

➤ **PS1**

POWER FOR PROFESSIONALS

International magazine
for promotional products

MAY 2015

Volume 54

JOURNAL



Eduard van Wensen
LoGolf Line
Pioneer with vision



Christof Achhammer
Mid Ocean Brands
Full steam ahead

Product Guide

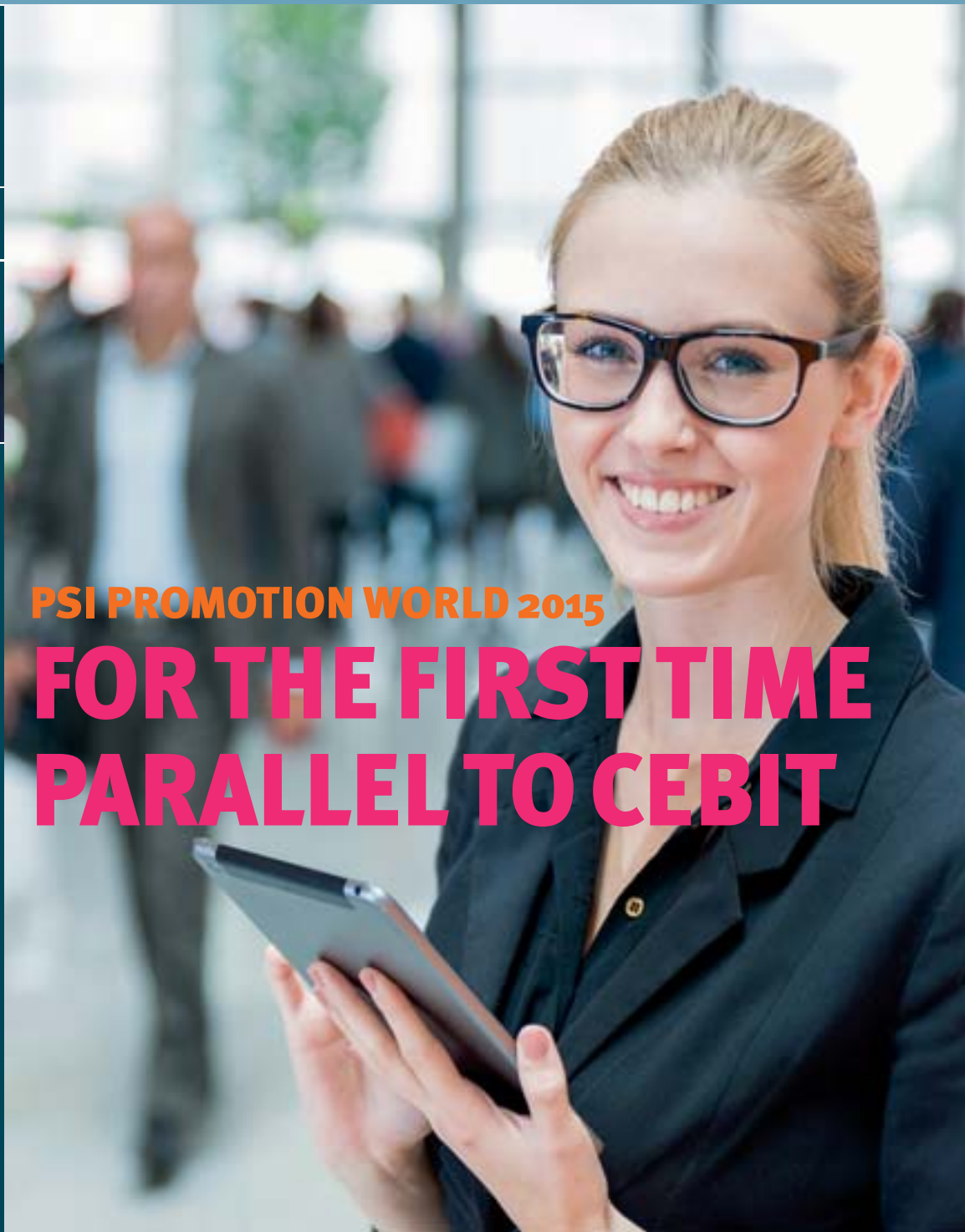
Design, premiums,
jewellery,
Porcelain, glass,
tableware

Merger of German associations

More power for the
industry

Trendbagz

Trendy promotional bags



PSI PROMOTION WORLD 2015

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PARALLEL TO CEBIT**



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EDITORIAL

GERMANY INSIDE

Thursday, 26 March 2015 will become a historic date in the German promotional product industry. On this day in Mainz on the Rhine, the three existing associations in the industry were united with the PSI in one association. In countries where this has already been the case for a long time, perhaps even from the very beginning, people will say "so what". However, anyone who considers other industries, or even political associations, knows how hard it is to change structures which are decades old. In many cases, it never succeeds.

In the German promotional product industry, it has also been tried twice but without success. On one occasion the fountain pens were already poised to be used for the signatures, but the unification still fell through. This time too, a successful outcome repeatedly teetered on a knife edge. Thanks to Patrick Politze and the association of suppliers (BWL) the issue was put forward again over two years ago. Initially viewed with suspicion and even rejected outright by many, persistence and skill ensured a successful outcome at the end of March. The PSI was actively involved in this process; as a neutral party, it paved the way for this idea thanks to its diplomatic skill.

All the men and women on the boards of the former associations deserve a special thanks. They had all been voted as board members because they assumed industry-political responsibility and wanted to play an active role. They all had to put aside their interests and return to the ranks. They gave up their influence to allow others to gain influence. This was not easy, as everyone at companies, associations or political parties has experienced. In Germany, it is thanks to these responsible people that we have now succeeded in creating a new unified GWW (German association of the promotional product industry). In the future, the former associations will form sections at GWW. Each of these sections will have one representative on the GWW Management Board. A new element is the section "Business Partner" in which PSI will also be active.

So why was this association necessary? In a nutshell: In the future, we want to champion the promotional product even more efficiently and effectively. In the categories marketing, political lobbying, in the tax treatment of this advertising tool and public representation in general. The act of uniting has succeeded. However, if you look very closely, a great deal of diplomatic skill is still needed before the various industry levels feel that their interests have really been taken seriously. Thus the end of a long process is, at the same time, a new beginning that is far from easy.

May the outcome be a resounding success



Manfred Schlösser

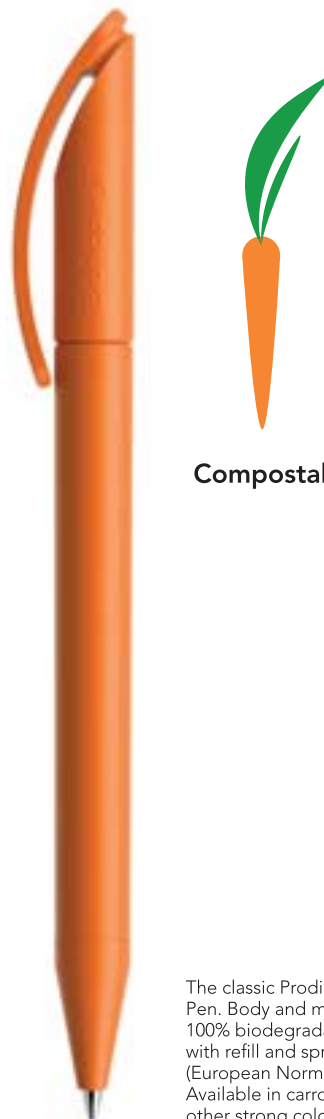
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GOOD LOOK

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If they are not to fail to have the desired impact, promotional products must, more than anything else, achieve one thing: to be useful. If they are also to achieve a long-lasting promotional impact, they must also offer something for the eye; in other words, look good.



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NEW GWW: MORE POWER FOR THE INDUSTRY

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A great day for the German promotional product industry: On 26 March 2015, the members of the previous industry associations BWL, bwg, AKW and PSI sat together at a table at the first meeting of the new united association GWW. The aim of the now official merger of the associations is to provide the industry with more clout to assert their interests.

ASI STUDY: MOST INFLUENTIAL AND DURABLE

42



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.

MID OCEAN BRANDS: FULL STEAM AHEAD

68



Mid Ocean Brands is regarded as one of the leading importers of the industry. But even the largest ships sometimes have to redefine their course. Managing Director Rutger de Planque and his team have managed to do this in the last two and a half years: The ship has been completely renewed and is heading for further growth more than ever before. An interview with Christof Achhammer who implemented the change process in Germany, Austria and Switzerland as Regional Director.

EDUARD VAN WENSEN: PIONEER WITH VISION

74



Three promotional products have shaped the professional career of the Dutchman Eduard van Wensen: Wuppies, disposable cameras and golf balls. He managed to get off to a rocket start with Wuppies, disposable cameras lured his creativity and golf balls are today both his job and his lifestyle.

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KNIVES, FORKS, SCISSORS AND FIRE

Who doesn't remember this saying from their early childhood: "Knives, forks, scissors and fire are not for young children!" The phrase comes from the legendary literary figure Struwwelpeter of the German psychiatrist, poet and children's book author Heinrich Hoffmann. Der Struwwelpeter was created as a Christmas gift for his eldest son Carl Philipp and was later published as a book. It gave rise to a wide variety of reactions among critics and adult readers. Knives, forks, scissors and fire elicit a thoroughly positive response when they are brought into the equation as stylish, high-quality promotional products. Although the utensils are not for young children, they are certainly suitable for adults.



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HERBAL CLASSIC

This herbal classic set includes:

- 1 glass of Bruschetta, 35 g (soak the desired amount in water, mix with olive oil, for the savoury Mediterranean cuisine)
- 1 glass of Café de Paris, herb dip, 70 g (as a dip with steak, fondue or baked potato)
- 1 glass of Spaghetti al Aglio e Pepperoncini, 55 g (soak the desired amount in water, mix with olive oil, for the savoury Mediterranean cuisine)
- 1 bottle of Olio Extra Vergine di Oliva Viola, acidity less than 0.5 per cent (0.25 l)

Everything is delivered in an ornamental box in shatter-proof outer packaging ready to despatch.

CULINARY CREATIONS

Herbage, vinegar, oils, salts – they add the right zest to culinary creations. Teutoburger Spezialitäten Präsentenservice offers a wide range.

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INSALATA

The custom-designed Insalata includes:

- 1 bottle of Olio Extra Vergine di Oliva Viola, acidity less than 0.5 per cent (0.25 l)
- 1 bottle of Aceto Balsamico di Modena (0.25 l)
- 1 bottle of Aceto Bianco from wine vinegar and grape must (0.25 l)

Everything is delivered in a casket with a green lid in shatter-proof outer packaging ready to despatch.



SEA SALTS

Far away from the ocean trade routes, these salts are obtained from mountains that protect the salt of the primordial oceans. Only here can you find the highest possible purity. Thus, each of these salts has its own story.

- 1 glass of Hawaiian salt black gold, 110 g
- 1 glass of pyramid finger salt, white, 60 g (wafer-thin salt pyramids made of white salt of the Mediterranean)
- 1 glass of Hawaiian salt red gold, 110 g

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Left: Arno Reich (Deutsche Messe AG), left, and Michael Freter (PSI) have everything under control.



PSI PROMOTION WORLD 2015

FOR THE FIRST TIME PARALLEL TO CEBIT

After the premiere last year, the next edition followed shortly thereafter in 2015. While the first joint trade show of Reed Exhibitions Deutschland and Deutsche Messe took place in 2014 with PSI PROMOTION WORLD, this year's premiere saw PSI PROMOTION WORLD coincide with the CeBIT. A trade show with many faces.

When the cooperation agreement between Reed Exhibitions Deutschland as sponsor of the PSI and Deutsche Messe AG was signed on 30 July 2013, this agreement provided for an alternating concept between HANNOVER MESSE and CeBIT.

In other words: In even-numbered years, the PSI PROMOTION WORLD would take place parallel to the world's most important industrial trade show HANNOVER MESSE, and in odd-numbered years it would be held at the same time as the larg-

est international information technology trade show CeBIT. After the successful and promising debut in 2014, which showed good perspectives, the organizers were hoping that this year the promotional product industry would tap into new customer groups at the heart of the market in the IT industry. "This goal was successfully achieved by some exhibitors, and less so by others," says PSI Managing Director Michael Freter when summarising the three-day trade show with its ups and downs, pointing out that synergies with the CeBIT were not equally effective everywhere. Nevertheless, the organisers are on the right track. The fact that 9,815 counted visitors wanted to find out about the new products and classics of the 96 exhibitors was a respectable result. Clearly, however, finding the right customers is paramount. The quality of discussions has priority over quantity, says Michael Freter.

YOUNG COMPANIES WITH FRESH IMPULSES

Fresh ideas from the advertising sector were much in demand and met with great



The exhibitors of the PSI PROMOTION WORLD showed the variety of the colourful promotional product industry.



response. Corresponding impulses from the world of promotional products came not least from one or more of the “new kids on the block”. With somewhat unconventional performances, they made it clear how original and eye-catching promotional products are. Nevertheless, the “traditional” promotional products met with broad approval in this ambiance and “well-established” companies also got their money’s worth.

SERVICE AND IDEAS PARK OF THE PROMOTIONAL PRODUCT TRADE

As part of the traditional value-added chain of the industry – as was the case last year – companies in the promotional product trade with a strong advisory capacity were also in attendance in 2015. In the area of the Service and Ideas Park, they demonstrated their distinctive skills when it comes to finding the right promotional product mix for an effective marketing campaign or to presenting a brand by integrating precisely placed products as effectively as possible. Michael Freter also emphasised that the promotional product trade is an impor-

tant pillar of the industry. Commenting on the exhibitors, he sees a trend towards distributors. “The trade is more open and is taking the initiative.”

“MARKETING FORUM” WITH EXTENSIVE SPECTRUM OF TOPICS

The “marketing forum hannover” once again brought together renowned marketing experts and attracted the trade show visitors with top-class presentations on all three days. The agenda again offered an extensive spectrum of topics: from haptic and multi-sensory brand communication, strategic approaches to brand building, insights into psychological effects, know-how and practical examples for high-response dialogues, sustainable business orientation and communication through to professionally implemented product safety, digital identity formation, gamification as well as successful handling of the mega themes of the social web and content revolution. The disciplines of live marketing as a parallel trend to digital instruments were also on the agenda. Even in the digital age, people perceive the world primarily with all

their senses. In his presentation “From the ear to the heart – how acoustic brands emotionalize”, Alexander Wodrich (why do birds) explained to what extent acoustic stimulations touch and seduce. Olaf Hartmann (Touchmore GmbH) and Ronald Eckert (Erich G. Döbler e. K.) spoke about the importance of touch. Stephan Koziol (Koziol ideas for friends GmbH) spoke on “expressing emotions” in his presentation. A key topic was sustainability. Josef Bösl (KAHLA Thüringen Porzellan GmbH) kicked off with “sustainability in the pole position”. Nils Sprinkmann (Gunnar Sprinkmann GmbH) spoke on the “efforts of an industry” in terms of sustainable promotional products. The fact that sustainability has been an issue in the promotional products industry for some time was also reaffirmed by Michael Freter. He introduced the new “PSI Sustainability Awards” – a new, unique award in eight categories, exclusively created for the industry. The awards are to be presented for the first time later this year. On the fringe of the PSI PROMOTION WORLD, Michael Freter addressed

the issue of sustainability from another perspective. He stressed the importance of the importing function of sustainability for the promotional product industry. His unambiguous statement: "The industry can assure sustainability." In addition to these lectures, Dr. Christian Coppeneur-Gülz (WWM GmbH & Co. KG) spoke about "process optimisation in live marketing", Olaf Kopp (Aufgesang Inbound Online Marketing) demonstrated the "path to a digital brand," Alexander Stendel (Saatchi & Saatchi Pro) called for: "Do not listen. Participate!", Björn Vofrei (Identitätsstiftung) confessed his "love for Hanover! A love story", Sven Ewert/Christian Blankenhorn (Indavo GmbH) confirmed that "understanding CRM means succeeding with CRM", Lutz Gathmann (Produkt/Design) answered the question: "When does a product comply with ProdSG?", Nico Briskorn (VfL Wolfsburg-Fußball GmbH) called for "making a difference together", Lutz Woellert (Die Spielemacher) proclaimed "games as a new leading medium" and Klaus Eck (Eck Consulting Group GmbH & Co. KG) concluded the marketing forum Hannover with "content revolution in business".



The "marketing forum Hannover" was once again a public attractor.

AGAIN VERY POPULAR: "FIRST CHOICE AWARD"

The First Choice Award, which was presented for the third time, confirmed its great appeal again this year. This award once again raised the topic of promotional products and incentives to a special level. An extremely knowledgeable and critical jury voted the award winners again: the visiting public. The key question that needed to be answered by the trade show visitors: "Which product would you most prefer to use for your company?" From a total of 25 selected promo-

tional products submitted by the exhibitors in advance, visitors to the PSI PROMOTION WORLD chose ten products which, in their opinion, were the top ten (the sequence does not correspond to the rating): "Coffee2Go Wave" from Mahlwerck Porzellan, "Fair-trade ladies' shopping bag" from WeSchu, "SÜSSEGLÄSCHEN 2.0" from Moll KONZEPT/Vierer KONZEPT, "OLAMI sausage & wine box" from OLAMI, "MAGIC GRIP – porcelain with integrated silicone foot" from KAHLA, "Bluetooth-enabled 3-in-1 beanie with integrated stereo headset"



"I MET PEOPLE I WOULD HAVE OTHERWISE NEVER MET."

"The quality of the decision-makers who visited us is very high. We would have liked to have seen more. Perhaps the visitors could have been better directed to the hall. However, we are not dissatisfied. The stand rental is worth it because

cold calling would be more expensive for us. I would otherwise never have reached the people who visited our stand. Here they simply pop in. Then it is up to us to make something of it."

Elmar Gempper,

SKORS MARKETING & PRODUCT SOLUTIONS



"WE RECEIVED SPECIFIC INQUIRIES AND ARE VERY SATISFIED."

"This year we mainly had visitors who came specifically to visit the PSI PROMOTION WORLD. Among them were some very interesting contacts who showed great interest in our products. A number of the inquiries were very specific. We are

satisfied with the trade show."

Yvonne Schürpf,
VICTORINOX AG



Happy faces: The winners of the First Choice Award.

from Products and More, “5 CUPS PREMIUM PACK” from 5 CUPS and some sugar, “Powerbank – business Card” from MrDisc, “Design USB hub + multcard reader ‘Glow’” from BEMAG as well as “High-quality chronograph” from DGD. The upcoming PSI PROMOTION WORLD will be held from 26 to 28 April 2016 – again parallel to the HANNOVER MESSE. <



“WE ARE PARTICIPATING AT THE PSI PROMOTION WORLD TO PUT OUT OUR FEELERS AND FIND SYNERGIES.”

“We have a truly niche product. Therefore, it is important for us to put out our feelers and find synergies. Decision makers are now also interested in feminine products. This is no longer confined exclusively to the customer. We are satisfied with the organisation of the PSI PROMOTION WORLD and have also noticed an increasing number of visitors on the second day. The decisive factor is the follow-up work.”

Jessica Reith,

BARBARA HOFMANN COSMETIC PINSEL GMBH



“WE HAVE A SPECIFIC PRODUCT. THE SUCCESS OF THE PSI PROMOTION WORLD WILL SHOW UP IN THE FOLLOW-UP WORK.”

“So far, we have had several qualified discussions. Unfortunately, however, customer traffic is rather moderate. The second day was definitely

better than the first. We are cautiously optimistic about the further course of the trade show. Our products are very specific. This year, we produced the pins for the PSI jubilarians and are participating at the PSI PROMOTION WORLD for the very first time. Let’s see how things pan out.”

Josef Regnat,

POELLATH GMBH & CO. KG



“ALL IN ALL, WE ARE VERY HAPPY BECAUSE CUSTOMERS HAVE COME SPECIFICALLY TO VISIT US.”

“Our main goal was to attract new corporate customers. The quality of the discussions was very good. Customers have come specifically to us to buy promotional products. Therefore, we are very

satisfied with the PSI PROMOTION WORLD. The only minor flaw we see: The CeBIT visitors could have been better targeted and directed to us.”

Michael Schwab,

ORGAHEAD CONSULTING & TRADING GMBH



DESIGN, PREMIUMS, JEWELLERY GOOD LOOK

If they are not to fail to have the desired impact, promotional products must, more than anything else, achieve one thing: to be useful. If they are also to achieve a long-lasting promotional impact, they must also offer something for the eye; in other words, look good.

In the May issue of the PSI Journal, as part of our first feature topic, we focus on product groups that fulfil these two criteria of a promotional product in a special way. Under the key words “design, premiums, jewellery”, our first product theme covers products that are not only useful and attractive, but owing to their value also indicate that the recipient is truly appreciated. A momentum that will keep the bearer of the promotional message longer in the memory of the target person – and thus also associate the promotional product with its highest purpose: to have a lasting effect. They also achieve this aim because smart people are behind the products, from the idea to their implementation, to ensure that design and function go hand in hand to form a meaningful whole. The term ‘design’ combines these elements. The term ‘design’, which is commonly used in many languages as a borrowed word from English and, in turn, originates from the Latin ‘designare’ for ‘designate/design’, also encompasses the confrontation of the designer with the function of an object as well as its interaction with a user.





CLEVER PROMOTIONAL PRODUCTS

PF Concept's own brand called Marksman is remarkable for its combination of exceptional creativity with the latest design trends and offers exclusive promotional products at a remarkable price-performance ratio. The brand products are mainly distinguished by their high quality. – In a timeless design, the Navigator 14" laptop conference bag, for example, offers lots of space for your device, documents, pens and personal items. – A clever helper is the Nano Locator keychain (pictured), which can also be easily found in the dark. The integrated glow tube charges itself through light irradiation and then emits six to eight hours of blue light. With the simple Click&Go technology, the locator can easily be clipped to a bunch of keys or luggage. – The Explorer ballpoint pen ensures long-lasting writing comfort thanks to its refillable Swiss quality refill. – The Alpha notebook is a truly organizational talent thanks to the integrated extras such as an adjustable side separator, pen holder and a handy inside pocket for loose papers or business cards. – The Twist umbrella can be opened by turning the handle. The rubber coated plastic handle enables a comfortable, non-slip grip and contrasts nicely with the rotary mechanism made of brushed aluminium. The umbrella ribs are protected at the ends. Thus the risk of injury in a densely crowded area is minimized. – All Marksman products provide enough space to be finished with a logo. This makes them a real eye-catcher and ensures they are remembered for a long time.

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CHECK IT OUT

Jung Bonbonfabrik has a visually appealing solution in the area of promotional sweets on offer: The Vaihingen company is currently offering sweet packaging with an inside view – the BonBox. The exquisite packaging made of white glossy cardboard offers a viewing window over the side edge or at the front that temptingly presents the sweet contents. Advertising companies can choose about 20 grams of unwrapped candy in a nostalgic design, Made in Germany. All of them are packed in a transparent bag and are optionally available in the varieties lemon, herbal blend, fruit drop, cherry heart, super mint or raspberry. Alternatively, there are also colourful chocolate beans to choose from as filling options. Customizable in 4c digital printing, the BonBox certainly lives up to the proverbial claims such as “It’s worth checking it out” or “Take a glimpse” – such as an invitation to visit a booth or for an open day.

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

ANY QUESTIONS LEFT?

Playful patterns and sophisticated designs...but sometimes these types of elaborate designs can deflect your attention from what really is important. In the end, there is one thing that really counts: a clear and coherent message. When it comes to this, the STRAIGHT pens from uma don't leave any questions unanswered. Fans of purist designs will get their full money's worth. The STRAIGHT pens focus on what really matters: a beautiful slim pen without any frills. STRAIGHT pens come in a variety of different versions and colours and they always come with the tried and tested uma Tech refill, a nickel silver tip, tungsten carbide ball and paste made according to ISO standards, which guarantees over 4,000 metres of the best writing results. The STRAIGHT GUM model is brand new and is very comfortable to hold in your hand with its rubber soft touch casing. It is available in a variety of different colours. Another new and colourful version is the STRAIGHT SI, whose metal tip, clip and push button contrast the design with their shine. The STRAIGHT series deliberately embodies a special understatement – so that an emphasis is placed on the advertising messages instead. They can be placed on the writing instruments using high gloss lasering or engraving with a mirror finish, and they will surely catch people's attention with their simple and yet clear statements.

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PERSONAL HANDWRITING STYLE

Troika is selling a high-quality ballpoint pen called Design Paisley Classic, which is made out of shiny metal and has an understated and stylish design; it features a 5888 refill made in Germany which writes in black ink. The Paisley Classic comes in a black metal box and includes an extra refill. The Troika handwriting Collection includes writing instruments for people who have something special to say, because everybody has his or her very own special handwriting style. The decoration will impress with its style, wit and sophistication. The cap with an internal thread is screwed onto the end of the pen, and the straight-forward shape of the shaft with its metal clip makes this pen very nice to hold. The use of high-quality, brand-name German refills underscores the high quality of this pen collection, which focuses on both tradition and trends. Advertising can be placed on the clip, shaft and box by means of printing or engraving.

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

a.bauer@troika.de • www.troika.org



BEASTLY STYLISH

Walter Broch Nachf. from Solingen presents an original promotional product idea with its high-quality manicure sets: After all, each of the leather cases is unique because it is made of cowhide. Each one has a different grain and is therefore completely individual. Made in Germany and available in three different sizes and shapes, the case contains high-quality Solingen instruments such as combination skin-nail scissors, tweezers and a nail file. If desired, an additional pocket knife from Victorinox can be included. According to the manufacturer, an individual advertising message can be applied as blind or colour embossing.

Walter Broch Nachf. • Tel +49 212 338175

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

TIGHTEN A SCREW LIKE A PROFESSIONAL

Many people are familiar with this situation: you have the screw you need, but you don't have the right tool for the screw. With the Bit-Safe Classic 10 from Wera, the user has over 40 bits with a size of 25 millimetres as well as 6 bits with a size of 50 millimetres – nearly all of the screw profiles needed. The bits are stored in the robust Bit Safe made of plastic and are lined up in a row for quick removal. According to the Wuppertal company, the stainless steel bit holder, which is also included, guarantees that connecting the bit to the machine screwing gadget is really easy. The Bit Safe Classic 10 can come with a logo on it for a minimum order quantity of 300 units.

48078 • Wera Werk Hermann Werner GmbH & Co. KG • Tel +49 202 4045144

matuschek@wera.de • www.wera.de





A LOVEABLE COMPANION

The sigikid toy fox listed under the product number 38526 is 22 centimetres tall, a member of the infamous Beasts Group and well loved by fans of the sigikid "Ach goood". The Beasts collection from sigikid is first and foremost the most unusual collection of stuffed animals in the world. Hence, it is no wonder that they are loved by both kids and adults alike. Whether the charming meerkat or unicorn: all of the Beasts have their own little weaknesses that they share with their owners. It is an original stuffed animal collection that can be collected by fans of all ages. Our cuddly fox doesn't really look like much of a predator. One look from him couldn't scare a rabbit or goose, but will surely melt his owner's heart within seconds. He has to be given some food and lots of love so he doesn't starve.

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Every day, millions of goods of all kinds are transported on the world's roads. The heavy goods vehicle is a symbol of transport and reliable delivery from a to b: What could be more appropriate than delivering suitable lorry-shaped cardboard packaging to a customer? This way, gifts are playfully packaged and attentively handed over. These gifts can be, for example, bottles of wine, sweets, chocolates or flower bulbs – the lorry adapts flexibly to the customer's wishes and can be used for a wide variety of industries. Printing can be customised and given a setting that's just right for the target group on the extensive promotional surface that the HGV packaging provides.

49502 • Hilarius Design • Tel +31 624 673620
info@hilariusdesign.com • www.hilariusdesign.com

SNOW SHOVELS BY DESIGN

Soliwood, solid by nature, a snow shovel with a motif made from synthetic resin compressed wood, is a high-quality tool from abraxa business network that has been earning itself a market name for decades. The twelve layers of synthetic resin-impregnated beech veneer are compressed into shape under extreme heat and pressure. The result is a virtually homogeneous, extremely hard material that is outstandingly resistant. The shovel needs no metal edge and remains rigid and stable throughout its life. Decorations and motifs can be freely selected and are formed and compressed as décor overlay in one working step together with the veneer packet. According to the manufacture, the motifs can therefore not become detached even when damp gets in or the shovel is under mechanical strain.

49498 • abraxa business network GmbH & Co. KG • Tel +49 9565 6166850
info@abraxa.biz • www.abraxa.biz



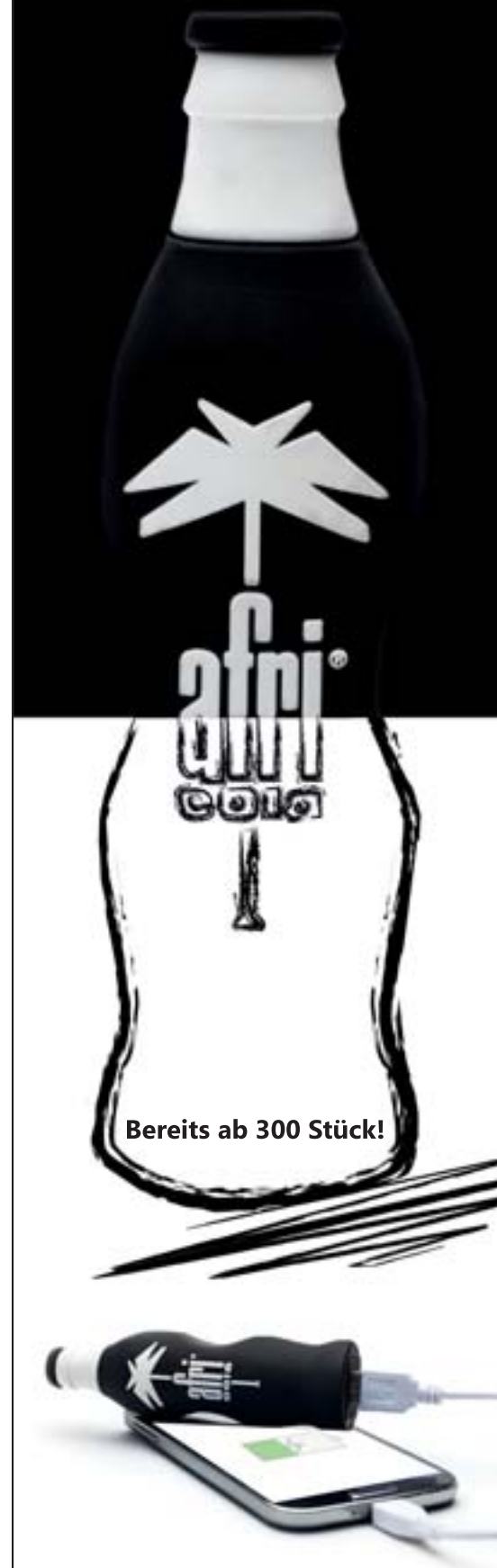


A CULT HIT FOR CLUBS AND TEAMS

A stylish look is assured for every club or sports team: The RETRO sports and travel bag from Halfar is a charming remake and ultra-modern, precisely because retro and vintage are in. This is a cult item for the sports team, but also for weekends, the office or for wherever there's a use for a tidy companion. With its smooth PU faux leather the RETRO sports/travel bag is attractive and, at the same time, warm and soft to the touch. A particularly striking feature: its colourfully trimmed corners. The white piping, accentuated zipped pouch, classic handles with metal buckle and the extra shoulder-strap complete the picture perfectly. The bag is available in the four classic colours anthracite, marine, red, and black. Incidentally: the shoulder bags and messenger bags in the RETRO series are somewhat smaller, but just as sporty-looking.

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

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Shop: www.trader.vim-solution.com





THE STONE CASTERS – AND MORE

The company schönpfeffer-invocem e.K. will make almost anything out of cast stone or concrete: sculptures, awards or functional objects. Such as the new desk series Office Line pictured in the “Mädels Edition” (girls edition): a fresh design with distinct lines and a high level of functionality. The specialists will gladly combine the cast stone with all kinds of different materials such as wood, metal, acrylic, lacquer, etc. – exactly as required. “Write to us or give us a call. We look forward to acquainting you with the countless possibilities in terms of material, shape, appearance and feel,” say the staff at schönpfeffer-invocem.

48713 • schönpfeffer-invocem e.K. • Tel +49 8165 934-0110
rolf.schumacher@invocem.com • www.invocem.com



STRAIGHT INTO THE FAST LANE

ISO Egret One-S by Markenreich is the prey for top-level rewarding – an excellent electric scooter of unusual quality. The Egret One-S is satisfying as an innovative e-mobility solution with a top speed of 35 km/h, easy handling and a range of 20 km, at a total weight of just 16 kilograms. Thanks to practical folding technology, the e-scooter is stowed away to save space with just a few hand movements. In the “Hardware Summer” category the lifestyle product was a finalist in the ISPO BRANDNEW Award 2015 – a distinction decided by jurors from a wide variety of sectors, sport and media – comes the news from North Rhine-Westphalia.

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



A PRETTY SIGHT

For everything that glitters and gleams, Inspirion presents the Onyx jewellery box. Lined with grey flocked velvet, it provides an elegant home to jewellery items. The well-organised interior space with three-compartment division creates inner order. An oval mirror in the inside of the box's lid immediately shows whether the jewellery is correctly arranged. In addition, an extra jewellery compartment with ring cushion offers further storage opportunities. The extra compartment with push-button closure can be easily folded up and removed when the large jewellery box has to stay at home. Externally the jewellery box is a winner in black leather optic. A carry handle and key lock take care of security during transport.

42907 • Inspirion GmbH • Tel +49 421 5227-0
info@inspirion.eu • www.inspirion.eu

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THE ITALIAN ART OF WRITING

For customers who count on tested, reliable quality, Stilolinea has developed the brand-new Raja Chrome Silk Touch: a highly elegant writing instrument that always makes buyers feel that they have chosen the right promotional product for their best customers. Raja Chrome Silk Touch, available in black, chestnut brown, green, and dark blue, is the latest member of the Chrome family, a writing instrument designed according to a classic Italian design tradition which silkily puts the user's lines to paper.

45328 • Stilolinea srl. • Tel +39 011 2236650

info@stilolinea.it • www.stilolinea.it

EXQUISITE ARTEFACTS

Handcrafted products of exquisite quality are offered by the company Artihove, which creates high-quality sculptures to suit any memorable occasion. One of the artefacts shows a ceramic elephant with lifted trunk. It is an international symbol for happiness (in German: "Glück"), which is also the name of this sculpture. An additional example: a candleholder duo made of porcelain with the title "Vielen Dank" (Many Thanks) (see page 4, Trends & Brands) communicates the desire for good contact, through which wishes can come true.

45895 • Artihove Regina B.V. • Tel +31 10 5296054

export@artihove.nl • www.artistic-gifts.nl



ELEGANT ACCOMMODATION FOR PERFUME ETC.

Brand new as a first-time exhibitor at this year's PSI at the start of the year, the French promotional product specialist Laurige launched its new mini jewellery box in the sector. Finished in leather, the box devised for accommodating lipstick, cosmetics etc. has a zipper as well as a mirror. The jewellery box, listed under product number 510, is Made in France and available in twelve different colours. More info from Laurige.

49292 • Laurige Duron Sarl • Tel +33 5 49241993

laurige@interpc.fr • www.laurige.com

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www.newwave-austria.at



PREMIUM LIP CARE

Lipcare Cube is the latest product in the premium range from the lip-care specialists at KHK. The transparent pot is finished with 4c doming. In addition, there are several high-quality lip-care recipes to choose from – which they produce entirely themselves. For example, the new vegan recipe “Nature” created in the KHK lab with “organic cosmetics” has reached the highest level of the recognized natural cosmetics seal “Nature”. Oils and waxes from certified organic growers make your lips smooth and protect them from drying out. High-quality shea butter from a fair-trade project provides intensive care for your lips, and natural vitamin E is also included. On request, the natural cosmetics seal can be printed on.

46131 • KHK GmbH • Tel +49 221 9854730

sales@lipcare.de • www.lipcare.de

MOVING MESSAGES

When something leaves a lasting sensory impression, then promotional messages have been delivered successfully. In order to turn business video messages into emotive customer communication, micx-media creates technically high-quality VIDEOboards in customised print formats with a thickness of only 4 millimetres. Whether it's VIDEOcards for invitations, press kits, product news, product presentations, or VIDEO cases with catalogue inserts or VIDEOboards in sales promotion brochures and P.O.S. displays, the “VIDEO in Print” concepts of micx-media set effective standards in promotional print mailings. “Push Your Business Video” is the message. Information on detailed “VIDEOinPrint” concepts can be obtained not only from the micx-media professionals but also from all leading OWL promotional product agencies.

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

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





SMART POWER DISPENSER

The manufacturer presents its latest, slim-line power banks with the MiPow SPL series. Top designed and Apple certified, this series is among the premium add-on batteries. Up to 9,000mA are united on just 9x9x2 centimetres: strong power that will get smartphone, tablet, etc. back up to full speed. The elegant aluminium housing is styled with a Mac look and is available in silver, grey or gold. The promotional message, customer logo or slogan can be affixed using the laser method and thus permanently positioned. Packaged in a pretty and sophisticated gift box, the MiPow Powerbanks are particularly well suited for customer loyalty, as a prize, promotional gift or for employee motivation. More information about this innovative product at: www.promohub.de.

47113 • Löw Energy Systems e.K. • Tel. +49 2181 479100
info@loew-energy.de • www.loew-energy.de

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BLUETOOTH ITEM FINDER



Chipolo is the thinnest and most advanced Bluetooth item finder on a global market. Users can attach it to anything they don't want to lose (keys, wallet, backpack, cat, dog – you name it). Advanced Chipolo features enable users to easily find their belongings or their phone. Chipolo has achieved great success with its Kickstarter campaign. Chipolo is manufactured in EU, which results in short delivery times and the highest quality of the product. There are many personalization options which makes Chipolo a great promotional gift too. The artwork can be placed on the product or integrated in the application. Chipolo can be produced in custom PMS color, with custom ring tone and packed in special promotional packaging. More information on: www.chipolo.net/

49482 • Invented4 • Tel +386 40 436480

grega@inventedfor.com • www.inventedfor.com

COLOURFUL ASHTRAY

Global Innovations Germany offers a colourful ashtray in special design. The wind-proof ashtray made of ceramic with removable top ensures that the ash remains where it belongs, even outdoors. The ashtray is ideal for the upcoming garden season. The material is weather resistant and can thus be left outside. This eye-catcher from Global Innovations is supplied fully customised for orders starting at 2,500 pieces.

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

info@globalinnovations.de • www.globalinnovations.de



LUMINESCENT KEY FRIEND

Attractive and innovative plush key fobs in the widest variety of models and designs are available at Creatoys. And the Italians have come up with something special at the same time: the fluffy, cuddly fobs glow in the dark. The bunch of keys is therefore even visible at night. According to the manufacturer's information the widest variety of styles, including customised ones, can be realised and personalised. More information directly from Creatoys.

49265 • Creatoys • Tel. +39 0522 830839

marketing@creatoys.it • www.creatoys.it

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SIMPLE ELEGANCE

The drinking cup “Beringen” (with a capacity of 400 ml) guarantees lasting drinking pleasure. It is made of hard-wearing aluminium. Thanks to the coat of black lacquer, the silver-white laser engraving stands out especially attractively and highlights the desired promotional message particularly well. This message is placed centrally on the lower third. “Beringen” is supplied individually packaged in a box.

47300 • Easy Gifts GmbH • Tel +49 911 81781111

info@easygifts.de • www.easygifts.de

WARM ILLUMINATION

The “Tripod” standard lamp from Lehoff’s range will delight people with its modern style and futuristic three-legged design. The textile lampshade bathes any setting in a warm, cosy light. The feet are made of wood. The lampshade is available in white or black. The company Lehoff offers a complete service package, from advice through purchase to delivery to the customer.

41259 • Lehoff Im- und Export GmbH • Tel +49 40 529607-0

info@lehoff.de • www.lehoff.de



A SMALL ACOUSTIC MARVEL

The Bluetooth loudspeaker Heju Calluna from KMS Kafitz, which is listed under the product number 4833, is only 60 x 60 x 60 millimetres in size and is made out of metal. This little loudspeaker weighs approximately 230 grams and comes in silver, black, light blue and red. An advertising logo or slogan can be placed on it using pad printing or laser engraving. These small acoustic marvels feature a line input jack and a micro-USB connection, and can play audio directly with just a touch of a button via bluetooth from a smartphone or computer. The loudspeaker is delivered to customers packaged in a black gift box.

48108 • KMS Kafitz Medienservice GmbH • Tel +49 2234 9908-0

rk@kms.eu • www.kms.eu





SHE LIKES TO MOVE IT

Robo Fish has been joined by Robo Turtle. This robotic turtle feels just as much at home in the bathtub as its living relatives in the ocean. Robo Turtle not only turns bathing for children aged three and above into an adventure – the little companion also crawls like a real turtle on smooth surfaces on land. Goliath has designed Robo Turtle with realistic movement and an intelligent control system, just like its older brother Robo Fish. As soon as Robo Turtle is placed in water, the sensors of the robotic turtle react and it begins to swim contentedly. Its fins move so naturally that it's hard to tell it apart from a real turtle. On land it reacts to contact: it begins to walk around cheerfully when the sensors on the shell are touched. For those who not only want to watch Robo Turtle splashing in the bathtub or pool, there's the Robo Turtle Playset. The set contains a small aquarium with rock, in which the lively, green turtle can swim its laps.

49371 • Goliath Toys GmbH • Tel +49 6103 459180

k.wanner@goliathgames.de • www.goliathgames.de



SpeedStrap

Das Multi-Band mit Klettverschluss

Ihr Logo bzw. Ihre Botschaft wird außen auf dem Klettteil des SpeedStrap platziert. Damit sind Sie immer im Blickfeld – egal, ob der SpeedStrap den Einkauf auf dem Fahrrad festhält oder vorübergehend auf seinen nächsten Einsatz wartet.

Gesamtlänge: 160 cm. **Breite:** 5 cm.
Andere Abmessungen auf Anfrage.

Farben: Ihre Pantonefarbe bereits **ab 500 Stück**

Aufdruck: im Preis ist ein 1-farbiger Transferdruck enthalten

Preis ab 500 Stück: 2,70 Euro

ab 1.000 Stück: 2,40 Euro

Aufpreis je weiterer Druckfarbe pro Stück: 0,15 Euro

Verpackung:

SpeedStrap wird in einer werbewirksamen Box aus PET Material mit 4-farbigem Standard Einleger geliefert. Selbstverständlich kann der Einleger auch nach Ihren Wünschen gedruckt werden.

Alle Preise ab Werk und zzgl. Druckvorkosten und MwSt.



**» TRANSPORTIERT
IHR GUTES IMAGE**



PENCIL ENNOBLER

The new creation “Writing with Glamour” from Reidinger is very likely to get women’s hearts, in particular, beating faster. The elegant pencil in black-coloured wood captivates due to its high-quality solid metal ball set with sparkling crystals. As a result of its impressive combinations of materials and promotional message, it is an unmissable eye-catcher – “a touch of glamour”, to a certain extent. This “stellar magic” is available in three variations – in silver with white or red crystals as well as, for lovers of the resplendent colour, in gold with white crystals. The elegant packaging specially designed for the purpose in black Ecoboard turns the “Writing with glamour” into an unforgettable gift. (EU design patent no. 002650804).

View now at: www.reidinger.de/kugelbleistifte

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

info@reidinger.de • www.reidinger.de



TREND-SETTING AND NOBLE

The high-quality pocket compass “Nobilis” in elegant metal design and pocket watch look contains a liquid-filled capsule and impresses through its fine compass rose. The housing features a spring mechanism for easy opening and closing. Elegant like a classic pocket watch on the outside, with a modern compass rose made of alloyed steel on the inside. The noble piece is manufactured in Germany’s only family-owned compass factory Kasper & Richter. The company supplies “Nobilis” in a quality gift box.

40043 • Kasper & Richter GmbH & Co. KG • Tel +49 9131 50655-0

info@kasper-richter.de • www.kasper-richter.de

ILLUMINATED DISCOVERIES

On average, a woman spends 76 days of her life looking for things in her handbag: time which could surely be spent doing something more meaningful. The practical handbag pocket light for sale at Schirms called SOI was developed so that keys, lipsticks and mobile phones are always at hand when they are needed. The SOI lights up when you get close to it or touch it lightly, lighting up the dark corners inside of your bag. SOI is so small, thin and light that it can fit into practically any bag. When used together with the SOI base ring, the small light is turned into a handy light source which can be used in unfamiliar surroundings or placed on your night-stand at home. The handbag light is made exclusively in Germany and it embodies timeless, elegant design without any distracting or unnecessary frills. It has been honoured with two design awards.

49084 • Schirms GmbH • Tel +49 6031 7919831

info@schirms.com • www.handtaschenlicht.com



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HANDCRAFTED USB LUXURY

More than 30,000 USB memory mediums can be found at Citron European USB Warehouse. In addition to typical, everyday models, Citron also sells USB stick models, such as the C1000S and C1000R, which are made by hand in Poland. The first model is made out of brass and is silver-plated. The C1000R model is also made out of brass, but it is fully coated with ruthenium and is partially gold-plated with 24 karat gold. The manufacturer indicates that both models can be upgraded with amber, striped flint stone, malachite, turquoise, onyx or lapis lazuli. These luxury USB memory sticks, which have been specially designed for the advertising industry, can be given a customer's custom-made design for a minimum order of only 10 units. Up to 360 different combinations can be realised. Advertising can be placed on the chic housing.

48658 • Citron • Tel +48 22 8394945

citron@citron.pl • www.citron.pl



DS3 – NOW AS A BIOTIC PEN

The writing instruments from Swiss manufacturer Prodir are characterised by outstandingly high acceptance and long life. Those seeking more now also get the classic DS3 in the form of a particularly environmentally friendly Biotic Pen in high-quality biodegradable plastic. Barrel and mechanism of the new DS3 Biotic Pen are manufactured in naturally renewable raw materials (PLA). The material used is 100 per cent biodegradable. For the ballpoint pen's point balance, this means compostability of 80 per cent. Production is carried out according to Switzerland's environmental standards, which are globally regarded as exemplary. The production shop's customer-proximate location in the heart of Europe additionally ensures that CO₂ emissions are reduced to a minimum through transport logistics. The colour palette is also deliberately borrowed from nature: ocean, snow, night, fire, carrot, sand, and grass are the standard colours. In the "sand" model, wood powder (FSC) is blended into the biotic plastic in order to achieve the characteristic sand effect. The writing instruments are recognisable by the description Biotic Pen, applied in relief form on the cap's side.

43417 • Prodir GmbH • Tel +41 91 93555-55

sales@prodir.de • www.prodir.com

TIE? SAYS IT ALL!

Design, coupled with high quality, are the features of the completely custom-designable ties and scarves from TailorTies in the Netherlands. The design studio at TailorTies is the company's creative core: here, three professional designers finely hone patterns and advise customers with regard to the optimum design for the desired look and chosen colour combination. Of course, the customer logo or slogan can also be incorporated. More info directly from TailorTies.

41941 • TailorTies c/o Trendfactory B.V. • Tel +31 2526 756190
info@tailorties.com • www.tailorties.de

HOT AND COLD ADVERTISING POINTS

With its water jugs, which each holds one litre of liquid, Spranz is selling designer products with a special bonus in keeping with its tried and tested manner. The classic carafe is now equipped with an ice stick for cooling drinks in style; it has been designed for chilling beverages easily in the freezer and has a design which reminds people of an ice cube. The highlight: the stainless steel lid has holes in the opening, which hold back commonly used contents, like ice cubes, lemon slices or mint. The beverage containers are also perfect to use with hot beverages, thanks to their temperature-resistant tempered glass. They also feature a drip-safe and self-opening lid made out of silicon and stainless steel. More information about the variety of different versions of the carafes is available directly from Spranz.

41462 • Spranz GmbH • Tel +49 261 98488-0
info@spranz.de • www.spranz.de



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PROMOTIONAL PRODUCT MARKET IN SCANDINAVIA

THREE TRADE SHOWS IN AUGUST 2015

After the auspicious trade show prelude in Scandinavia at the beginning of the year, the planning phase of the next events in Denmark, Sweden and Finland is now hotting up. All the promotional product trade shows are established events that help to develop new, interesting and high-quality markets for international suppliers. All three events will be taking place in August at the beginning of the year-end business.

KOPENHAGEN – KISTA/STOCKHOLM

The series begins with the EXPO NEWS Fair in the Danish capital of Copenhagen from 13 to 16 August 2015. It will be held in conjunction with the DESIGN TRADE. This is followed by another edition of the successful series of events in recent years, the Promotionmässan, in Kista, Stockholm from 18 to 20 August 2015. Supported by the Swedish associations SBPR and PWA (Promotion Wholesalers Association), the fair organizer EasyFairs will also be presenting a high-profile exhibition at the centrally located venue of Kistamässan in August 2015. The long-term event has been specifically designed for the promotional product industry under the title „Promotionmässan“. „The attractive meeting place for distributors and suppliers acts as a promising forum, full of inspi-



ration, networking and new business contacts and is embedded in the ultra-modern Swedish lifestyle,” says Klaus Beyer, PSI representative for Scandinavia and long-time companion of the Scandinavian promotional product market.

WANHA SATAMA/HELSINKI

The third trade show is the PWA Show on 26 and 27 August 2015, which is organized by the Swedish PWA together with Helsingin Messut Oy Wanha Satama. It is also held twice a year at the EXPO Exhibition Center in Wanha Satama, Helsinki. The suppliers' association PWA has been responsible for this Finnish trade show for 15 years. European manufacturers, importers and their representatives meet here with their traditional Finnish partner distributors to exchange information about new products. For more information, contacts and stand bookings for all three events, contact Klaus Beyer: Tel. +49 5824 985826, mobile +49 172 7477262. klaus@beyergmbh.com

LENSEN TOPPOINT

NEW EMPLOYEE FOR BELGIUM

The company Lensen Toppoint has expanded its sales team. The new employee is Jill Pans. With more than 10 years of sales experience in the retail she was looking for a new opportunity and chose the promotional branch. Jill says: “I had not much knowledge of the promotional branch but now I am completely



Jill Pans

passionate about this branch. Because the working environment, the experience and my nice colleagues I am 100% happy with my choice to switch branches.”

Jill is on the road for Lensen Toppoint in Belgium. Besides a new colleague Lensen Toppoint also expanded their collection; new are the USB flash drives and powerbanks. Powerbanks without any worries! Before, during and after production every powerbank is checked 1 by 1. Both products are available in multiple colors. www.toppoint.com

HALFAR

RELAUNCH OF WEBSITE

The Bielefeld-based bag specialist has relaunched its website.

At <https://www.halfar.com>, there are numerous bag-related products including promotional products as well as special bags (technical bags for work). „In addition to a more modern navigational structure and a revised layout, we attach great importance to making valuable content available in terms of comprehensive information on products, finishing techniques, procedures, project planning and specialist background knowledge. The content is selectively arranged in wiki style, such as core competence promotional bags, but also generic topics such as basics of promotional products,” says sales and marketing manager, Peter Leseberg, commenting on the relaunch. www.halfar.com

GOLDSTAR EUROPE

PETER CARTER NEW SALES
MANAGER UK SOUTH

The writing instruments manufacturer Goldstar-Europe, is delighted to announce the appointment of Peter Carter as Sales Manager for UK South. Peter Carter has over 25 years industry experience, having founded and developed the distributor business of Image Matters. In September 2013 Image Matters was acquired by Premier Print & Promotions, based in Essex. A successful transfer of the



Peter Carter

business and clients was achieved through the professionalism and dedication to customer service of both enterprises. Peter is delighted to be at the forefront of

developing Goldstar-Europe and relishing his new role on the trade side: "It is exciting and challenging to be working for a new trade supplier who is committed to excellent customer service and developing new products. The opportunity to utilise all of my skill sets and developing the territory to maximise the business of Goldstar-Europe is a rare opportunity. I think that distributors will benefit and appreciate our fresh approach." With Peter's vast industry experience and knowledge he is sure to be a massive hit among Goldstar's fast growing customer base. For additional information, please contact:

Peter Carter
UK Freephone: 0800 145 6130
Mobile: +44 (0) 7917 767232
Tel. : +353 (0)42 93 20 331
Peter.Carter@goldstar-europe.com
www.goldstar-europe.com

GABRIELE BÜHRING

40 YEARS' PSI MEMBERSHIP

At the end of March, PSI Managing Director Michael Freter congratulated the entrepreneur Gabriele Bühring on 40 years' membership at the PSI. „My father became a PSI member back then rather indirectly,“ explains Bühring. „He had just acquired a company that was already a member at the time and he was made aware of the benefit of the industry platform.“ As a specialist in leather goods and plastics processing, Bühring was immediately convinced of the PSI and became an exhibitor. Managed by Gabriele Bühring in the second generation, the company now specializes in customised solutions and focuses on personal customer service. Bühring offers individually creative and functional products such as briefcases, covers and work materials including wool felt, leather, synthetic leather, flexible foil and fine cardboard. www.buehring-shop.com



PSI Managing Director Michael Freter congratulated the entrepreneur Gabriele Bühring.

PLASTOLAN

FRESHLY DESIGNED WEBSITE

Plastolan, the Lippstadt-based manufacturer of promotional products, has relaunched its website with a more contemporary and transparent look, and with many new features. The company specializes in plastic products that are mainly produced in Germany. The assortment ranges from giveaways to

the designer memo box to products made from recycled materials and bioplastics. In addition, a wide range of USB products is offered. Accordingly, the look of the website is now also more colourful and fresh. The main focus has been placed on a clear presentation that allows for quick orientation on the website. For example, the products can now be sorted

either alphabetically, by price or by article number. The latter, however, is restricted to logged in customers. Registering is worthwhile in any case because it enables access to additional functions which facilitate the work of the distributor. Thus, a logged in user can download the product data sheet with prices including printing and initial costs in a download area which contains images and stand sketches. The new website also features a notepad function which enables samples to be automatically requested. www.plastolan.de



SENATOR® AND DESIGNWORKSUSA ENTER INTO A PARTNERSHIP

The BMW Group subsidiary DesignworksUSA and the German manufacturer of writing instruments senator® have entered into a long-term design partnership. senator® has attached a higher priority to the subject of design. Over the next three years, the BMW Group subsidiary DesignworksUSA will handle all key design issues for writing instruments for senator® on an exclusive basis and develop the new products of the company in terms of consultation, concept and implementation.

MORE COLOURS, MORE SHAPES, MORE CHOICE

senator® sells its ballpoint pens in 88 countries to companies that use them as promotional multipliers. Last year, more than 235 million writing instruments found their way to companies through promotional product distributors. In January 2015, senator® announced that it intends to offer more colours, more shapes, more surface finishes and more choices in product individualization in the future. At the PSI Trade Show, 50 colour options were presented for the first time. Sonja Schiefer, head of the Designworks



studio in Munich, also welcomes the new design affinity at senator®. „The decision to make design a driver issue for the new generation of senator pens underlines the company’s vision and self-confidence. The new design strategy for the entire writing instrument portfolio has already been created. We are now moving into the phase of formal development and will be presenting the first new writing instruments in the course of the year,” says Schiefer.

A WORLD FIRST: “YOUR PERSONAL PEN”

Together, the partners have developed a worldwide new service: „Your Personal Pen“. It is aimed at companies that want a writing instrument that is individually tailored to suit their own brand in terms of design and printing. „Senator and DesignworksUSA are convinced that a promotional pen must address the design DNA of a brand down to the smallest detail,” says Senator CEO Dr. Christian Korte. „With our joint service, that no other company in the world currently offers, we offer companies the opportunity to customize their promotional products like a custom-made suit in terms of shape, colour, material and surface design for their own brand,” adds Korte.

www.designworksusa.com – www.senator.com

PRODIR

THE ES2 IS NOW THE DS10

The ES2, the popular ballpoint pen from the Swiss manufacturer Prodir, is now called DS10. And for a good reason: the new DS10 is refillable. This illustrates the decision of the Swiss company to exclusively offer pens in future in which the refill



Always with a replaceable refill: The ES2 is now called DS10.

can be replaced. With this step, Prodir is rigorously aligning its portfolio to longevity. „Only longevity,” says Prodir Sales Manager Silvio Laurenti, „really guarantees the conservation of resources while ensuring that brand messages are sustainably communicated over a long period and to as many people as possible. In our view, both belong together.“ The capability to replace the refill in the DS10 is achieved by a simple horizontal division of the barrel. Additional modifications to the IF Award-winning design were not carried out. The ergonomic triangular shape and the quality material mix of plastic and metal are also retained in the DS10.

www.prodir.com

PLATFORM PROMOTIONAL PRODUCTS

NEW CHAIR AND NEW BOARD

The Platform Promotional Products (PPP) has chosen a new chair in Edwin Bouman. He succeeds Joop van Veelen from ProComm Partners, who has held this position for the past four years. In his daily life, Edwin Bouman is director and owner of WOT-P. "Under the chairmanship of Joop van Veelen, the PPP has continued developing into a professional and strong trade association", says Edwin Bouman. "There are still challenges ahead. It is important that we, as PPP, want to grow further and recruit more members. That is something that the new board and I will be focusing on. After all, PPP can offer its members many benefits. We will be relaying that conviction to suppliers and



Joop van Veelen (right) gives the management of PPP over to Edwin Bouman.

Photo: Giuseppe Toppers/Danto

distributors of promotional articles who are not yet members." Also the PPP board has two new faces. They are Martijn Verwaal and Bob Heerius. The PPP board consists of: Edwin Bouman, Chairman; Joshua Lopez, Finances; Niels Peter, MVO and Vice chairman; Martijn Verwaal, Communication and Benefits; Bob Heerius, PPP Academy. The Platform Promotional Products (PPP) is the trade association for companies selling promotional products and services. PPP has approximately 250 members, who have all signed the PPP Code of Conduct. More information: www.ppp-online.nl <

40 YEARS OF FUCHS-DISPLAY

SUCCESSFUL START TO ANNIVERSARY YEAR

Fuchs-Display GmbH, which specializes in the manufacture and distribution of solutions for POS marketing, has got off to a good start in its anniversary year 2015. The past financial year 2014 was a successful year for the company from Lübeck. The word from Lübeck is that Fuchs-Display managed to achieve an increase in customers and revenue in the past year, „despite increasing competition, especially from the Far East“. And when it comes to very specific requirements or executing ad hoc orders, the specialist for the optimal placement of advertising messages at the POS has been a reliable partner for the past 40 years.

START WITH TWO EXHIBITIONS

In 1975 Günther Thiess, the company's founder and father of the current Managing Director, Susanne Hilbrecht, achieved a breakthrough with

the first presentation of his invention – the deco tab – at the EuroShop in Düsseldorf. In the spirit of the successful tradition, Fuchs-Display started 2015 with two successful exhibitions of their extensive portfolio. In the very first week of January, the company participated at the promotional product trade show, PSI 2015 in Düsseldorf, and at the end of January at the regional „World of Packaging 2015“ in Hamburg. Interesting new contacts were made at both trade shows.

CUSTOMER TAKES CENTRE STAGE

According to the guiding principle of the long-standing company Fuchs-Display GmbH, the customer with his individual requirements takes centre stage. „This includes a wide range of fastening solutions and presentation systems for POS marketing, expert advice, high flexibility, short delivery times as well as good accessibility and fair prices. The foundation for this great service is comprehensive knowledge of the market, in-house production and strong partners in Europe, USA and Canada,“ says Susanne Hilbrecht. More information is available at: www.fuchs-display.de <



LÖW ENERGY SYSTEMS

SERVICE PAGE ON THE TOPIC OF MIPOW

Löw Energy Systems E.K. Peter Löw, a sales agency for MiPow Germany, Austria and Switzerland and the Benelux countries, has created a service page concerning MiPow lifestyle products at www.promohub.de. The page provides information about the respective product groups, contains technical explanations, videos and lots more, and illustrates the world of Smart Home LEDs that can reproduce light and sound and are controlled by a smartphone or tablet. Contact: Peter Löw, Tel. +49 2181 479100, info@loew-energy.de <



This is the new GWW: The Board and the four employees in the administrative office.

INAUGURAL MEETING OF THE NEW GWW

MORE POWER FOR THE INDUSTRY

A great day for the German promotional product industry: On 26 March 2015, the members of the previous industry associations BWL, bwg, AKW and PSI sat together at a table at the first meeting of the new united association GWW. The aim of the now official merger of the associations is to provide the industry with more clout to assert their interests.

Whenever the government struck a blow to the promotional product industry and threatened with restrictions of various kinds, one particular thought came up in the industry: Opposing the political regulation mania could be more effective if the industry joined forces and spoke with one voice. This does not mean that the associ-

ations did not accomplish a great deal in their previous constellation. They were also in contact with one another, not least under the umbrella of the previous GWW where lobbying concentrated on certain key issues – especially since the imminent abolition of tax deductibility in 2002 made the industry's need for political work clear once again.

But the self-interests of suppliers, distributors and brand companies always seemed too far apart to be able to imagine a unified association. There were always differences, just as there had always been commonalities. The fact that the members focussed on the commonalities and joined together to form a united association is a milestone in the industry's history.

OFFICIAL CEREMONY WITH SPEECHES

The new chapter was opened in late March in Mainz where the previous associations BWL (German association of promotional product suppliers), bwg (German association of promotional product consultants and distributors) and AKW (promotional product working group) were merged on the occasion of the inaugural meeting of the united association GWW (general association of promotional product industry). After the legal formalities had been settled on the morning of the founding day, an official ceremony followed in the afternoon. The programme included talks by the current board members, an industry review and lectures on tax law, compliance and the situation of the advertising industry. The Managing Director Patrick Politze



On the stage (from left): Ralf Samuel, Manfred Schlösser, Michael Freter, Hans-Joachim Evers, Klaus Rosenberger.

thanked all member companies, working group members and advisory board members as well as his fellow board members for their commitment and their active role in shaping the united general association of the industry. Until the first board of the united association is elected in autumn, the acting board of the GWW, consisting of Patrick Politze, Hans-Joachim Evers, Michael Freter, Manfred Schlösser and Klaus Rosenberger will continue to run the affairs. As befits historical events, a toast to the successful association work of the new GWW was made – with around 100 raised glasses, it was a truly festive moment.

INDUSTRY NEEDS TO BE LOUDER

All talks made it clear how laws and political near-decisions negatively impacted the industry in the past. They almost always involved the matter of tax deductibility of promotional products, the requirement to keep records and flat-rate taxation. The tax deductibility limit has been moved several times in every possible direction and

each time the industry was utterly insecure. Brand companies were particularly hard hit. Even Walter Young, who repeatedly managed to parry attacks concerning the taxation policy, saw the need to professionalize the industry and to create a powerful lobby. With the founding of the PSI in 1960, he had already taken the first step to bring together market participants; two years later came the PSI Trade Show which, from the very beginning, also served as an information exchange and communication platform. PSI Managing Director Michael Freter put his finger on the main problem of the industry: To date, we have been unable to make the politicians sufficiently aware of the importance and value of the industry, simply because it is too small and is not heard properly in Berlin. And this has resulted in its most important task: “We have to sell our creativity and the promotional effectiveness of the products more emphatically. We need to be louder,” as Freter puts it.

STRONG ASSOCIATION IN A STRONG ENVIRONMENT

With the new GWW, which now unites over 5,000 companies with more than 50,000 employees, a strong association has now emerged – the ideal prerequisite to make oneself heard. The fact that GWW is under the umbrella of the BGA (German association of wholesale, foreign trade and services) and is able to benefit from its expertise and influence, lends additional weight to the lobby group. Membership in the ZAW (central association of the German advertising industry) underpins the position of the promotional product industry as a professional branch of the advertising industry and documents the high significance of the promotional product in the marketing mix. For decades, the ZAW has effectively counteracted restrictions and bans on advertising by the government. The first projects on the agenda of the new association are the political work for the enforcement of tax claims as well as a review of



More than 100 people attended the inaugural meeting, including 8 new members.



Patrick Politze, Managing Director of the new GWW: "My thanks to everyone who has supported the unification process."



Michael Freter, Managing Director of PSI: "We represent the interests of the industry together with the GWW."



Ralf Samuel, previously Managing Director of BWL, now Managing Director of GWW, pointed out the industry's history.



Hans-Joachim Evers, previously Honorary Chairman of bwg, now a Board member of GWW: "I appeal to all companies to get involved in GWW."



Klaus Rosenberger, previously the First Chairman of AKW, now a Board member of GWW: "Brand companies feel at home at GWW."



Joachim Schulz, previously Chairman of bwg: "I hope the GWW continues our mission."



Prof. Dr. Hans Rück: "We need to speak to those who make the compliance rules."



Michael Alber, BGA: "More than 2,200 associations compete for access to politicians. Pooling interests increases the probability of being heard."



Manfred Parteina, ZAW: "We are looking forward to the cooperation of the GWW in the fight against government restrictions."

the topic of compliance from the industry's perspective. With the new edition of the advertising impact study and the promotional product monitor as well as the implementation of Trend and Newsweek, a new implementation of existing tasks is pending.

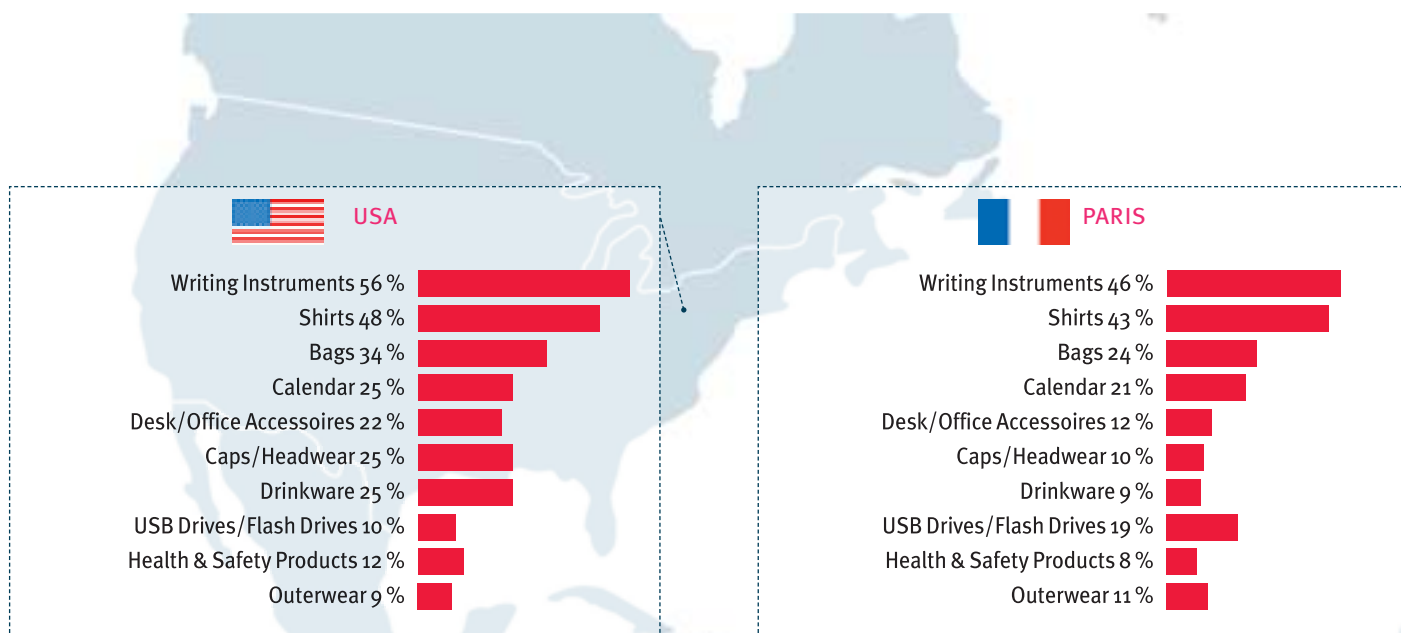
HISTORIC OPPORTUNITY

All in all, it was a good day for the promotional product industry. What had already been addressed several times has now become a reality. The industry now has an association domicile. This does not mean that all problems have now been solved. We will have to get used to new positions and the resulting rights and obligations. There were a few very astonished faces on the GWW Board when it was announced that another employee had been hired for the administrative office during the transition phase. Operative business without the approval of the Board or action requiring approval? A disgruntlement that somewhat spoiled the mood of the official ceremony in Mainz. Thus there still seems to be a need for discussion and clarification. Without a doubt, just as much skill and diplomacy as in the consolidation phase will be needed in the near future once the GWW's wheels are set in motion. Trust can easily be squandered and, as we all know, trust is not a renewable resource. The historic moment is thus only a historic opportunity. <

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Promotional products are popular all around the world. The difference is only in the order of which promotional products are given most frequently.

ASI STUDY

MOST INFLUENTIAL AND DURABLE

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.

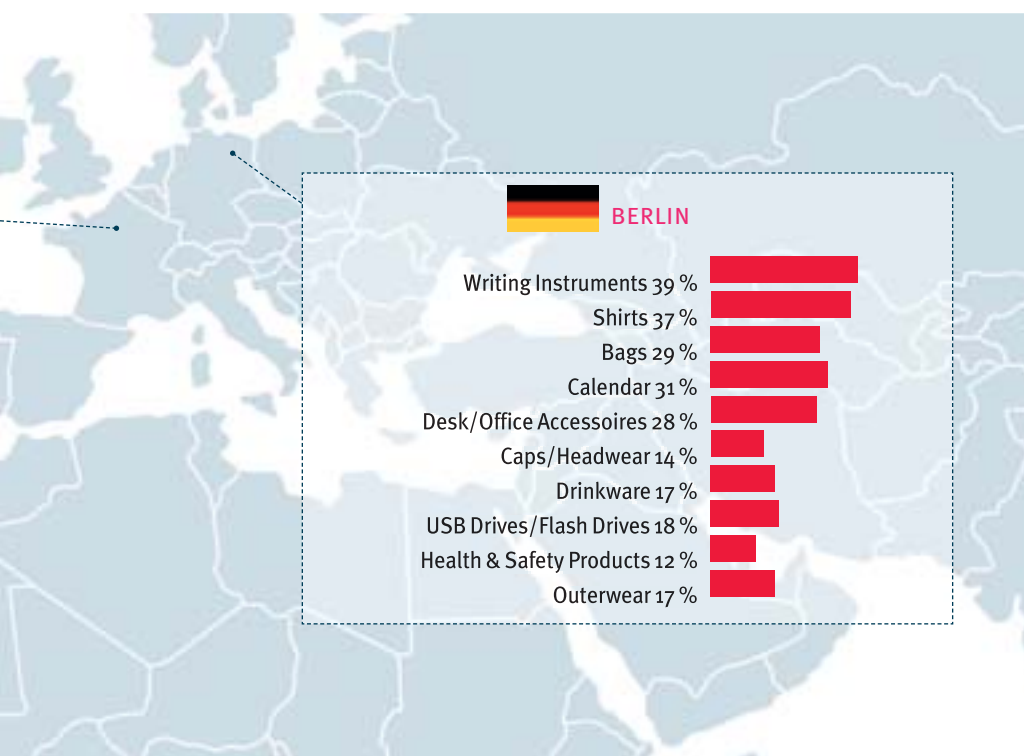
In light of this almost unique selling point, Timothy M. Andrews, CEO of ASI, commented: „Everyone in our industry should rightly be proud that the demand for inexpensive promotional products with a high ROI has again reached record levels.“ For the second year in succession. The turnover of the promotional product industry has therefore risen continually for

the past 20 quarters. According to ASI, the US promotional product industry has experienced growth through the sale of personalized products to advertising companies which was more than twice as high as the growth rate of the entire US economy. And personalized products are very popular among consumers – worldwide. The ASI study „Global Advertising Spe-

cialties Impressions Study on ROI“ – a cost analysis of promotional products compared to other advertising media – was not only confined to the United States, but dared a glance around the globe. The study included several questions, such as: How long is a promotional product retained? How important is usefulness? How many promotional products does a person have? How strongly are promotional products associated with the advertising company? Which promotional products stand out?

USEFULNESS IS CRUCIAL

According to the ASI study, the most important criterion for a promotional product is its usefulness. In this context, writing instruments and USB sticks were mentioned most often. In the case of both these product groups, usefulness ranks much higher than the attractiveness of the promotional product. Conversely, however, this does not mean that attractiveness does not matter. It becomes important in the case of wearable promotional products, primarily textiles. In the case of the latter, the desire for the product is surpassed by the pleasure of owning it. In terms of the length of ownership of a promotional product, an



average of seven months was calculated in the study. As this is an average, one or the other product stepped out of line. For example, health products that last for about six months, or calendars that are used for one year. Calendars are therefore used most often when it comes to highlighting addresses in advertising.

PROMOTIONAL PRODUCTS AROUSE THE DESIRE TO BUY

What advertising effectiveness promotional products have become clear with the question of how strongly promotional products are associated with the companies advertising with them. Six out of seven respondents were able to name the advertiser of each article they possess. Moreover, they were not only able to name the company, but also had a very good opinion of it. Remembering the advertising company and having a good opinion of it with all due respect. However, one may well wonder whether this implies an intention to purchase in the future? The clear answer from the ASI study is yes. More than a third of the respondents stated they were very interested in purchasing a product of the company that had handed out the pro-

motional product. The fact that promotional products enjoy great popularity is also reflected in the number of promotional products in the possession of persons. The ASI study also provided information about that. The study shows that on average male Americans have 9.8 promotional products (female Americans 9.7). In France and Germany, the number of promotional products among both sexes is approximately equal (France: men 8.5, women 8.1; Germany: men 7.8, women 7.2). The situation is different in the UK and Spain. While the male population in the UK has an average of 9.1 promotional products, British women have an average of just 7.7. The ASI study found a similar difference in Spain. However, women on the Iberian Peninsula have 9.9 promotional products (and thus rank first worldwide). The male population, however, has only 8.3 promotional products in their possession.

INTERACTION AND MULTIPLICATION

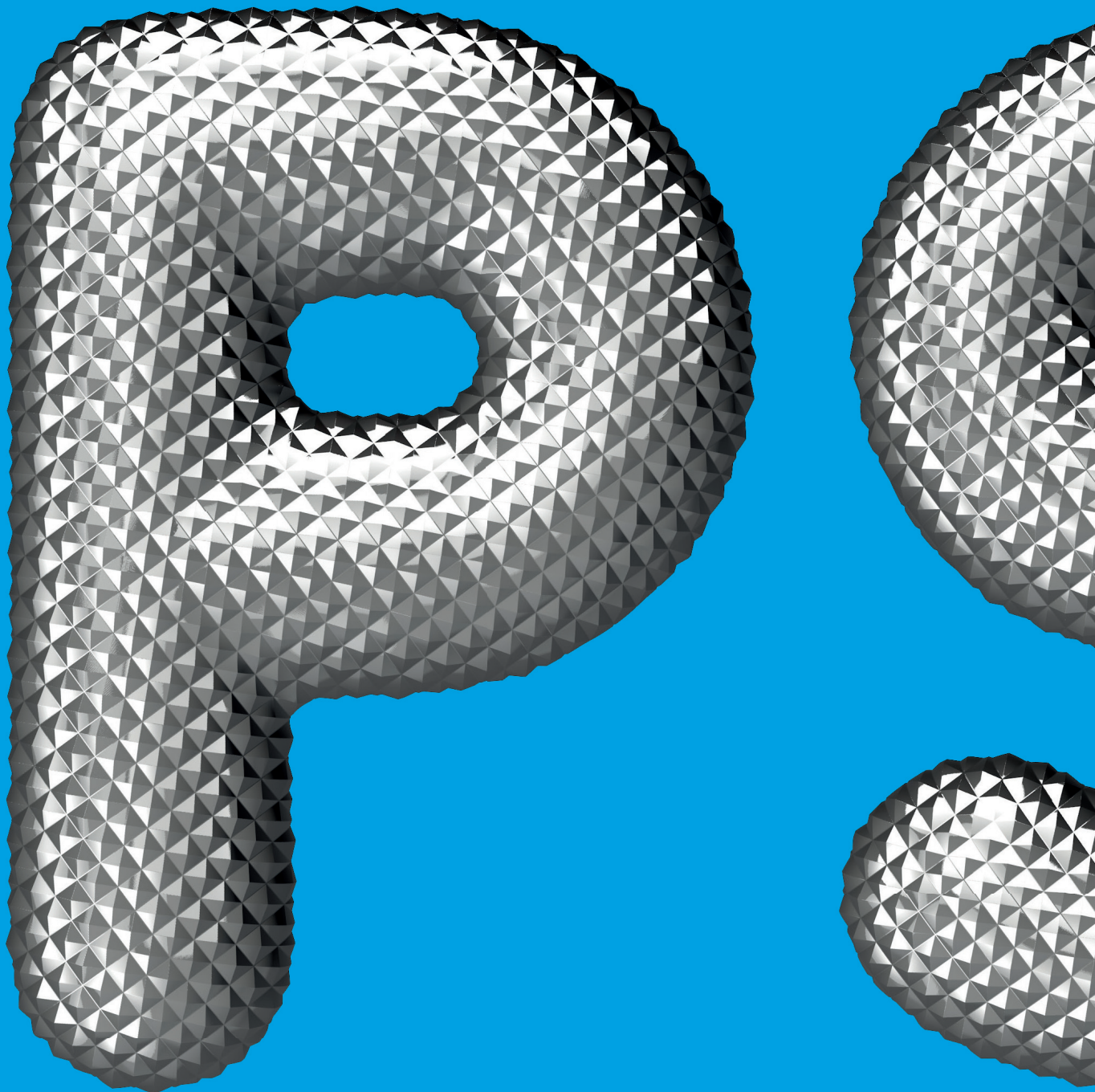
The ASI study came to a very clear conclusion: The costs of promotional products for a company are lower than for most other media. After all, the investment in promotional products is manageable, more

target group specific – and more target-oriented – and offers more opportunities for interaction than other forms of advertising, such as printed ads or radio/TV commercials which are perceived more passively. And promotional products are a significantly larger multiplier as they are perceived in the user's surroundings, depending on the product. When measured in terms of this aspect, five promotional products are right at the top of the list of global multipliers: bags, caps, writing instruments, jackets and shirts. The sequence may differ, however, depending on the geographical location. While in North America (USA and Canada) bags rank first and caps come a distant second, jackets are especially popular in European cities such as London and Paris. An even more substantial number one was identified in the ASI study for Berlin, Madrid and Rome where writing instruments are the undisputed number one among promotional products. According to the ASI study, there is another advantage: A significant increase in the cost of promotional products is not anticipated in the coming years, thus making them a more solid, reliable and innovative medium for advertisers. From small local companies to major listed companies – the promotional product industry offers ideal possibilities for everyone.

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1 ADDRESS. THOUSAND

PS

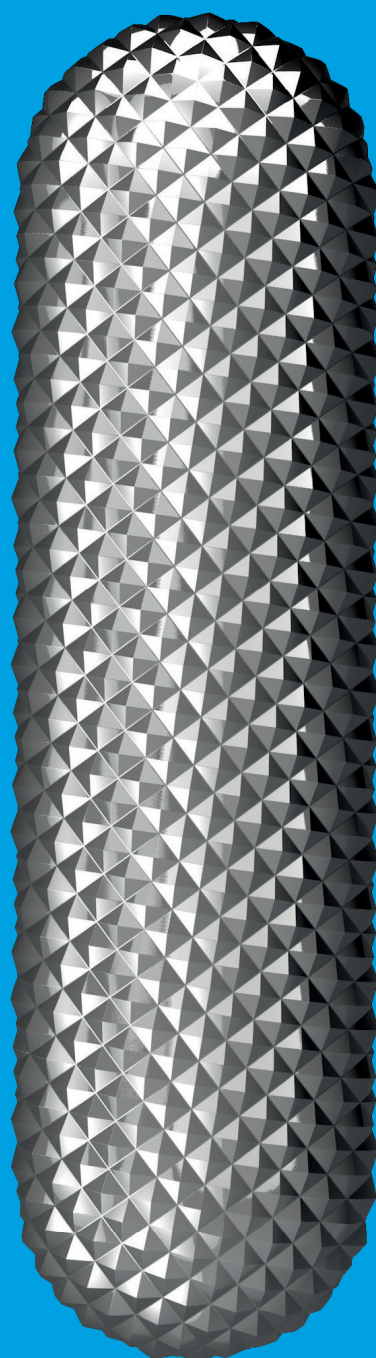
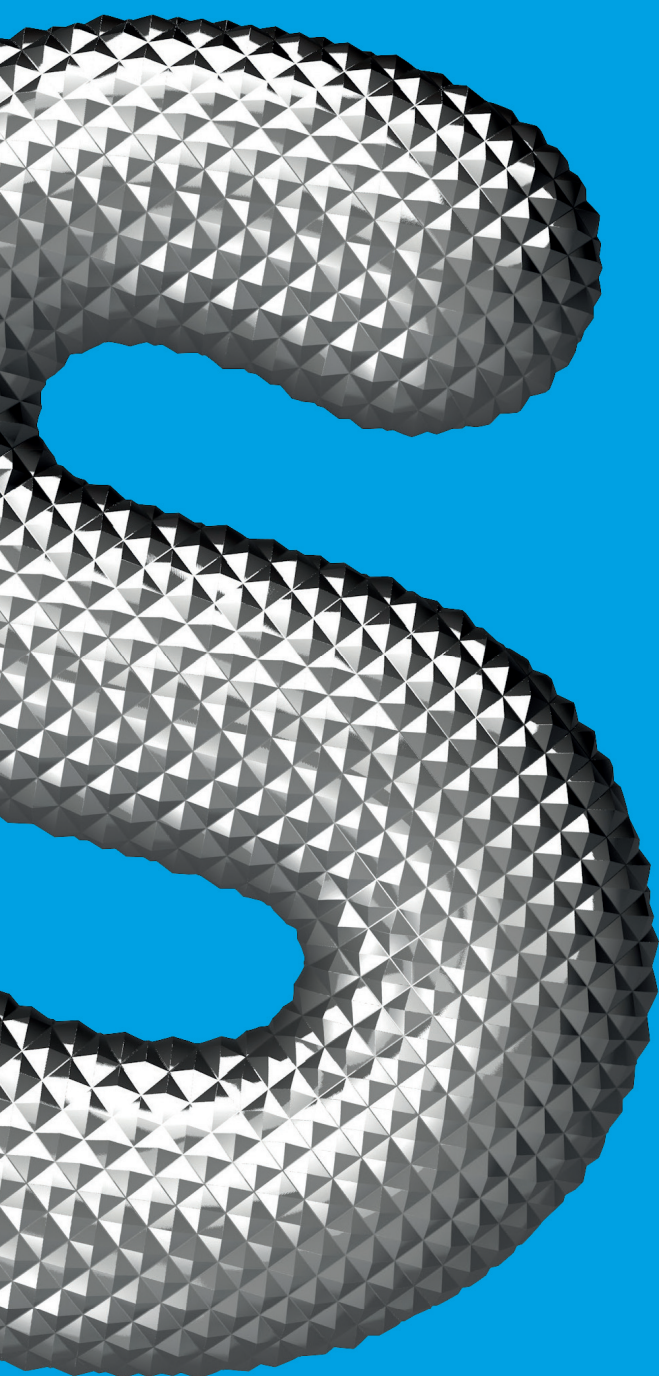


MATERIALS.

1

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PORCELAIN, GLASS, TABLEWARE BRILLIANT APPEARANCE

In the second topic of this issue, we also focus on products which appeal in their role as promotional products thanks to both their function and their appearance – and thus become exemplary representatives of their kind: effective creations with a brilliant appearance.

In the case of porcelain, glass and tableware, the parameters design and usefulness are combined in one product to ensure an effective, long-lasting presentation of an advertising message (or logo) by means of a clever design. As is the case in other (product) fields, the design here is based on people and their needs – in this case their appetizing ones. The tableware here covers the entire cultural environment of human nutrition, not only what tastes good on a plate or in a glass, but also the whole ambience on the table and surroundings. A beautifully decorated table intensifies the enjoyment of a tasty meal. An important role is played by the materials of porcelain and glass. In the true sense of the word, we present tasteful (promotional) products of these materials on the following pages together with other finished tableware products. Be inspired by the variety which our industry again has to offer here. <



COFFEE AROMA IN A NEW DIMENSION

Coffee is more than a trend – coffee is pure emotion. This experience has now been brought on the market by the aroma specialist Emsa with its new Aroma Diamond: with an eye-catching point-of-sale concept and new premium thermal jugs that ensure perfect moments of pleasure thanks to unique insulating liners in a diamond shape. In addition to the premium thermal jugs Cone and Bell, a real Emsa classic also contains the Aroma Diamond for the finest coffee enjoyment: the Auberge thermal jug, which is celebrating its 20th anniversary this year. Stylish designs, high-quality materials and numerous colour and size variations in all three thermal jug series offer an attractive selection. Thus any customer can find his personal favourite model with which coffee pleasure becomes an experience. For decades, Emsa has enjoyed the utmost confidence among consumers as an aroma specialist and it has now underlined this with the Aroma Diamond: With a hot-holding period of 12 hours, the insulating liner is up to 20 per cent above the heat-holding norm and is especially break-resistant thanks to its unique shape. As a sign of the exclusive quality of the Aroma Diamond, Emsa has also doubled the warranty period to 10 years.

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MAKERS OF THE ORIGINAL SWISS ARMY KNIFE



A CLEAN SOLUTION

The retro trend has also arrived at Jung Bonbonfabrik: The small retro glass 45 appeals with delicious fruity-tasting fruit mix pieces or refreshing premium mint. Nostalgia fans will tickle their taste buds with the sweets from the larger retro glass 120: fruit mixture in retro shapes or an invigorating blend of herbs that melts slowly in your mouth just like in your childhood days. Thanks to the individual design of the advertising space (all-round sleeve with digital printing), these giveaways light up the faces of all target groups and are guaranteed not to be forgotten. From now on, the lid of the jar can be finished with a microfibre cloth. This is tensioned with a white rubber band over the lid and can be used to clean lenses or smartphones and tablets. A blue and white or red and white chequered cloth is available at an extra cost. The cloth can also be designed completely individually in 4c digital printing.

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

FLICKERING “HIGH-LIGHT”

The novelty product “High-Light” from emotion factory puts advertising messages in the right perspective: A high-quality lantern features a full-colour digitally printable sleeve which creates charming lighting effects with the unprinted areas thanks to the light-reflecting properties of the film. The resulting moving advertising message is specially highlighted in this way. This makes “High-Light” the ideal year round advertising medium for the catering trade or as an atmospheric give-away for the Christmas season.

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TIME FOR A SNACK

The breakfast or picnic set of Hermann Flörke GmbH is an ideal combination of a small board and a knife, which are perfectly suitable for serving snacks at home or in nature. The small board is made of high-quality plastic, dishwasher safe and extremely durable. The front side of the small board is provided with a bevelled edge, ideal for an optional full-colour imprint using digital printing. A generous advertising space is also offered by the handle of the sharp knife that combines Solingen top quality with good handling. The stainless steel blade is produced in a traditional Solingen factory and guarantees a lasting cutting edge thanks to its precision hollow ground surface.

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



DISPLAY WINDOWS WITH STYLE

For the past 20 years, AdHoc has been offering functional design in the tradition of German design companies. Innovative salt and pepper mills and patented slicers are the core products of today's collection of some 150 articles that combine the claim of function, aesthetics and quality. Coinciding with the company's anniversary, the design team is presenting 20 new functional products on the subject of 'spices, wine and tea'. With BUD, a herb and spice slicer and a pepper or salt mill, AdHoc is presenting the Signature Products 2015. Extraordinary design is combined with the patented AdHoc Schneidwerk slicer. It has a special stainless steel blade with etched, razor-sharp teeth that enable dried herbs and spices to be cut up instead of ground. The aromas ensure a whole new pleasure experience. The BUD Pepper or Salt Mill, on the other hand, has an absolutely rust-free and wear-free high-performance ceramic grinder. Both versions are real eye-catchers, upright or horizontal.

49320 • mood rooms eK • Tel +49 2193 5331579
info@mood-rooms.de • www.mood-rooms.de



FAR EASTERN FRAGRANCE

Among the best sellers of the well-known wellness brand Rituals are scented candles. The stylish candles exude a pleasant fragrance. Inspired by ancient oriental traditions, each candle tells its own story. In the production, carefully selected ingredients are combined with advanced technology, whereby the exotic fragrant flair that unfolds can be enjoyed in a unique way. The high-quality attractive scented candles burn in black or white glass and are packaged in an elegant gift box. There are different scents to choose from, such as “Jasmine Dream,” which combines the relaxing and harmonizing power of jasmine flower with the soothing properties of ylang ylang, the “flower of flowers”; or “Under a Fig Tree” which combines the mystical, earthy scent of sweet, fresh figs with Copaiba oil, which has a cleansing effect on the body and mind. The scented candles have a burn time of 50 hours and give the living room, bedroom or bathroom a very special atmosphere.

41941 • Trendfactory BV • Tel +31 2526 222-33
info@trendfactory.eu • www.trendfactory.eu

CHIC AND MULTIFUNCTIONAL

The striking design of the “Schneidbrett Plus” from elasto form KG not only stands out from conventional cutting boards visually, but it also offers some advantages. The working surface remains free of unwanted fluids thanks to the practical sap groove. The two converging side walls form a funnel and thus simplify placing ingredients into the pot or pan without tediously removing misplaced ingredients from the hotplate. The cutting board is made of high-quality, odourless and tasteless plastic and is available in many different colours. On request, the cutting board can be printed.

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





RECHARGE VITAL ENERGY

This is the right snack for health-conscious people: The high-grade Vital Muesli with vitamin-rich pieces of bananas, apricots, apples and plums from Kalfany Süße Werbung. Take it with you wherever you go, the ideally portioned snack can be served right after jogging or in the morning break. Packed ready-to-serve, Vital Muesli is a complete and healthy snack in the office. And enriched with fresh fruit or a Klacks yogurt, it turns into a 5-minute holiday. The 150 x 95 mm large bag in either clear or white fresh offers effective advertising space. And with a special awareness of people and the environment, Kalfany Süße Werbung guarantees high-grade muesli with 30 per cent fruit in its in-house, IFS-certified production.

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

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

COLOURFUL TABLE KNIVES

The “Bon Appetit” collection from Opinel ensures a good mood when eating simply through its variety of colours. The satisfaction at the table is then further enhanced by the perfect cutting functions of the blades which are made of modified Sandvik 12C27 stainless steel. Opinel knives are made in France, more specifically in Chambéry in the Savoy region, and feature beechwood, the typical handle material used by Opinel. “Bon Appetit” is available in colour-coordinated sets of four (ESPRIT Campagne, Esprit Pop, Esprit Loft) in emotionally-designed cardboard packaging or alternatively as individual knives in 12 different colours.

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www.logolini.com | info@logolini.com



THE SOFTPAD MUG BOWL

The Softpad Mug from Mahlwerck Porzellan already appeared worldwide in 2011 at the exhibition "Design in Germany" and is a bestseller at Mahlwerck. This extraordinary cup has now been accompanied by a new porcelain bowl: the Softpad Bowl in a unique mixture of materials. The unpretentiously decorated bowl is perfect as an eye-catcher in any ambience. It provides plenty of space for personalization and appears trendy, fresh and modern thanks to its materials. The removable pad provides a secure non-slip hold. For a long time, bowls occupied a niche in the promotional product market, but they are now enjoying an increasing demand as the demand in the private and office sectors is enormous. Thanks to the many possibilities of finishing, the Softpad Bowl transports a young, trendy and innovative image. Advertising on the inner surface is particularly eye-catching with this bowl. And for the first time it is possible to engrave the inside surface of the Softpad Bowl. The engraving is easily cleaned in the dishwasher as porcelain features a sealed surface.

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



ROCKY AND SHARP ACCESSORIES

The ROCK CHEF line from the company Karlowsky Fashion is not only well known to all kitchen professionals, but also very popular because of its cool looks. For all lovers of good taste, ROCK CHEF now offers razor-sharp accessories that rock. The professional knives made in Germany make the heart of every chef beat faster. The sharp parts are forged from chrome-molybdenum-vanadium steel and are available in six different designs. Of course, the distinctive ROCK CHEF design also plays an important role here. As a special feature, the stylish parts are also available with personalized etching and thus, of course, as a special promotional gift. Everything about the ROCK CHEF collection can be found at: www.rockchef-original.de

47464 • Karlowsky Fashion GmbH • Tel +49 39204 91280
info@karlowsky.de • www.karlowsky.de



HEARTY OPENER

Who doesn't like to hear that someone wants to give him their heart? No other symbol stands for such affection, love and friendship. The Reflects brand from LM Accessoires now includes kitchen magnets with a built-in bottle opener so that hearts can be opened and connections can be kept forever. They come in a vibrant red and have plenty of space for placing heart-warming messages on them. What is more, the little heart-shaped Reflects-Amalfi model is for sale at an especially low price and can be finished using pad printing.

42487 • LM Accessoires GmbH • Tel +49 2234 9900-0
info@lm-accessoires.com • www.lm-accessoires.com

INNOVATIVE SNACK TRAY

FLIP Snackboard is an innovative snack tray that can be used as a serving tray, snack plate, chopping board or picnic plate on both sides. This smart designed kitchen accessory can be easily assembled into various combinations and sizes. The system enables to combine several Flips in a row and assemble the size of a plate that fits the snack. Flips are small and perfectly fit into each other which results in easy storage. They can be produced in custom PMS colours and engraved with the logo.

49482 • Invented4 • Tel +386 40 436480
grega@inventedfor.com • www.inventedfor.com





DESIGN CLASSICS OF THE KITCHEN

The KitchenAid stand mixer “Artisan” is both a timeless design classic and a highlight for any kitchen. It has many functions. Grating, slicing, pureeing, straining, kneading and beating are easily possible with the multifunctional mixer. Delivery includes a beater, whisk, dough hook, a 4.8-litre bowl with ergonomic handle as well as a pouring shield with filling chute.

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



PEELING IN STYLE

Victorinox presents a somewhat different vegetable peeler from Switzerland – an award-winning design object that quickly shows what it can really do. The unusual shape of the Victorinox Edition features ergonomically designed gripping surfaces. Right-handed and left-handed persons alike will therefore have direct and precise control. High-quality matt brushed stainless steel is combined with an easily replaceable rustproof blade. Functionality and durability of the Swiss product convince. By using laser-engraving, the peeler can also be extensively finished and used in advertising and promotions in numerous ways. A sharp cheese grater is also available in the same attractive design. Peeler and grater are available individually or in a set.

44281 • Victorinox • Tel +41 41 8181211
b2b.ch@victorinox.com • www.victorinox.com

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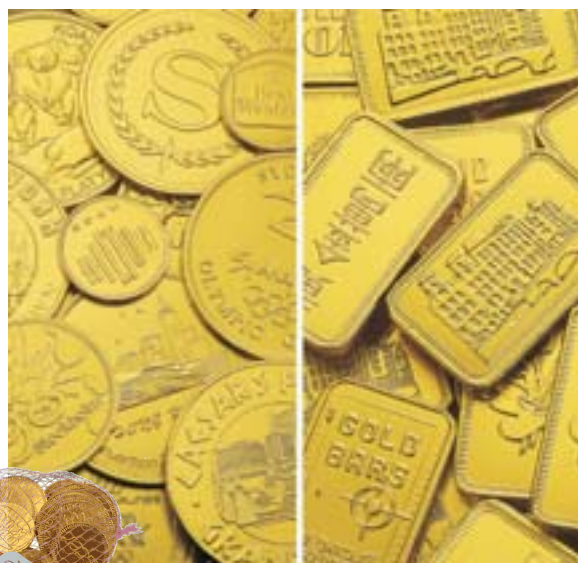
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Robert-Bosch-Straße 14

41844 Wegberg

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Telefax 00 49 - 24 31 - 7 27 65

www.stereo-holland-gebaeck.de

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Art. 256410

- Herbertz Einhandmesser
- Klinge aus Qualitätsstahl AISI 420
- Teilsägezahnung
- Griffschalen aus Pakkaholz und Edelstahl
- Gürtelclip
- Klingenlänge 7,6 cm



Art. 107600

- Herbertz Multitool
- Zange und acht weitere Werkzeuge
- Leichtmetallgriff mit edlen Pakkaholzeinlagen
- Gürtelclip aus echtem Leder
- Lieferung inklusive Bitsatz
- Länge geschlossen 10,3 cm





PAPER INSTEAD OF PLASTIC

Sky blue, apple green, sunny yellow, straight, with a kink, jagged, dotted, striped or with a customer's own logo, brand or statement – the customer has the choice. These straws are about two-thirds thicker than the normal drinking straws of comparable imported articles from Asia. In addition, the biodegradable, compostable, 100 per cent chlorine-free paper straws printed with natural food dyes are a stylish and sustainable advertising medium. From just 4,800 units, the customer can communicate “green” values with his logo. With over 48 different colours, patterns with different sizes and lengths, the company Bio-Strohhalme offers a large standard assortment.

49444 • Bio-Strohhalme GmbH • Tel +49 89 716777199
info@bio-strohhalme.com • www.bio-strohhalme.de

SNACK TO GO

The “Joko” thermo box from Inspirion brings cold and hot food at the right temperature to their destination and keeps the temperature constant for up to four hours. The box has a capacity of approximately 450 ml. Particularly handy is the removable tray which is also suitable for the microwave. And thanks to the two separate compartments, meals can easily be portioned. For those who want to have a bite to eat on the go, a compartment with a hinged fork-spoon is located in the lid. In addition, the box can be transported with ease thanks to the recessed handle in the screw cover. The thermo box is ideal for transporting hot meals and picnic goodies and is sure to match your customers' taste all year round.

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





ENGRAVING – STYLISH AND CLASSY

Tableware plays an important role for us and for other cultures. In a restaurant or at a party, the hostess or host attaches importance to a beautifully set table which welcomes guests in style. Glasses with engraving or finely engraved silverware are a surprising variation that can be a real eye-catcher at any table setting. The engraving is individually selected – with the logo of a restaurant or private, for example, with the guest's name or the company logo on the cutlery. Such fine variants testify to style and are sure to be remembered for a long time.

49291 • Laserpix • Tel +49 511 37018080
info@laserpix.de • www.laserpix.de

FLOATING DRINKS

The practical, double-walled drinking glasses from Global Innovations score in two ways. Special processing ensures they are a real eye-catcher. It appears as if the drink is floating in the glass. The second feature is the longer cooling period of beverages thanks to the insulating air layer. The glasses are also suitable for hot drinks and are available in many different designs. Global Innovations offers finishing with printing or engraving for a minimum order of 5,000 pieces.

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



EFFECTIVE SURPRISES

In daily use, drinking vessels are faithful companions for hot or cold drinks when quality and decoration convince. As one of the world's leading providers of finishing for cups and mugs made of high-quality glass and porcelain, Rastal offers a variety of decorative options – sometimes classic, sometimes effective and in particular environmentally friendly. ECO decoration with an organic colour system features more vivid colours and yet is completely environmentally friendly. It enables an almost unlimited range of colours. Logos, lettering or images can be implemented in almost all Pantone colours that are absolutely true. Classic screen printing with organic colours, which is cured by UV radiation or heat, provides clearly visible advantages: Brilliant colours such as pink can be used at any time. Better adhesion is achieved by special pre-treatment of the glasses and cups, which guarantees that heavy metal-free UV inks can also be safely used in the mouth area. The applied decoration appears incredibly realistic. The new website www.rastal.de shows an overview of all possible finishing options offered by Rastal.

41829 • Rastal GmbH & Co. KG • Tel +49 2624 16-0

werbeartikel-service@rastal.com • www.rastal-promotion.com



GENUINE EYE-CATCHERS

This round's on me! – this is the word now with the new coasters in massive, FSC-certified wood from e+m Holzprodukte. The coasters look great on any table and are ideal promotional gifts for everyone who wants to show sustainability in their promotional strategy and score points at parties, festivities and events with real, genuine eye-catchers. These shippable products are also perfectly suited as on-packs or mailing boosters. Many different motifs are available, with variations on the "Dahoam" in particular. Special productions featuring custom motifs are applied by means of printing or laser engraving and are available any time if ordered in appropriate quantities.

42200 • e+m Holzprodukte GmbH & Co. KG • Tel +49 9181 2975-75

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





Die Handschrift der Werbung

TRINITY

Softtouch by **UMA**



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

COLOURFUL TABLE

For a colourful table setting, Bühring recommends innovations made of wool felt in compliance with Oeko-Tex Standard 100 – Made in Germany. The “Hahn” egg warmers are eye-catchers at the breakfast table. Individual or simple round shapes are available on request. The “Salute” drip catcher helps to keep the table clean. With the Velcro fastener, the “Salute” is suitable for any bottle. The natural material is available in numerous peppy or subtle colours. Production is project-based, whereby individual modifications can be considered. Advertising can be affixed to the wool felt using transfer screen printing, woven label or embroidery. The delivery time is about 4 to 6 weeks after approval of the sample and logo, depending on the quantity and colour availability.

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

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



THE RIGHT SPICE

The electric salt and pepper mill “Salt n’ Pepper” from Topico puts the right spice into food at the touch of a button. To ensure the soup is not too salty and the chili is not too spicy, there are clearly labelled operating buttons with “S” for salt and “P” for pepper. The high-quality ceramic grinder can handle almost all spices and ensures a long service life. The stylish grinder not only peps up food, but also cuts a good figure on the table. Salt n’ Pepper has an attractive white plastic housing as well as a split window for salt and pepper. Thus cooks always know when the mill has to be refilled.

44327 • Topico Ideas for excellence • Tel +49 421 5227-0

sales@topico.de • www.topico.de



A CUP OF PEPPERMINT

Multiflower, always good for tasty green promotional ideas, also has an attractive offer on the topic of glass: an elegant cup in which health and wellness can grow. It works like this: simply let the compressed soil swell with water, sprinkle in the peppermint seeds and soon the healthy seedlings will be growing out of the cup. The peppermint leaves are perfectly suitable for a soothing tea infusion. The surrounding banderole offers plenty of space for an advertising message. An individual design is possible from just 250 pieces.

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

LET'S GO PARTY

The extra-large glass drink dispenser called "Miami" (volume capacity 8 litres) for use with ice and fruit is a conspicuous eye-catcher at any event. Drinks can easily be kept cool and protected from contamination outdoors. Thanks to the small tap, everyone can easily be individually served. Advertising can be attached by using (multi-coloured) stickers on the individual packaging.

47300 • Easy Gifts GmbH • Tel +49 911 8178111
info@easygifts.de • www.easygifts.de





“TOMAHAWK” GRINDS BEAUTIFULLY

The “Tomahawk” electric spice grinder looks beautiful on any table. The stainless steel grinder is suitable for various spices (e.g. pepper, salt, chilli). With an automatic function, the ceramic grinding mechanism switches on automatically when tilted. It is adjustable from coarse to fine grinding. The fill level of the spice chamber can be viewed through the acrylic window at all times. The “Tomahawk” has an attractive design and a high-quality finish. In addition, it has also been tested in accordance with the LFGB standard and is packed for delivery in a gift box. (Batteries are not included.)

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

FEAST FOR THE EYES

Appetizers and desserts can be served particularly appetizingly on this serving set for four people, and small messages can be created on the slate with the enclosed chalk. The attractive set consists of four glasses with porcelain spoons and four decorative spoons made of 18/8 stainless steel. The set is individualized by the supplier Macma by means of (multi-coloured) digital print on a label that is affixed to a suitable position of the individual packaging.

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



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ATMOSPHERIC ACCENTS

Available at Löw Energy System, the MiPow Playbulb Candle offers tableware of a very peculiar kind. It combines unrivalled “real” LED candle light with the numerous functions of an app. Whether it be colour, brightness or effects, with a finger swipe everyone can be a light conductor. Thanks to the integrated lavender-scented chips, MiPow Playbulb Candle also creates a great experience for all the senses. The handy candle in a modern design is very versatile and can be used without a cable. Ideal to emphasize the main features or to create an impressive mood with several candles. Especially handy: In no time at all, the LED candle can be converted into a real tealight holder.

47113 • Löw Energy System e.K. • Tel +49 2181 479100
info@loew-energy.de • www.promohub.de



MELAMINE TABLEWARE

High-quality melamine tableware from gimex combines great looks with perfect functionality. The highly durable, unbreakable melamine products are characterized by their porcelain lustre and durability. In addition, the tableware is low-noise, food-safe, hygienic, odourless and tasteless, dishwasher and freezer proof and BPA free. In various product lines, there are many modern and timeless designs of high quality as well as all kinds of accessories. And almost everything can be customized as desired. All products of the large assortment are regularly tested in accordance with the latest and most stringent EU regulations for food safety. gimex was founded as a trading agency for recreational items in Bergisch Gladbach, Germany in 1989. Today, the family enterprise sells worldwide and has become a well-known brand.

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



ATTRACTIVELY DESIGNED

Maximplus now offers a new addition to the possible finishing of tableware with the “Sofia velvet” porcelain cup. In doing so, the company wants to meet customer demand for individuality and brand conformity even more. Sofia velvet is an attractive design of New Bone China porcelain, which is offered in white and five shiny interior glazes. In the new version with a velvet surface, a matt scratch-proof outer finish is custom fired in three attractive colours in the decoration factory. This underlines the product shape with a matt velvety shimmer and makes the cup a real eye-catcher. Using conventional hot pressure outside and/or inside, the desired finishing is then added and fired scratch-proof and dishwasher safe. Matt black, matt grey and matt brown are available as exterior colours.

46736 • maximplus • Tel +49 3379 322200

psi@maximplus.eu • www.maximplus.eu



WINE TOOL

Troika has given its individual wine tool its own name: “Cork Jack”. Wherever technical finesse, quality craftsmanship and creative instinct come together, the gifted hands of designer Hubert Beck usually have a part to play. The former automotive engineer drew on his entire experience to create this elegant tool: 18.8 high-quality stainless steel, solid design of all parts and a mechanism which is probably unique. Just like a car jack, the “Cork Jack” ‘pumps’ the wine cork effortlessly and accurately out of the bottle. Simply calling it a corkscrew would therefore almost be an insult. Troika offers this amazing item with an advertising message engraved on the lower edge and/or the upper rotating part.

46311 • Troika Germany GmbH • Tel +49 2662 95110

d.roether@troika.de • www.troika.org





The revision of the product portfolio was one of the most important tasks as part of the reorientation of MOB.



MID OCEAN BRANDS

FULL STEAM AHEAD

Mid Ocean Brands is regarded as one of the leading importers of the industry. But even the largest ships sometimes have to redefine their course. Managing Director Rutger de Planque and his team have managed to do this in the last two and a half years: The ship has been completely renewed and is heading for further growth more than ever before. An interview with Christof Achhammer who implemented the change process in Germany, Austria and Switzerland as Regional Director.

We meet Christof Achhammer on the premises of the German sales office in Koblenz. The Regional Director for Germany, Austria and Switzerland takes us through a spacious office floor with several large, open-plan areas, a fully stocked

showroom, a conference room and a tastefully furnished lounge. This part of the building had been carefully modernized in 2014 under Achhammer's direction and equipped to the highest standards. The ensemble impresses with its spacious, modern loft char-

acter – a successful documentation of the restructuring of the company. Mid Ocean has been consolidated, redefined and strategically realigned. And every customer who enters this office floor sees at first glance: Here is a professional, well-organized and effective going concern.

NEED FOR ACTION RECOGNIZED

To begin with, here is a brief digression into the development of the company: The address Am Metternicher Bahnhof is of course well known to us because this was, after all, the headquarters of the former Impex, whose founder and managing director Dr. Michael Fuchs brought his company and the Arco brand into the Mid Ocean Group in 2001. Founded by Chris Koppers in 1964, the Dutch giant KCF and the Spanish ITD had already been under the umbrella of Mid Ocean Group since 1989 and 2000 respectively. Mid Ocean Brands was formed from the three companies and became one of the most efficient suppliers in the industry. How did the company nevertheless run into difficulties? In the first years



Christof Achhammer, Regional Director of Germany, Austria and Switzerland, shows us the new premises of the sales office in Koblenz.

following the merger, business was booming, especially in the southern European markets. The company was expanded to meet the growing demand. In the battle for market share, on the one hand, the company became too involved in a price war with other importers, and on the other hand, a certain Mediterranean phlegm crept in, which was not necessarily conducive to the central European business practices. In this context, the product line, product development and design were not given enough attention. Also the fact that the finishing as well as marketing and sales were dispersed over several sites did the company no good. These decentralized structures as a result of the merger of various companies sometimes led to confusion in the daily business. There was therefore a need for action.

NEW ERA, NEW WAY OF THINKING

The new era began in 2012 when Rutger de Planque joined the company. As an experienced manager, he took charge of the strategic realignment of the company. Be-

tween 1990 and 2010, the industry insider worked at Polyconcept as the managing director of PF Concept and board member of Polyconcept. During this time, he recognised Christof Achhammer as being a capable employee who had been working at PF for eight years. He asked Achhammer to intensify the restructuring in Germany, Austria and Switzerland. In addition to de Planque, Patricia Varela, director of purchasing and marketing, as well as Stephen Gibson as head of the operative business, belong to the management. Both have many years of industry experience and have already been working at the company for more than two decades and one decade respectively. A new concept which focuses on quality and performance has evolved at Mid Ocean in the past two years and it manifests itself in numerous changes that greatly benefit the customer. The above-mentioned developments suggested first targeting the areas of centralisation, product line and staff development in the course of the reorganization.

SHORTENED DECISION-MAKING PROCESSES

One of the first steps was to shorten the decision-making processes within the Group. This was, inter alia, achieved by drastically reducing the middle management that had swollen up in recent years. "We can now act faster and more flexibly. This is especially beneficial to the German and Swiss markets with their exceptionally high standards of quality and service compared to other European countries," says Achhammer. Due to the streamlining of hierarchies, there are only three regional offices today. Today, Mid Ocean maintains sales offices and showrooms in the Netherlands, Germany, France, Spain, Hungary and Russia. Together with offices in Poland, Italy and the UK, communication with customers takes place in over 20 languages. Marketing and management were brought from Spain to the Netherlands where accounting has been centralized. This also means shorter paths, higher speed and efficiency. "At staff level, we have achieved



the necessary stability through a productive mixture of long-standing, experienced colleagues as well as many new, ambitious employees. We are also working hard on training our employees," adds Achhammer.

REVISED PRODUCT RANGE AND WEBSITE

The product portfolio has also been revised and is now clearly presented to the customer in a well-structured, attractively designed catalogue. Previously, there were a variety of catalogues. The catalogue is also available online, looks tidy, straight forward and chic. The comprehensive collection of over 2,000 products does justice to its name "more than gifts": Functional, stylish and trendy, the highly communica-

tive collection covers a wide range of products for every budget. The product range is revised twice annually and extended; roughly a quarter are new products. In addition, there are special assortments that focus on Christmas, USB products, power banks, sticky notes and bags as well as a product quick search. In the early summer, the website is due to feature even more clarity, comfort and customer benefits. At present, the company is working flat out to develop a new customer-focused website including a webshop and various marketing tools. The special feature of this new e-commerce platform: customers will be involved to ensure that all their requirements are taken into account in the development. Incidentally, the question "What

does the customer want, what can we do for him?" is not only beneficial in the on-line sector, but also had the highest priority in the restructuring. "We've listened to our customers and implemented their ideas in our business strategies," says Christof Achhammer.

CENTRALIZATION OF PRINTING AND LOGISTICS

Another fundamental decision in the context of the reorientation was the centralization of printing and logistics: Focusing on a single large printing and logistics centre brings Mid Ocean closer to its goal to regain its former significance in the market. Even with this measure, customer benefits are again paramount: instead of supplying neutral or finished goods from three



Quality, design and responsibility throughout the entire supply chain characterize the MOB collections.



Employees work around the clock at the large printing and logistics centre in Poland. This means that every order is delivered in Europe within 72 hours.

different countries as before, all orders are now processed in Poland. A huge printing centre equipped with modern machines as well as large storage capacities ensure greatly shortened production cycles, quick availability of even large quantities, as well as excellent service. Almost all products from stock are finished within 24 hours and reach the customer in Europe within 72 hours. The free 24-hour service, including all personalisation processes, was established as a standard. "Our 24-hour service is not simply a marketing slogan with a lot of ifs and buts, but rather our customers receive, on average, a quote two hours after making an inquiry, an order confirmation an hour after ordering, and the proof within a further two hours," says Achham-

mer. A total of 26,000 pallet spaces are available in Poland as well as at the headquarters in Barneveld, which equates to a storage capacity of 31 million articles. The SAP-based ERP system reliably ensures smooth operations and transparency. A responsible sourcing team and strict quality management with precisely defined standards ensure that only wisely selected, compliant products from continuously verified suppliers are offered to the trade.

CUSTOMERS APPRECIATE REALIGNMENT

In its 51st year of existence – the founding of KCF, the nucleus of Mid Ocean, is decisive for the anniversary date – the company appears to be optimally prepared for the future. With around 70 million euros

in sales in 2014, more than 500 employees in Europe and Asia and over 52,000 printing orders a year, the signs are good that the company can continue to expand its success. "Our efforts are bearing fruit and double-digit growth has been recorded in almost all divisions. We are very pleased that we were able to win back the trust of many customers with our restructuring," adds Christof Achhammer.

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Here are two examples of customised productions at Trendbagz.

The Trendbagz model called Messengerz.

TRENDBAGZ GMBH

TRENDY AND PROMOTIONAL

The company we are now presenting is Trendbagz GmbH, a relatively young Essen-based company that produces trendy promotional bags – Nomen est omen – “to make brands perceptible.” The PSI 2012 served as a launch pad in the promotional product market.

Trendbagz was founded in September 2011 in Essen, the home of the company. Essen is located in the heart of the Ruhr area and is thus centrally and conveniently situated within Europe. The product portfolio of Trendbagz includes modern and, in keeping with the compa-

ny name, “trendy” promotional bags. When participating at the PSI 2012, the young company presented itself to an international audience for the first time – an ideal springboard for the company’s successful first years, which according to managing director Dennis Wendt entailed

an “excellent market acceptance” within the industry. “The fact that there was a great deal of interest in our products and our service was and still is amazing,” says Wendt.

With its current eight employees who are all “young, dynamic and creative”, an ideal constellation for the company’s orientation, Trendbagz is entirely focused on the industry: “We sell our bags exclusively through qualified promotional product businesses which benefit from our service that is specially geared to the reseller,” says Dennis Wendt when outlining the business field. Trendbagz sees itself as a “specialist in promotional bags made of tarpaulin”, but it also offers bags made of nylon, polyester and felt, and has a solid product range available from stock. “We produce trendy, sought-after promotional bags to make brands come alive. With the help of our expressive promotional bags, brand communication is optimally supported,” says Dennis Wendt. Sales Manager Jakob Kaminski adds: “A promotion-



Sales Manager Jakob Kaminski maintains direct contact to partners in the promotional product trade.



Two examples of the standard "classic" Truckz.

al bag is more than a conventional promotional product. A bag is not only a practical everyday item, but also a fashion accessory. It offers a large advertising space which one carries along and thereby gives the brand a high reach."

"CLASSICS" FROM STOCK

Among the standard products from Trendbagz are the bags called "Truckz", which according to Kaminski "has become a classic in the promotion area" and is available in five different colours, and the model called "Messengerz", a "cheap shoulder bag" in the colours black or white. These and other merchandise are delivered by the company direct from Essen, where a modern goods depot with 1,200 square metres of storage space is available.

QUALITY AND SERVICE HAVE PRIORITY

The Essen-based company attaches great importance to quality. In addition, a "fast, flexible and customer-oriented service" also plays an important role. Dennis Wendt adds: "The majority of our bags are avail-

able from stock, thus guaranteeing fast delivery." And Jakob Kaminski emphasises, "We make the impossible possible, ensuring our customers do not have any headaches." On the subject of customised production, Sales Manager Roland Willach says: "We gladly develop customised products together with our customers so that we can utilise our experience and know-how."

ON THE RIGHT TRACK

In order to ensure quality assurance, Trendbagz works together with recognized companies such as SGS, Intertek and Bureau Veritas. These test institutes test the goods according to EU directives and, for example, to specific customer requirements. For this purpose, it also operates an office in Ningbo, China. "In China, Trendbagz employs independent quality controllers who monitor the entire production chain. Custom-made goods are always subjected to a final inspection before shipment. And through constant vocational training, our employees are al-

ways up to date," says Dennis Wendt. In the future, Trendbagz plans to expand its portfolio with new stock products such as the model "Towelz" (from May 2015), the introduction of express delivery times (finishing within 5 to 7 days) and the establishment of sales offices in Europe. <



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www.trendbagz.com



EDUARD VAN WENSEN

PIONEER WITH VISION

Three promotional products have shaped the professional career of the Dutchman Eduard van Wensen: Wuppies, disposable cameras and golf balls. He managed to get off to a rocket start with Wuppies, disposable cameras lured his creativity and golf balls are today both his job and his lifestyle.

Eduard van Wensen was first introduced to promotional products during his first job at the airline company KLM. As a young buyer, they were on his shopping lists. They quickly became his favourite products. Creative small promotional products amazed

him. He became more and more involved with them and discovered new memo blocks with all-round printing. This was the product par excellence for him because he was fully convinced of their advertising effect. He did not want to pass up the

opportunity. He soon found a manufacturing partner, sent an advertising flyer to over 1,000 companies in Holland and soon received his first major order for 25,000 units. This was the step to self-employment. He opened a small office and bought his first typewriter and telex.

SUCCESSFUL ENCOUNTERS

Then he got to know Tom Bodt, a compatriot who was equally impressed by giveaways and who would become his business partner. The former KLM man van Wensen and Bodt, the son of a pilot, were able to fly around the world for little money and they did this extensively. Always on the lookout for new ideas for the promotional product market. In New York they came across Wuppies. At the time, they were not promotional products, just little popular pompoms which you could "stick" onto the your opposite's shoulder or lapel. van Wensen and Bodt obtained licences, found manufacturers and brought the Wuppies to Europe. Initially not as a promo-

tional product, but as a humorous product for a thousand occasions. Soon more than 10 million Wuppies were sold over the counter. The joint company WeBo Promotion became a shooting star.

WUPPIES FOR EUROPE

The Dutch singer Vader Abraham, who landed an international hit in 1978 with the “The Smurf Song”, also recorded songs about the Wuppies, including “We are the Wuppies”, “That must be Wuppies” and “Wuppie-A-Jeh”. It was not long before Vader Abraham travelled with the Wuppies throughout Europe giving concerts and autograph sessions, and thus introduced the little pompoms to his fans. 1984 saw the premiere of the Wuppies as a promotional product at the PSI. van Wensen and Bodt had attached small textile flags to the popular cuddly figures and suddenly there was space for advertising messages and logos. Even the faces of the Wuppies were becoming as diverse as the requirements of the advertisers. Soon there was no industry or profession which the Wuppies could not somehow personify. For instance, there was the little Wuppie cook, the Wuppie roof tiler and the Wuppie petrol station attendant. Bodt and van Wensen parted company at the end of the eighties. Bodt took over the Wuppies alone and soon became known as Mister Wuppie; even at the PSI, everyone knew him only with at least one Wuppie on his shoulder.

AD CAMS AS SALES HITS

Eduard van Wensen searched for new goals. In the successful product range of WeBo Promotion there was still the Juwel disposable camera which at the time enjoyed a “hype” similar to today’s selfies. From just 100 units, they were available with a logo

and individual all-round packaging: as a small “cottage for building societies” or as the outer packaging for savings books for banks. The experience gained with Wuppie creations paid off with the disposable cameras. And the price was right: one or two deutschmarks was not enough to buy even a film in a store, let alone both a camera and a film. Logically, the Wensen cameras in the specifically created “Ad Cam Europe” were a sales hit. But sales hits only remain at the fore until they are stopped in their tracks. In the case of Ad Cams, it was the new digital imaging technology. Cameras became smaller and handier and found their way into mobile phones. Who still needed disposable cameras? Sales did not gradually drop, they collapsed – from 100 down to zero.

ADVERTISING IN GOLF

Too bad for van Wensen. However, it was not a setback for him but rather a reorientation. By 1990 he had already established another business mainstay. LoGolf, a company that had committed itself entirely to advertising with golf products. van Wensen was certainly in his element because golf is a sport in which he really thrives. Hence his instinct for creating attractive and efficient advertising with golf articles. Eduard van Wensen goes into raptures when talking about it: “Isn’t it simply great if I can place a ball marker on a good spot on the green and at the same time see a pro-

motional message – a contact that you cannot rate highly enough. Golf balls with logo accompany me the whole day. Tees and pitchforks are always in my pocket. A day full of leisure and pleasure with quality promotional messages “. Yes, van Wensen is more than convinced of his products.

LoGolf generates 70 per cent of its sales with promotional golf balls manufactured by the leading companies in the industry: “Promotional balls are professional balls”. At least they can be, says the man with a handicap of 8, who therefore also knows what he is talking about. The arguably biggest supplier in this field in Europe generates the remaining turnover with golf and tennis accessories. For van Wensen, the future of golf is clearly visible: golf will grow both in terms of quality and quantity. “The more golf courses and clubs there are, the more people will be able to afford the former elite sport. Today we see a lot of young, sports-minded people on the fairways. They love promotional messages that are chic.”

CAPTURING NEW MARKETS

Eduard van Wensen also suffered from the fact that a sport like golf did not remain unaffected by the biggest financial crisis of recent times in 2008. The market shrunk by 60 per cent. Not an easy time. LoGolf was saved by its significant market presence. Whoever constantly exhibits at the PSI for 30 years and permanently supplies over 6,000 members with specific information can be saved by a solid base of regular customers and a high level of consumer awareness, even in bad times. Today Eduard van Wensen can look to the future with considerable confidence. He recently founded LoGolf France. After all, the Ryder Cup near Paris in 2018 “is just around the corner”. The most media-intensive tour-



EDUARD VAN WENSEN IN PERSON

What was your first thought this morning?

Storm, wind force 10, hopefully the tiles will stay on the roof.

When is your day a good one?

When the sun is shining and there is a lot of snow on the ground.

What gets you in a good mood?

When everything is fine with my children, grandchildren and of course in the company.

And what drives you crazy?

If something does not work as I would have liked.

What are you most likely to forgive yourself about?

I'm sometimes a bit untidy.

When do you lose track of time?

During a cheerful evening with friends with a few glasses of Corenwijn and Dutch herring.

If you were forced to take a four-week holiday, where would you go?

I would rent an apartment in the heart of Rome or Paris.

What do you like spending your money on?

On investments in my company.

Do you let yourself get seduced by advertisements?

Sure, if they are really good and funny.

When is a promotional product a good promotional product?

If a close relationship between the product and the advertising company exists and the recipient is reminded of this.

What is the best promotional product you have ever received?

This will be the product that I am presenting at the upcoming PSI.

What do you find irritating in relation to promotional products?

The fact that you constantly think about them and have to consider new gadgets.



nament in the world. It is time to take the initiative because, as van Wensen knows: "You reap what you sow".

BECAUSE IT'S FUN

He has hired two young "French Dutchmen" to professionally contend for this rather difficult market. One for communication and sales, the other for the financial management of LoGolf France. When Jonathan Buttet, the Sales Manager, was a child, van Wensen used to rock him on his knees at his French holiday home, and the other new LoGolf colleague is his best friend from university. Both have French and Dutch parents, both speak both languages and more importantly, both are extremely excited about the new task. But the selection of these employees – as well as the other colleagues – shows how Eduard van Wensen ticks: He is passionate about products, but even more so about people. He has to be able to develop a deep relationship with both. Both must be good, honest and durable. This spirit can now be felt in the offices in Naarden, which not only serve as the workplace for Eduard van Wensen but also as a kind of living room. And even the medieval town near Amsterdam which Eduard van Wensen chose, with its ramparts, endearing lanes, old houses, modern designer shops and good restaurants, reveals what the golf man from LoGolf really values in life: work and success, but also life. Living like God in France – not just on vacation.

<





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NATURALLY TRENDY

The wool felt items from mbw are made entirely in Germany, from the wool to the finished product. The trendy pouches for smartphones and tablet PCs, as well as lanyards, key chain pendants and coasters, are made regionally in sheltered workshops. All items meet the strict requirements of the Oeko-Tex standard 100 certificate. Top sellers are the felt loops with keyring. There are seven sizes, more than twenty colours and two thicknesses to choose from for the design of a felt loop. Advertising is applied by means of silk screen transfer printing. A special highlight is to have a logo applied to a sewn-in label. mbw offers four variations: web label, printed canvas and printed or embossed silicone.

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Turn a swimming light into a candle that burns for up to 20 hours? Nothing is simpler. Because this initially unspectacular flower burns for hours with the help of water, vegetable oil and a small piece of kitchen roll and can easily be redecorated. The card, as the carrier of the swimming light, can be individually customised with a promotional message in 4c digital printing.

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Style is the business of myrtle beach and James & Nicholson: trendy colours with Mustermix stir up the “grey in grey” of everyday life at the office. Shirts and blouses with fine striped patterns and contrasting colours for the linings on collar and sleeves are combined in a trendy way with charcoal grey softshell jackets. As a stylish colour accent, the Gipsy Scarf in five cool colours rounds off the perfect outfit for business and travel. All items can be customized by printing or embroidering.

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Fast food becomes “fast promotion”: a highlight that’s good enough to eat is supplied by JUNG Bonbonfabrik with the Trolli brand mini-burger. Used in a promotional card that can be customized through digital printing, this little snack made of fruit gum and marshmallow (roughly ten grams) makes for an eye-catching give-away which can be put to many different uses. What is more, the JUNG marketing team offers ideas on which claims can be used to advertise in which industries as a free service.

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NEW FORMAT FOR MODERN USERS

The book or pocket calendar is no longer the only medium people can use to handle their appointments. The electronic organizers for PC and smartphone have long taken over everyday life. However, only a few users rely exclusively on digital media. For the contemporary appointment calendar this means that, in the future, it must offer users this plus of supplementary notes and handwriting and put them at the centre of attention. The Hybrid Timer from Geiger-Notes combines a calendar at the beginning or end of the book with pages for notes, that is, the functionality of a calendar with the benefit of a notebook. And does so in a full product range with various models, formats and types of calendar. This ensures that the right model is available for every type of user and advertiser – from the monthly overview to the large-scale weekly timer, from subdued tone on tone embossing to brash 4c printing on the cover. And always in “Made in Germany” quality: every Hybrid Timer contains the full regalia of business notebooks from Geiger-Notes, starting with microperforation on all pages up to the slip-in pocket.

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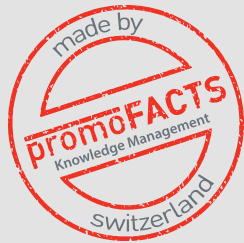
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TERMINE*

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28.04.2015 Olten, CH
07.05.2015 München

15.09.2015 Olten, CH
22.09.2015 Düsseldorf
29.09.2015 München

„Werbeartikel im Marketing-Mix“

09.06.2015 Düsseldorf
16.06.2015 Olten, CH
23.06.2015 München

10.11.2015 München
17.11.2015 Olten, CH
24.11.2015 Düsseldorf

*jeweils 9.00 - 17.00 Uhr

Wir freuen uns
auf Ihre Teilnahme!

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SEMINAR 1

„DER MEHRWERT DES WERBEARTIKELS“

Inhalt:

- Der Mehrwert des Werbeartikels
- Werbeartikelmarketing
- Erfolgreiches Briefing mit Kunden
- Werbeartikel im crossemedialen Einsatz
- Werbeartikel als Werbebooster – Multisensorik
- Case Studies

Nutzen:

Durch die Vermittlung von Theorie und **Übung in Gruppenarbeiten** kann das Wissen am nächsten Tag in die Praxis umgesetzt werden. Sie steigern die Effizienz und die Effektivität bei Ihrem Kunden.

SEMINAR 2

„DER WERBEARTIKEL IM MARKETING-MIX“

Inhalt:

- Werbeartikel SWOT
- Vom klassischen Marketing zum Werbeartikelmarketing
- Erfolgreiches Briefing mit Kunden
- Praxisorientierter Workshop
- Erfolgsfaktoren und Werbewirksamkeit

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CONGRATULATIONS

I already received a number of congratulatory messages on the founding day of the new GWW, the general association of the promotional product industry in Germany. Personally I was very pleased about that. It was also an occasion on which we can all congratulate ourselves in Germany. An event which is a significant milestone in the development of the industry. A milestone that was reached after a long time that occasionally involved arduous negotiations. It was also a bold result of negotiations which ultimately led to the

dissolution of the three traditional associations bwg, BWL und AKW. Such a consolidation has taken up to ten years in other industries. Viewed in this light, the two years have been a good time to take everyone along on the journey.

26 March 2015 once again clearly illustrated the long history and tradition of the promotional product industry in Germany to everyone involved. Following this review, our attention is now focused on the future. The consolidation must bring a new way of working that will represent

the interests of the industry more effectively. This is particularly true for the political work. The new slogan: speak with a more forceful voice that others will hear and take notice of.

The new GWW is on the right track. But what about the other European associations and EPPA? By all accounts, not much, least of all from EPPA. Political work, lobbying, providing assistance, industry data – all non-existent. The Northern and Western European associations are still the most active at national level. Contacting the Southern Europeans is, to some extent, quite difficult. More exchange of substantive information and joint activities would be desirable. One goal – but it must be wanted by everyone.



» The new GWW is
on the right track. «

Best regards,

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

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



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 new 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.

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SWEET PROMOTION

The word among many advertisers nowadays is that compared to other forms of promotion, representational advertising boasts an unbeatable effectiveness thanks mainly to its multi-sensory properties. Anyone who has ever been fascinated by promotional products continues to rely on this medium as a permanent part of its marketing mix. In the June issue, we will be presenting a group of products that appeal to multiple senses simply as a result of their appearance. We are talking about chocolate and similar sweets. The second thematic section will be presenting novelties from the area of "Winter and Outdoor".

Please give some thought now to the project theme of the July issue with the feature topics of "toys, plush products" as well as "bags, luggage, travel" and send your product presentations (image and text) no later than 15 May 2015 to: Edit Line GmbH, Redaktion PSI Journal, E-Mail hoechemer@edit-line.de.



ARTISTIC INCENTIVES

The membership of the PSI network has recently been enriched by one of Germany's major traditional companies with a worldwide reputation: Porzellanfabriken Christian Seltsmann GmbH was founded in 1910 and following the acquisition of "Königlich privilegierte Porzellanfabrik Tettau" with four specialized porcelain factories and an art department incorporated in 1990, it has developed into a Group which to this day has been run as a family enterprise. The company supplies the industry with a highly sophisticated, extensive assortment of fine, artistic incentives.



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What began as an experiment at the PSI 2005 has established itself as an extremely useful and much-used service of the PSI: The PSI Design Forum is now a creative advisor and design partner for the promotional product industry. Four experienced designers provide information on the procedure of the design process, from choosing the right designer to forms of remuneration as well as on the technical and legal framework. The Design Forum is permanent available at: www.werbeartikel-design.info



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