is the powerful alternative to recharging. The device also features an integrated smartphone and tablet holder – for presentation or for travel. "SIX" provides a powerful 6000 mAh (with reliable Security Circuit), has an LED power indicator and boasts a large advertising space. Furthermore, the device is equipped with a micro-USB port. It comes in design cardboard.

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

A CLEAR VIEW AT ALL TIMES

According to the road traffic regulations, lights, windows and rear-view mirrors must be kept clean. Whoever ignores this and drives off with only a "peephole", jeopardises himself and others – and even risks a fine which can also result in losing your driving licence. A really clever cleaning product is the patented winter sponge with rubber lip (art. No. ABS ++) from Creative Production Team. It achieved top scores in tests in terms of features, effectiveness, handling, safety and quality. The ABS ++ excellently removes layers of frost, white frost, mud splashes and lubricant films, even from exterior mirrors. The anti-mist surface on the sponge ensures clear vision, even through the window interiors. Thanks to the many variable materials, the entire surface of the sponge can even be digitally printed in photo quality. The ABS ++ also comes filled with a cleaning agent that can be applied on the surfaces to be cleaned by using a pressure pump sprayer. Production in Germany guarantees short lead times.

**48968 • Creative Production Team • Tel +49 2421 397368-3
info@creative-production-team.de • www.creative-production-team.de**





CLEARLY VISIBLE IN THE DARK

An essential advantage of visibility in the dark winter months is offered by the versatile safety straps with LED lighting from Lumitoys-GmbH. By pressing a button, two different illumination modes (flashing or continuous light) can be selected, and the high-power LEDs ensure optimum visibility with a long battery life. Whether it be on a leg, arm or wrist, with the infinitely variable adjustable Velcro strap, the Safety Strap can easily be attached anywhere. The elastic material used in the strap ensures optimum grip and maximum comfort. An additional reflector is even incorporated for added security. Even easier to use is the shoe clip: Simply attach it to the heel portion of a shoe, switch it on and you are ready to go. The ultra-strong spring mechanism gives the clip secure grip, even in the case of vibration-intensive sports such as jogging. Both products are available in various LED colours and of course they also offer space for a customised promotional print. Individual material colours as well as customized packaging are also possible. Batteries are included.

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STURDY AND SMART

The professionals at Wera have introduced an ergonomic screw tool which is an incredibly strong eye-catcher: Nine screwdriver bits – exuding grandeur and grace – are just waiting to be immediately used; in packaging that is reminiscent of high-quality jewellery. With this set, Vera not only solves every screwdriving problem with unprecedented robustness, but makes the product a real eye-catcher thanks to its design and packaging. Everyone can certainly use this tool set because high-quality tools are rarely found in households. And screwing with such a professional tool is certainly fun, too. The attractive packaging is available with the desired logo from just 100 pieces.

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



HIGHEST STANDARDS

The company Hardenbruch is now presenting its phase tester model 300. The device is characterized by functionality (advertising with a lasting benefit), individuality (a large variety of colours) and quality (VDE-GS-tested and “Made in Germany”). The phase tester already complies with the detail improvements of the proposed new standards in terms of hand protection (at least 5 mm all round), clip (made of insulating material), display system (absolutely safe and securely housed in the handle of the tester) as well as visibility of the display (dark background). Hardenbruch can print the phase tester with a desired logo from just 250 units.

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40884 • Richartz GmbH • Tel +49 212 23231-0
info@richartz.com • www.richartz.com

SAFETY FIRST

The product range of the Daiber brands James & Nicholson and myrtle beach includes appropriate products in keeping with the slogan “Come home safely!” According to DIN EN ISO 20471: 2013, anyone travelling by car requires a safety vest. James & Nicholson ensures highly visible safety with their models Safety Vest and Safety Vest Junior. Both jackets are easy to print and thus ensure a lasting promotional impression. The vests feature reflective stripes across the front and back as well as a Velcro fastener. myrtle beach has rounded off its range of safety-related products with another promotional product, the Neon Reflex Cap. The 6-panel cap comes in eye-catching neon colours and also reflects light on the velcro fastener and label, so that nobody can overlook the message. All products of the safety series from James & Nicholson and myrtle beach can be printed and embroidered.

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SMALL BUT TREMENDOUSLY EFFECTIVE

As an internationally respected supplier of safety knives, the Solingen-based company Martor also offers most of its professional cutting tools as promotional knives. The latest example is the Secunorm 175. A prominent space for a promotional message is reserved on its handle. But the nimble cardboard and foil cutter is not only impressive with its fresh, ergonomic design, but also with its suitability for daily use and intuitive handling. In order to safely cut at any time, the user can rely on the automatic blade retraction. The high-quality plastic, the solid design and the 4-fold usable blade also ensure that the recipient will still like grasping the Secunorm 175 in his hand even after many years. The new promotional knife brochure from Martor can be requested on tel. +49 212 25805-0.

40111 • Martor KG • Tel +49 212 25805-0
info@martor.de • www.martor.de



STOP UNAUTHORISED CARD COMMUNICATION

Most people already have the new bank and credit cards with integrated NFC chips for contactless payments. But maybe without knowing it. The question is how safe is the new technology? Regularly media reports put the security of contactless payment into question. For smart cards and passports with NFC technology Siplast have developed special shielding wallets to prevent unauthorised reading of the chip datas. And each of these small high-tech products can become a real promotional item by individual printing. The RFID-credit card holders of Siplast exclusively have a double sided shielding protection at the same size of a standard one. These are available in 5 colour of plasticizer-free material. Additionally Siplast offers a card wallet for up to 6 card and a special wallet for shielding of passports with NFC chip inside. For both products there is a wide range of colours available as well as individual refining.

46405 • Siplast Siegerländer Plastik GmbH • Tel +49 2732 5922-0
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HELP ON THE GO

The company Kundenpflege offers clever, fast help for people on the go. The First Aid Kit is available in three different colours and comes printed on one side with the imprint "Erste Hilfe/First Aid". In addition, screen printing of a customer logo on the front is possible. The contents includes two different types of plaster, disinfectant wipes, gauze, cotton balls, cotton swabs, scissors, a role of fixation plaster and a pair of tweezers. Thus, nothing stands in the way of a safe trip. Whether with family or alone, you are prepared for any aches or pains with the First Aid Kit.

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FOR DAB HANDS

The microfibre cloths from mbw are small, lightweight and real eye-catchers thanks to professional digital printing. They provide a practical benefit for the recipient and can be used for a long time. Thus, the promotional message is always in focus. The striking advertising medium is designed for universal applications: as a mailing enhancer, onpack or give-away. The microfibre cloths from mbw clean all delicate surfaces without scratching them. From just 300 pieces, cloths can be designed with first-class digital printing according to the customer's requirements. The delivery time after release is approx. 4 to 6 weeks. The pleasantly soft cloths are also available in the appropriate size as protection for laptop monitors. In addition to the familiar jagged edge, the north German importer now also offers a softer, wavy border as well as a chainstitched border. Moreover, the imprint can be a fine embossing or an eye-catching silicone print.

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

SPECIAL PLASTIC MOULDS ...

Are manufactured by Hermann Flörke GmbH to suit any advertising campaign: unique advertising for individual products. Promotional materials par excellence are the result. Whether it be, for example, a condensing boiler money box (as illustrated) or any other shape, Flörke designs and creates the tool right through to the finished product. Promotional materials are finished with pad printing and UV digital printing machines. With over 35 years' experience in the development and manufacture of tools and in production, the company offers all possibilities to shape customers' ideas into the desired product. The Flörke tool shop has been located at new premises since the summer of 2014, together with a 400-square-metre tool department and a 140-square-metre design office – thus enough creative space for the implementation of promotionally effective products.

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





WHEN SECONDS COUNT

The Victorinox Rescue Tool was developed and perfected in more than five years working with emergency rescue and security services. The key functions can be opened within seconds and the tool is immediately ready for use. The window breaker and windscreen saw, two essential parts for first aid measures, have also undergone thorough tests. From experience, these two parts are most frequently worn out and can be easily replaced. The rounded belt cutter can safely cut through seat belts. All tools necessary for use can be opened when wearing gloves and are suitable for right-handed and left-handed users. Thanks to the liner lock mechanism, the single-handed blade and sturdy screwdriver are fixed in position when open. Even the look of the Rescue Tool with its luminescent yellow grip shells is eye-catching. A bright red and yellow nylon case and a broad belt loop that matches a variety of special-purpose belts is also supplied.

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BRIGHT REFLECTIONS

Thanks to its highly reflective outer coating, the FARE Reflex guest umbrella is easily detected in rain and poor visibility conditions. An attention-grabbing umbrella that ensures optimum visibility in traffic. The convenient automatic function allows rapid opening of the umbrella. The windproof system ensures maximum flexibility of the frame during strong gusts of wind. The straight soft-touch handle is designed with silver applications and offers the possibility of personalization in the form of doming (photo sticker) or a laser sticker. With its huge diameter of 120 cm, an accompanying person can also take refuge from the rain.

43144 • FARE - Guenther Fassbender GmbH • Tel +49 2191 60915-0
info@fare.de • www.fare.de

FOR FREQUENT FLYERS

Macma has the ideal item for all frequent flyers: The practical TSA luggage lock can be opened at customs baggage checks by using a master key and therefore need not be destroyed. Thus the luggage will remain protected and the case lock will certainly remain intact for a long time. Macma delivers it packed in a resealable blister pack. Personalization is possible by engraving the lock.

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





EFFECTIVELY PROTECTED

Originally, tarpaulin had only one purpose: to protect goods in the harsh environment of the road in all weathers. With the Trinity tablet case, the promotional bag specialist Halfar uses this optimal protective effect of tarpaulin and, at the same time, makes it acceptable in terms of design. Among other things, this is ensured by the harmonious combination of three tarpaulin colours. On the front is a large white surface for good printability and a noble effect. On the back, black and grey tarpaulin are elaborately quilted together. The result is a nicely padded back that especially protects the tablet. Thanks to the zip across corners, the case can be opened very wide. In addition, a mesh pocket keeps your tablet secure. There is also space for pens and business cards, either in the zipper pocket on the outside or in the loop inside. Incidentally, the tablet case is just one of a number of tarpaulin cases in the Trinity family. Other cases, laptop bags, backpacks and promotional bags can be found in the new Halfar product range.

45666 • Halfar System GmbH • Tel +49 521 98244-0

info@halfar.com • www.halfar.com

-Anzeige-

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The “Personal Alarm” key ring from Topico gives its wearer a sense of security and draws special attention to advertising logos. The small bodyguard fits comfortably in the hand and jacket pocket and is always ready to hand if things get serious. Once the ring is pulled out with the safety pin, a loud warning sound will be heard, thus deterring potential attackers and animals. The personal security system weighs only about 30 grams, making it the perfect companion on a keychain.

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

SMART PROTECTION OF CHIP CARDS

Modern smart cards work with radio technology – modern data thieves, too. They read out the personal data of a credit or debit card at lightning speed from several metres away and completely unnoticed. The Troika (black) Card Saver is a protective cover for a credit or debit card. Its TÜV-certified Cryptalloy technology made in Germany provides efficient NFC and RFID shielding with an ultra-thin high-tech foil. A promotional imprint can be applied on the reverse side (maximum size: 50 x 35 mm).

46311 • Troika Germany GmbH • Tel +49 2662 95110
d.roether@troika.de • www.troika.org





FIVE IN ONE

This lamp has it all: The “Lichtkraft 5in1” supplied by Krüger & Gregoriades is a high-quality car safety lamp that combines no fewer than five safety-related functions. In addition to the LED lamp itself, there is a warning signal (bright red), a magnetic base, an emergency hammer and a belt cutter. Thus, the bright helper is ideal for hobbies, leisure activities and the automotive sector. The necessary batteries (2 x AA) are not included. The “Lichtkraft” is packed in an elegant gift box.

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

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SMALL LIFESAVER

Most federal states of Germany have already introduced the mandatory installation of smoke detectors. Global Innovations offers the vital little lifesavers from a minimum quantity of 10,000 units with various designs and battery types with an attractive price-performance ratio. The Trier-based company works directly with the Chinese manufacturer of VdS-certified smoke detectors. Global Innovations guarantees high social standards and compliance with all European directives. According to the company, the Chinese partner already complies with the new directive GS508 VDS3131. Like all mandatory household items, smoke detectors are suitable as ideal, long-term effective promotional gifts related to safety. The cardboard packaging can be completely customized.

46626 • Global Innovations Germany GmbH & Co. KG • Tel +49 6502 9308617

info@globalinnovations.de • www.globalinnovations.de

REFLECTIVE PATCHES

Arem Italia is specialized manufacturer of a wide range of patches' typologies, all made in Europe. One of the most requested article is the embroidered patch with reflective fabric, which is suitable to customize promotional and workwear garments, hats, and accessories, especially for those who need to work in the darkness. They can be put on the textile with the hot press or with the sewing machines very easily. Technically each embroidered reflective patch is manufactured by using special fabrics and threads which allows the brilliance during the night working hours. Production of any quantity, any size, any shape and delivery everywhere.

48983 • Arem Italia Srl • Tel +39 051 826075

info@aremitaly.com • www.aremitaly.de • www.aremitaly.com



READY AT ANY TIME

New to the Giving Europe product range is the luminous bracelet "Outdoor". The plastic safety band has two different alternating light functions and is delivered with batteries. "Outdoor" is the ideal companion when jogging, walking or walking the dog in the dusk or dark, but it also ensures the safety of children on their way to school or kindergarten. It also provides additional safety in the event of a breakdown or accident on the road. A promotional message can be affixed using pad printing.

45737 • Giving Europe GmbH • Tel +49 421 596597-0

kontakt@givingeurope.de • www.givingeurope.de

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PROMOTIONAL PRODUCT INDUSTRY 2015: DETERMINING THE POSITION

“THE CUSTOMER MUST SUIT THE COMPANY”

The industry is in a state of constant change. It has become more diverse, the structures are blurred, the momentum is increasing. With such long-term processes, it is sometimes difficult to accurately describe developments. Together with Harald Mahlich, managing director of Source GmbH, we trace the changes and determine the position of the promotional product industry anno 2015.

Suppliers on the one hand, distributors on the other – describing the industry has not been so simple for a long time. What market participants do we have to distinguish between when it comes to distributors?

I consider important distinguishing features to be the nature and extent of the online presence and its importance in the business area of the company. Accordingly, there are companies with a well-developed online presence that serves as a pure order

tool in the form of a shop. On these platforms, customers can configure their own products, upload and position their logo, calculate prices and also place orders.

So the customer does almost everything himself...

Yes, online distribution is the digital successor to catalogue distribution. The latter still exists, however, but it is usually attached to a shop. Pure online distribution

is quite rare; mixed forms in which the online channel is only one of many ways of addressing the customer are the most common. Accordingly, providing advice is of varying significance.

What is important in online sales?

Particularly recent online platforms feature very elaborate programming and they always need to have cutting edge technology. They also require a powerful back office

because large numbers of orders must be quickly processed. And one thing applies to all websites: Anyone who wants to have a top Google ranking has to invest heavily. It is an expensive exercise.

Whatever happened to the classic promotional product distributor?

The distributor who presents products to the customer from catalogues and possibly involves the supplier still exists, of course. In these companies, online distribution plays only a minor role, if at all. For the sake of completeness, when typifying the forms of distribution we should also refer to those companies that directly import large quantities and thus occupy an intermediate position between the distributor and supplier.

How would you classify your own business in this structure?

We use our online presence as a contact tool. Customer contact often arises through our online platform, but then it is personally maintained and fostered online in parallel. The customer wants to be served on all channels and we can offer him that.

Could you explain how that works in practice?

First of all, here are some facts: We have a database with about 80,000 products, of which approximately 60,000 are offered in our shop. This generates customer interest, makes customers aware of us and gives potential buyers an overview of the variety of our promotional products. It is a kind of showcase that makes a customer curious. He can, of course, still upload his logo and see what the product would look like, but he cannot calculate prices. The customer has thus obtained online information and contacts us to find out more. We then call him and receive detailed information about his planned project, budget, etc. In a personal conversation, we always gain additional information that we use for the subsequent consultation. It is only now that we discuss the details of the order, samples, quantity and eventually

prices. Although we have a high degree of e-commerce expertise, our core competence is providing advice, which we definitely want to keep control of. I always like to call myself a “promotional product consultant” because that goes to the heart of what we do.

How highly does the customer value advice?

From my experience, I can say that most customers are happy about it because we make life easier for them. Pure order tools are quite complex and unless the customer is Internet savvy, it often feels very complicated and time-consuming to click through everything until he has finally found his desired product and its price. An online tool cannot provide customized ideas anyway. That is why we rely on an online platform with simple usability as an information source, and then gradually guide the customer towards individual solutions. Recommendations are usually gladly accepted. With our recommendations, we can navigate the customer to some extent and reinforce his purchase decision. However, this requires a lot of skill in communicating and dealing with customers.

What is the role of marketing and price quality in today's business?

Pure price marketing is a downward spiral, a cycle that leads nowhere. This does

not mean that you do not need to talk about prices. But if the price is the sole decision criterion, then we are failing to face up to reality. In order to make sure this does not happen, we try to give the customer a realistic sense of price and performance. Now let us look at quality: I believe the term is overused. A certain standard already exists; acceptable products can be found in all price categories. However, the customer is advised to ultimately make decisions himself and to bear the responsibility for what we create for him.

How would you define the tasks of the industry today?

The idea of service should be given a higher priority again. The primary objective should therefore be to first rebuild a relationship of trust with the customer and to work together in a constructive manner. If we give him the feeling that we are acting in his interest and he gains confidence in our work, he is more likely to follow our recommendations. You must be authentic. The customer can sense that and in turn he rewards us with his confidence. Putting it simply: The customer must suit the company.

Has the industry thus positioned itself as a problem solver?

Yes, you could say so. We inform the customer, we advise him and develop individual concepts for him. Unfortunately, many customers still have the attitude that the service provider should implement all requests, without comment, because he is paid to do so. This attitude is extremely counterproductive. Service also means communication, and this also calls for mutual respect. We offer our customers a comprehensive range of services, such as newsletters, CI development, designing printed matter, that go beyond simply offering or developing products. The customer can elect to use them to solve his communication task, or not, as the case may be. The purpose of our business is to provide a customer with products and services that will contribute to the success of his business.





As a new service, communication thereby plays an increasingly important role.

On the subject of acquisition: As promotional product consultants, how do you manage to acquire new customers?

First of all, I would again like to summarize some thoughts: Many potential customers are just “offer collectors” and the first points of contact are usually not the decision makers. This is because promotional products are C-products and their image is not particularly good, which unfortunately is still a fact. Our task is to find “emotional allies” among these initial contacts and to enthuse them with our performance. Here, too, we must first establish a relationship of trust. There is then a chance that our “allies” will convey their enthusiasm to the decision-maker.

What does Source do when it comes to marketing?

Of course systematic marketing is a must for us: We provide information, send out newsletters, propose measures and generate attention through our shop. We are present in social networks, run a blog and have expanded our activities in the area of sustainability. Take the buzzword corporate forest: Depending on customer sales, Source plants one or more trees on behalf

of the customer who receives a personal certificate for his contribution to the Source corporate forest. Thus, the new forest area continuously grows. You just have to be active and try to draw attention to yourself, to begin a dialogue. A well-trained team with extensive product knowledge and excellent communication skills is extremely important. Competent employees are a quality factor, so we encourage them in many ways.

Have the market and the industry changed in recent years?

Certainly. In particular, we have less to do with decision-makers than ever before and it has become more difficult to reach the right contacts. In addition, the customer is informed in advance through online channels and has a higher demand for services. The demand for promotional products definitely exists, but we need to do more to obtain and process orders. We must adapt to these circumstances and constantly evolve. This involves expenses and costs, and ultimately reduces our earnings.

How important is full service to you?

We have several long-standing full-service customers. Recently, we created a new service-oriented website which features a shop and also provides extensive information

about full service, and which allows the customer to track processes that are currently in progress. There is a budget tool and a voting tool, so we also focus on transparency and dialogue – and that helps to build trust. This full-service offer provides an additional possibility to capture the interest of customers.

Where do you ultimately see the challenges the promotional product industry has to face today?

We must abandon the idea that the product is everything. Too often we see it as our sole task to find the right products for the customer. We should, however, abandon this level of comparability and define our core competencies as a consultant. Our aim must be to offer the customer added value. To do this, we have to take him seriously, take the trouble to closely analyse his needs and situation, and ask the right questions. We should always have the benefit of the customer in mind. The rule also applies here as it is easier to sell new solutions and ideas if you have a trusted relationship with the customer. This is also true for the relationship with the supplier partner: Open communication and an amicable cooperation also allow you to achieve objectives more quickly. <

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A promotional product that is both intelligent and creative: a drink timer that regularly monitors fluid intake.

PRODUCTS THAT SUIT COMPANIES

One of the great strengths of the company is custom-made promotional products. Whether it be a money box designed to look like a rental toilet or a very detailed 1:1 product replica of a high-quality car key with integrated USB stick: The promotional product should suit the company and emphasize the individuality of the brand; it may sometimes be funny but never without utility function for the customer. And above all, there is one thing it must not be: a product destined for the dustbin or a standard product off the shelf. These and similar customer requirements are met by the specialists of KMS Knobe Marketing Services.

INDIVIDUALITY IN DIVERSITY

For the past 25 years, the team at KMS has been far exceeding traditional expectations with surprising promotional products. "Being creative, however, does not mean to find the most original promotional product, but to solve the given communication tasks purposefully and oriented toward specific target groups. After all, the promotional product always conveys a message," says Tom Knobe, partner of Knobe Marketing Services GmbH. Indeed, there is hardly anything that is not offered by the professionals for custom designs. Giveaways, mailing supplements and on-packs are manufactured according to the ideas and needs of their customers, including shape and colour, functionality, design, packaging and material. "We support agencies and companies from the brainstorming phase to creating a prototype to delivery in large quantities. The challenge in designing customised promotional products is always to answer the question of who is to be targeted and what information is to be presented with a lasting effect," adds Knobe.

KMS KNOBE MARKETING SERVICES GMBH

ANYTHING BUT OFF THE SHELF

Producing 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.

Through successful collaborations with leading international production partners and logistics service providers, KMS Knobe Marketing Services GmbH satisfies even unusual wishes for promotional products at budget-friendly prices while maintaining the highest quality standards. KMS was founded in 1989 as a promotional prod-

uct agency by managing director Klaus Knobe. The KMS team consists of 10 experienced and highly motivated staff in the areas of customer service, production, finance, product development and logistics. Thanks to dedicated, multilingual consultants, the "Sales & Services" team guarantees individual service for all customers.

“NOT AVAILABLE FROM STOCK”

Their success proves the KMS team right: The company has been honoured with many awards for its product innovations. “We do not have any items available from stock. The promotional products which are available on our website, for example, are all items we have already created for our customers. Promotional products that are not available on our website are developed or invented by us individually,” emphasizes Tom Knobe. Word of the creativity, short delivery time and good value for money has got around: Renowned and discerningly creative advertising agencies and globally operating companies rely on KMS to procure and produce their promotional products.

HAPTIC EXPERIENCES

Many companies rely on an elaborate presentation, especially for product launches. This is understandable since the market launch requires a special approach to draw the consumer’s attention. Haptic perception is directly associated with the original product and captures the attention of consumers in a particularly appropriate way. They are emotionally touched, causing the reminder value to increase and the advertising message to be anchored in their memory. “As a manufacturer, the challenge for us is to make the promotional product look



A USB stick which looks like an original Porsche Panamera car key. (Our photos show selected examples of special designs. Source: KMS Knobe Marketing Services GmbH.)

exactly like the original product. Only much smaller and with a different function, but like the original down to the smallest detail,” explains Tom Knobe with an example at the ready: An attention-grabbing and original promotional product was sought to launch a new Tupperware product. It had to be customized to suit the company, be regularly used by all target groups and capable of being produced in large quantities.

“Working closely with the customer, the choice fell on a pencil sharpener because it is frequently used by young and old. The result was a pencil sharpener as a deceptively authentic looking 1:1 product replica, which, by the way, proved to be a real success,” says Knobe.

SUCCESSFUL REPLICAS

Many customers rely on the experience of the Frankfurt specialists to offer everything from the promotional product idea to production, all from a single source. The success of their promotional products depends on how successful the replica is. “The use of authentic materials, shape, colour and haptics play a significant role. In addition, the promotional products always feature a lasting value so that they can be used as often as possible over a long period of time. After all, the consumer draws his own conclusions about the original product - consciously or unconsciously - from the quality of the promotional product,” adds Tom Knobe. Contact: www.kms-fra.com <



A money box designed to look like a DIXI toilet.

INNOVATIVE PROMOTIONAL PRODUCTS

A SWEET VIEW

The company JUNG Bonbonfabrik from Vaihingen in Germany offers the BonBox, a packaging for sweets that gives you a view of the contents inside. The elegant packaging made out of white shiny cardboard features a transparent window that can be placed on the sides or on the front of the box so that you can see the tempting sweets inside: 20 grams of loose bonbons in a nostalgic shape that are packaged in a transparent sachet. All of the sweets are, of course, "Made in Germany" according to the JUNG sweet tradition which has existed since 1828. What is more, you also have the option of selecting the packaging to be filled with chocolate buttons instead.

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



CRUNCHY AND SWEET NUTS'N'BERRIES

The company MAGNA sweets has healthy snacks for sale with its products from the company Seeberger. The Nuts'n'Berries snack entered the race as a PSI FIRST product. This snack is a crunchy, sweet combination of dried blueberries, cranberries, cherries and raisins mixed with cashews, hazelnuts and blanched almonds. It makes for a very tasty advertising idea when packaged in small advertising bags that can have individual imprints placed on them. The MAGNA sweets product line also includes other snacks that can come in small advertising bags, such as the classic trail mix, delicious smoked almonds and cashews. They are available for a minimum order of only 5,000 units.

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



SPICED COOKING HERBS

The attractive flower/herb pot from the company emotion factory adds just a dash of nostalgia and lots of flavour to your day with delicious herbs. This pot is made out of galvanized metal and contains a soil tablet and a herb seed mix (basil, marjoram, chives). The cover made out of cardboard offers customers an ideal advertising surface for imprints and it can be personalised with four colours using digital printing for a minimum order of only 250 units.

45997 • emotion factory GmbH • Tel +49 7042 8155-0

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



HOT ITEM

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

13634 • sports on GmbH • Tel +49 2219 92044200

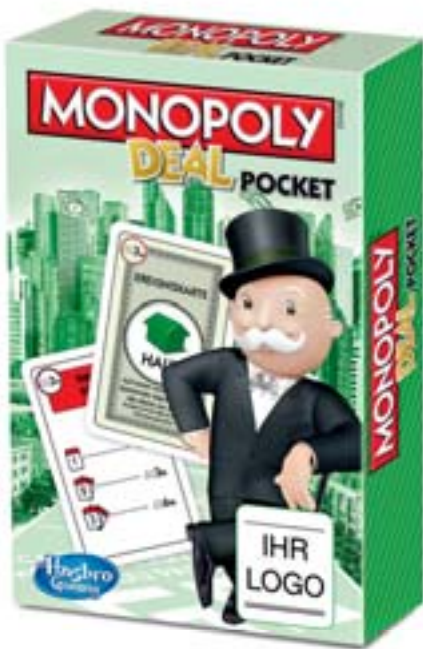
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TOP ENTERTAINMENT BRANDS

Anyone who wants to impress his customers, get eye-catching messages across, and reach his target groups in a fun way can now rely on using popular brands for promoting his company. The company ASS Altenburger is now selling the following games which can be used for advertising purposes: Monopoly Deal, Cluedo, Trivial Pursuit, Boogie Slam, Battleship, "Guess who?", Pictureka and Mini-Uno. Individualised packaging, special sizes for the cards and special card quantities are all possible, of course while taking into consideration of the minimum card quantities indicated for each game. For a game with 2 to 6 players, you can select from seven different popular Hasbro games available as well as the Mini-Uno game from Mattel.

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

info@spielkarten.com • www.werbespielkarten.de



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As part of the new SpeedMarker series, Trotec is now offering the SpeedMarker 1300 for marking large workpieces and a high number of units in trays using laser protection class 2 marking technology. It is intended for making high-speed laser markings for industrial applications or for labelling large and bulky workpieces, or anything else that needs labelling. Trotec offers a wide selection of configurations and options so that every customer gets exactly the type of laser system he needs to meet his specific requirements.

47804 • Trotec Produktions- und Vertriebs GmbH • Tel +43 7242 239-0

trotec@trotec.net • www.troteclaser.com



ROSENDAHL TO GO

Everyone is talking about “homemade” products and they are trendy everywhere – also for culinary delicacies, regardless of whether they are bread, sweet treats or coffee. You can get a coffee to go on nearly every street corner these days, but you can also have a premium selection of coffee beans available at home, which are guaranteed to delight your taste buds. This spring, Rosendahl has just the right product for sale for all coffee and tea lovers who do not want to wait in a queue at a local coffee shop: the new Rosendahl insulated vacuum coffee mug. It combines functionality with a practical design for every homemade hot beverage. The stylish mug is comfortable to hold and is suitable for taking it with you and placing it in a drink holder or in a bike basket – all without losing your warm drink’s wonderful flavour.

49320 • mood rooms eK • Tel +49 170 2800652

info@mood-rooms.de • www.mood-rooms.de

A HEAD OF INNOVATION

Desire. The world of James & Nicholson and myrtle beach: live, love, feel, see! The 2015 Collection stands for all of the wonderful moments that life has waiting for you. Whether used for work, leisure time or sports activities, or as incentives, the collections are “a head of innovation” for everyone, because they are fun to wear with their perfect combination of functionality, design and a love for detail. The plenitude of new ideas, colours, cuts, materials and designs opens up the great world of James & Nicholson and myrtle beach products to the people wearing the apparel.

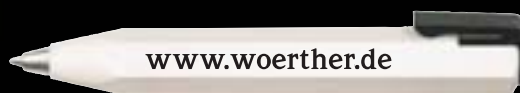
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The company Leather Business is now offering a special service for the made-to-order production of office and hotel products. In addition to containers for desks, Leather Business also produces letter and magazine racks as well as many other types of containers and holders. The products can be covered with leather or polyurethane. A wide selection of different colours and finishing options are available to choose from.

46523 • The Leather Business • Tel +44 1299 252099

sales@leather-business.co.uk • www.leather-business.co.uk



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42842 • Teutoburger Spezialitäten • Tel +49 5405 93110

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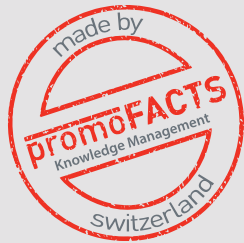
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- Erfolgreiches Briefing mit Kunden
- Werbeartikel im crossemedialen Einsatz
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SEMINAR 2

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PSI SUSTAINABILITY AWARDS

A holistic approach to sustainability protects the environment on the one hand and, on the other hand, helps a company to stand out from the competition. According to the PSI industry barometer, about 70 per cent of the PSI suppliers deal with the issues of sustainability and quality.

This is the right approach: Let me continue to focus on this topic. One reason is the current events and conversations with distributors who have really impressed me and shown me that the industry can address sustainability and has already embraced this matter in their daily work. Recycling and recyclability are selling points. The procurement of sustainable products produced under fair conditions using eco-friendly materials and environmentally friendly production processes is another

selling point which not only makes you feel good.

Even smaller companies prioritise sustainability when purchasing and anchor it in their corporate guidelines. This is becoming the norm. However, it must be taken seriously. Monitoring and ensuring sustainable supply chains is certainly still a challenge for many, but it is doable. Companies that rigorously manage their brand according to the principles of sustainability and have transparent supply chains are demonstrably successful.

Our industry can (and should?) now also demonstrate this. With the PSI Sustainability Awards, we have opened a platform that is much more than simply industry marketing. The aim is to demonstrate and communicate that the industry

is already much further than most people think and that we address this topic more intensely and seriously than others. Based on the three-pillar model of sustainability, we will be presenting the PSI Sustainability Awards in eight categories this year. The categories of economy, ecology and social issues will be complemented by the categories “Most Sustainable Product”, “Most Sustainable Campaign” and “Most Sustainable Company”. Together with the awards “Ecological Initiative of the Year” and “Social Initiative of the Year”, there will be opportunities to participate and the chance of winning for companies of all sizes. In the interests of the industry, join in!



» The industry is already much further than most people think. «

Best regards,

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



Mit der Seminar-Allianz zum nachhaltigen Messeerfolg

Was macht moderne Messeplanung aus? Welche Trends setzen sich im Standbau durch? Wie können Aussteller ihren Erfolg noch besser kontrollieren? Diese und weitere Fragen beantworten Ihnen unsere Experten im Rahmen von Seminaren in ganz Deutschland.

Seminarangebot 2015:

- **Professionelle Messeplanung**
Steigern Sie Ihren Messe-Erfolg durch professionelle Planung und Durchführung!
- **Online Besuchermarketing**
Mit Facebook, Twitter, LinkedIn, Blogs, Apps & Co. – Zielgruppen erschließen und Mehrwert schaffen
- **Erfolgskontrolle Messe**
So bekommen Sie die Kosten und Ihr Return on Messe-Investment in den Griff!
- **Crashkurs: Standbau und -design**
Lösen Sie den Spagat zwischen Design, Kreativität und Kostendruck!
- **Das perfekte Messegespräch**
Gehen Sie bei der Besucher-Ansprache methodisch und konsequent vor!

Das gesamte Seminarangebot finden Sie zum Download unter:
<http://www.psi-messe.com/seminare>



GOOD LOOK

More than anything else, promotional products must be useful if they are to make an impression. If they are also to achieve a long-lasting promotional effect, they must also be pleasing to the eye. In the May issue of the PSI Journal, we will be focusing on product groups that meet both these criteria in a very special way. Our first product theme, under the catchwords “design, premiums, jewellery”, deals with products that are not only useful and attractive but, thanks to their value, send a signal to the recipient that they are genuinely valued. The situation is similar with the distinctive products of the second product theme: “porcelain, glass and tableware.”

Please give some consideration now to the product theme of the June issue with the title themes “Chocolate and Sweet” and “Winter and Outdoor”, and send your product presentations (image and text) no later than 17 April 2015 to: Edit Line GmbH, Redaktion PSI Journal, e-mail hoechemer@edit-line.de.



REVIEW OF THE PSI PROMOTION WORLD

The second PSI PROMOTION WORLD recently took place. After the auspicious debut at the Hannover Messe in 2014, the new edition was incorporated into the CeBIT this year. A setting that offered the exhibiting promotional product specialists new target groups. The PSI Journal looks back at the event.



NOTHING QUITE MATCHES THE PROMOTIONAL PRODUCT

The American industry service provider ASI has published its annual revenue analysis for the promotional product industry – and announced a new industry record. Even more interesting, however, is the finding of the recent ASI study that promotional products consistently rank among the most influential, most durable and most cost-effective means of advertising. Beyond that some more conclusions of the study will be presented in the May issue of PSI Journal.



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Denn egal welche Form Ihre Gedanken haben – sie sind kostbar.*

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