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POWER FOR PROFESSIONALS

International magazine
for promotional products

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JOURNAL



Carole Hübscher
Caran d'Ache
Life for a world full
of colours

Product Guide

Chocolate and sweets
Winter and outdoor

Seltmann

Artistic incentives

B&D Merchandising

Into the future with
"Smake"

BK Besteck + Kappel

New products in
the new warehouse

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COMPLIANCE
UNCERTAINTY
ABOUNDS



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EDITORIAL

EUROPE IS QUIET

For a good two years, nothing more has been heard from eppa (European Promotional Products Association) and even before that little had been heard about the European association. The plans of the past years, a dilettantishly organized image campaign and a certification at the European level have fizzled out or come to nothing. The money for the campaign could just as well have been thrown down the drain, and no one knows whether any of the work on the certification will ever be practical enough to see the light of day. But where a great deal of money has trickled away, someone has to bring up the subject, however painful it may be. It is remarkable that even the companies who paid the piper have been left holding nothing, virtually without a complaint.

It is high time to subject the failings to thorough scrutiny. And then everything has to be put forward. Even the quite earnest question as to whether an industry like the promotional product industry has any need at all for a European association. If we need it, then we must ask ourselves how an association of this type has to be structured in order for its work to be efficient and success-oriented. On this basis, a budget must be prepared and a concept submitted regarding how the funds can be used. Once this has all been done and enough money is in the till, then it will be time to once again start on the specific planning for a reinvigorated eppa.

In my opinion, a permanent, competent office with staff who are just as competent must be set up in Brussels if the whole thing is to make any sense at all. The necessary continuity in association work cannot come out of a circle of constantly changing national boardrooms. Brussels is the only European city where so many elderly gentlemen meet for important talks without achieving any results. But this cannot be the future of eppa. Nor a kind of business club like a few actors of the recent past want it to be. Here the perfectly justified question is Business how and for whom?

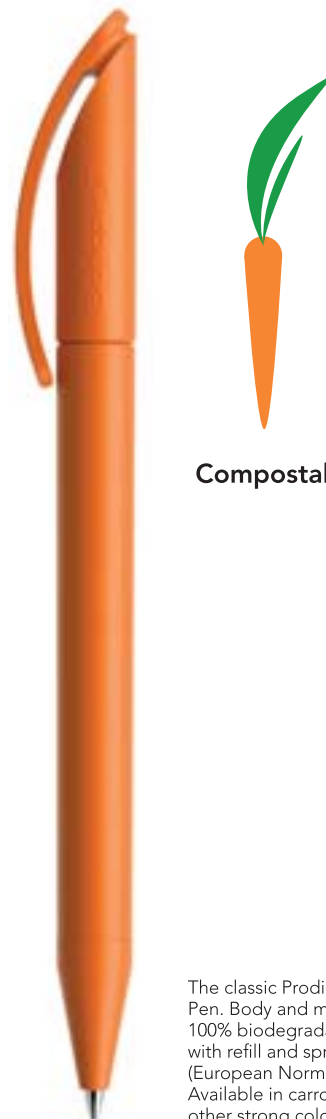
The European promotional product industry is faced with a daunting task. It will now have to confront existential questions. Not a very enticing task for honorary stakeholders. Let us hope that there are enough people who know that political lobbying is a major factor in ensuring the well-being and the future of their own companies.



Manfred Schlösser

Keeping this in mind

Manfred Schlösser
Editor-in-Chief PSI Journal
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SWEET PROMOTION

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It is a well-known fact that advertising with fine sweets is certainly effective. It is always fascinating, however, how diverse the sweet advertising messages can be. The following pages give you an idea of the diversity of the different promotional possibilities of this taste. They show how multiple sensory elements can be combined to form a pleasurable experience that is long remembered.



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Compliance is the latest controversial issue in the industry. Excessive regulations, largely without a legal basis, are making both advertisers and recipients uncertain. We spoke with compliance expert Dr. Hans Rück, a professor at the University of Worms, about the consequences of the new regulation mania and possible options for the industry to take action.

RÜPPNER TRADE SHOW: ADDED VALUE FOR CUSTOMERS

36



On 27 April, the team at Werbemittel Rüppner GmbH & Co. KG from Braunsbedra invited its customers to the annual in-house trade show, which once again took place at the Leonardo Hotel Weimar. Once again, it was an event with added value for guests.

PRODUCT GUIDE: WINTER AND OUTDOOR

38



Given their "nature", people continually require the elementary outdoor experience even in a completely tightly organized living environment. A whole industry is devoted to this urge and the promotional product industry has a lot to contribute to this theme.

CAROLE HÜBSCHER: LIFE FOR A WORLD FULL OF COULORS

66



In Switzerland, Caran d'Ache is synonymous with graphite and coloured pencils. The name has long since become a premium brand for fine writing instruments. This year, the company that was founded as "La Fabrique Genevoise de crayons" in 1915 celebrates its 100th anniversary. Carole Hübscher, the fourth generation, has been at the helm for the past three years.

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A TOUCH OF NOSTALGIA

Nostalgics are commonly defined as people who wistfully yearn for the nostalgic past, often highly idealized times in memory. They are often accused of wanting to escape from the presence. The Swiss physician Johannes Hofer coined the term nostalgia as early as 1688 and thus described the pathological nostalgia symptoms of Swiss mercenaries who were serving European monarchs. In the 19th century, nostalgia was actually interpreted as a form of depression. It was not until the late 20th century that the picture changed somewhat. Today studies show that nostalgic thoughts and products can have a positive effect on the mind. The advertising industry is trying to exploit the affinity for nostalgia through specific measures such as retrolook. The fact that this can be attractively achieved by certain promotional products is shown, for example, by the products listed here.

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GENUINE SUMMER HITS

“In the Summertime” is a pop song published by the British band “Mungo Jerry” in 1970. To this day, it has been sold 30 million times (not counting the cover versions) and is considered to be the top-selling summer hit to date. Opinion is greatly divided as to whether summer time, i.e. the seasonal time change, is a hit. It was suggested – independently of one another – by George Vernon Hudson in 1895 and by William Willett in 1907. Since 1909, the New Zealand MP Sir Thomas Kay Sidey continuously introduced – and initially also continuously unsuccessfully – a legislative proposal. It was not until 1927 before it was implemented in the “Summer Time Act”. The time change was first applied in parts of Europe on 30 April 1916. Some 60 years later, most countries of the then European Community decided to introduce a uniform summer time – success or not. Genuine hits for summer (and beyond) are the promotional products presented here.



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Ambiguous rules, a lot of scope for interpretation: Dealing with compliance is a balancing act for everyone involved.

COMPLIANCE

UNCERTAINTY ABOUNDS

Compliance is the latest controversial issue in the industry. And rightly so, since at present compliance is the most important cause of falling sales figures in the promotional products industry, along with budget cutbacks. Excessive regulations, largely without a legal basis, are making both advertisers and recipients uncertain. We spoke with compliance expert Dr. Hans Rück, a professor at the University of Worms, about the consequences of the new regulation mania and possible options for the industry to take action.

Promotional products are highly effective marketing instruments whose effects are long lasting without any notable wastage. This is known from experience and has also been thoroughly proven by studies. Likeable, functional and guaranteed to attract attention, they are multi-sensory advertising vehicles that can get people enthused. As legal and legitimate marketing instruments, they fulfil an important competitive function in our market economy. An individually selected, high-value business present goes beyond the mere advertising effect, conveying appreciation and thanks to business partners and delighting them at the same time. The use of promotional products in campaigns has a long tradition and small gifts are part of common business practice. These are facts and the basis of our business. That



recipients get considerable personal advantages from promotional products and presents which obligate or encourage them to act in a particular way is an absurd idea – even in view of the tax deductibility of € 35 at present. Nonetheless, the relatively new profession of compliance officer has managed to shift promotional products close to the acceptance of undue advantage and even bribery, thereby making life difficult for the industry. The uncertainty regarding what items companies can use and what employees are allowed to accept without rousing suspicions of corruption is causing both sides to adopt an attitude of refusal resulting in business partners feeling quickly rebuffed and unnecessarily wasting advertising chances. This harms the industry and the economy.

Professor Rück, compliance is a phenomenon which is having an increasingly restrictive effect on the promotional products industry. Other industries, such as sponsoring or the event industry and tourism, are also suffering from prohibitions and restrictions. What is behind all this?

The aim of compliance is to keep companies honest. It usually focuses on bribery and other illegal or unethical practices, such as money laundering or child labour. Hence compliance is a very important and – as the recent scandals involving everything from Siemens to Ergo have shown – well-founded concern. In the area of marketing, attention is paid primarily to possible illegal or unfair influence on decisions made by customers or suppliers due to gifts of all kinds. These gifts include promotional products and advertising gifts as a matter of principle – especially those able to create a feeling of obligation in the recipient, whether owing to their equivalent financial value or their exclusivity (for instance, because they are not otherwise available). Promotional gifts can have this effect if they are personal and of higher value. The problem with compliance is that even giveaways of little value are now being drawn in. However, who would manipulate a business decision for a key chain pendant or notepad? This idea is laughable. Giveaways are being dragged into the discussion on compliance without any logical reason.

Is it true that the regulations in healthcare are especially strict?

Yes, in the past there have been especially egregious abuses in this area. As a response, the FSA (Freiwillige Selbstkontrolle für die Arzneimittelindustrie, Voluntary Self-Regulation for the Pharmaceuticals Industry) was founded in Germany, and more than sixty pharma companies have now joined. They have given themselves a code which is binding on the industry. The business office acts as a court of arbitration and can levy fines of up to € 250,000. However, lawmakers are obviously not satisfied with this self-regulation. They are planning to introduce a new paragraph (299a) into the criminal code on “corruption in the health sector”. A draft bill has already been submitted. However, this is couched in quite general terms. For instance, it speaks of a “de minimis” threshold for permissible gifts without stating a specific value for this threshold. “Socially acceptable” gifts are still to be allowed, although this is not specified in more detail, either. Interesting for the promotional product industry



is the statement that “minor or generally customary promotional gifts” are to be expressly permitted. However, the pharmaceuticals industry already went beyond this in its aspiration for preemptive obedience by prohibiting all promotional products (such as ballpoint pens, notepads or the like) regardless of their financial value as gifts to physicians or other healthcare staff since 1 July 2014. This shows us that the legal requirements are not necessarily the problem, but an excessive self-regulation of business which does not make the effort to distinguish between high-value advertising gifts and low-value giveaways.

Why are even low-cost giveaways falling into disrepute?

This is probably due to the strong momentum of compliance itself, which I’m afraid in many places makes it a foregone conclusion that every gift, no matter how low in value, is to be viewed with suspicion. As early as 2013, for example, the BME (Bundesverband Materialwirtschaft, Einkauf und Logistik e.V.) purchasers’ association issued a press release – fittingly shortly before Christmas – that they

would reject gifts for purchasers as a matter of principle, loosely based on the adage “... and lead us not into temptation!” In this case, of course, marketing and distribution have opposite interests – leading customers into temptation is their job, and promotional gifts and giveaways are, first of all, a perfectly legitimate and legal means to this end. The legal system of our economy has so far also always assumed the recipient of gifts to be responsible and mature, this was the social consensus. However, this is crumbling due to the scandals of recent years. Increasingly, a climate of uncertainty and distrust prevails in companies when it comes to promotional gifts, and to ward away any and all suspicion, more and more employees are refusing any sort of gift. The in-house bureaucracy also does its part, for example, when a leading chemicals company requires every giveaway worth more than five euros to be entered into a list which is then evaluated by the corporate audit. Of course, no one bothers with the effort required to keep this sort of list for low-cost promotional products, but would rather get rid of them right away.

Where does this rampant uncertainty come from?

It is probably due to the fact that the regulations are so numerous and lacking in transparency. Compliance has more than one source, after all: first there is criminal law, then tax law, as well as the industry code (ethics guidelines) like the pharma code, and finally the specific codes of conduct companies write up for their own employees. And all these different sources contain differing regulations on what is punishable and what is fair. Just consider the different provision for promotional products when we compare the limits of tax deductibility with the limits on the obligation to report in various companies. What is more, many regulations require interpretation, such as the so-called “separation rule” stating that gifts are not permitted to persons directly involved in pending procurement decisions. However, what does “directly involved” mean? And what is “pending”, when exactly does the phase of “pending” begin? Furthermore, of course, gifts given immediately following a procurement decision are not permitted, even if that is not written in the relevant guideline. And there are also other rules gov-

erning regularly repeated procurement decisions. In brief, it is all rather unclear and unreliable, thereby causing uncertainty. In brief, compliance has led to an enormous increase in complexity in companies, and they are now trying to reduce this complexity by formulating rules that are as simple as possible. Here no difference is made any more between promotional gifts (high in value and personal) and giveaways (low in value and anonymous), but all promotional products are lumped together and prohibited with a stroke of the pen (pharmaceuticals), or they are made practically impossible to accept owing to documentation obligations. Because it is not possible to precisely estimate the risks they face, they try to avoid as many risks as possible.

What role do compliance officers play?

The promotional product industry should not expect any help from compliance officers. Their job is to avoid legal risks for their own companies. And in doing so, they see anything that even remotely smacks of “sweetening a deal” or improper influence on business decisions as a thorn in their side. We cannot reproach the compliance officers for this, it is simply not in their interest and not their job to be generous to the promotional product industry. When it comes to promotional gifts and giveaways, marketing and distribution must take it up with the compliance officers on their own. For what one’s own company no longer accepts will soon not be accepted by customers, either. Here compliance acts like a boomerang that comes back to hit the one who tossed it.

The BWL/GWW has joined you in taking up the topic of compliance in its current business survey. In this connection, you have examined the effects of compliance on business with promotional products. What insights have you gained?

Compliance, along with budget cutbacks, is the main reason for the restriction of promotional product sales among both distributors and suppliers, although high-value products are more strongly affected than

giveaways. This is sure to be the most important finding. The amount of the losses is estimated differently by suppliers and distributors. However, most of those surveyed do not assess sales declines as long-term threats to their livelihoods. Nonetheless, compliance is going to be one of the most important issues for the industry in the coming years.



We now know that compliance is not a passing phenomenon. It is understandable that caution is advised, especially with high-value gifts, but should promotional products and minor gifts be generally viewed with suspicion. What options for action do you see for the promotional product industry to limit the damage?

The promotional product industry must not limit itself to complaining about existing regulations and demanding changes, but it must shape the regulations in its own favour. To do so, it will be necessary to talk to those in companies and associations who make the rules. This also includes explaining the significance of promotional products as a powerful form of advertising to the compliance officers and showing how and why promotional products are effective. It is also important to keep stressing the importance of advertising in keeping

a market economy functioning smoothly. Awareness for this is currently being lost in an increasingly market-hostile climate. The promotional products industry must also give its distributors compliance-relevant arguments in the sense of “foresighted treatment of objections”. And most basically, it should join together with professional associations and media from marketing and distribution to work toward raising awareness for the topic of avoiding unnecessary damages from compliance in companies, the industry and also politics. At the association level, this would be a job for the GWW and ZAW.

What should companies bear in mind when using promotional products and presents for customer care?

We distinguish between four central principles that companies should adhere to in order to avoid any sort of suspicion: following the principle of transparency, all gifts should always be given openly to avoid the impression of secrecy. In addition, all gifts should be documented so that they are understandable by third parties. According to the principle of separation, gifts should in no case be coupled with any quid pro quo. Every semblance of even attempting to influence someone with regard to a specific business decision must be avoided at all costs. And finally, the equivalency principle calls for gifts to be objectively and socially acceptable. I can only advise all corporate employees and executives to heighten their awareness of the compliance problem and to exercise caution, but without overreacting. <

Prof. Dr. Hans Rück (50) is Dean of the Faculty of Tourism/Transportation at the University of Worms, where he teaches marketing. He is considered one of Germany’s leading experts on the subject of compliance in marketing and distribution, and is a member of the Deutschen Institut für Compliance (DICO) e.V., the German institute of compliance.



CHOCOLATE AND SWEETS

SWEET PROMOTION

It is a well-known fact that advertising with fine sweets is certainly effective. It is always fascinating, however, how diverse the sweet advertising messages can be. The following pages give you an idea of the diversity of the different promotional possibilities of this taste.

Many advertising companies have already recognized that compared to other forms of promotion, the unbeatable effectiveness of representational advertising is mainly due to its multi-sensory properties. Although there is still plenty of potential and scope for further persuasion, for anyone who has been fascinated by promotional products and their varied messages, this medium remains a permanent fixture in their marketing mix. In the June issue, we will be presenting a group of product that appeal to multiple senses merely due to their appearance. We are talking about chocolate and sweets. They are aimed directly at the interaction of sight, taste, smell and touch, which forms the overall impression of taste. And among all the tastes, sweets belong to the favourites of most people. It is thus no wonder that advertising with them is so effective. Of course, the appearance also has to be right. And therefore multiple sensory elements combine to form the taste – such as a pleasurable experience that is long remembered. <



LINDT MAKES ADVENT EVEN LOVELIER

The Advent calendar specialist Jung is creating additional high-quality target group contacts for the pre-Christmas season with its new Advent calendars filled with the finest chocolates from Lindt. The fully customizable “ornaments” advertise for all of 24 days, giving recipients a long-lasting positive memory. The “mini-ball Advent calendar” is filled with 24 Lindt mini-balls in the flavours of milk chocolate, white chocolate and caramel. A fold-out adjustable foot enables it to be used as a table or wall calendar. The calendar can be fully customized with 4-c digital printing. The “little bar Advent calendar” is also a stand-up solid cardboard cover filled with 24 small Lindt milk chocolate bars. Apart from customized design with digital printing, there is also a selection of motif patterns to choose from. The “mini-ball tower Advent calendar” is a stately tower made of solid cardboard. The special advantage of the tower is that five advertising surfaces can be designed with digital printing (the declaration is found on the bottom).

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CHOCOLATE DAYS

Chocolate days are also available from Magna sweets. New to the range are the chocolate-covered pumpkin seeds. High-quality pumpkin seeds covered with white, semisweet and milk chocolate. Or how about a delicate mixture of sweet and savoury? The chocolate-covered salty pretzels are finding ever more fans and are a real taste sensation. Both products come packed in individually printed promotional pouches. An ongoing bestseller are also the almonds in promotional pouches. The almonds are covered with melt-in-the-mouth chocolate and come in the flavours of cream cocoa, coconut, cinnamon, and tiramisu, or as an almond mix covered in white, semisweet and milk chocolate.

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TASTY RELIEF

Atttractive chocolate bars with advertising relief in a gift box are supplied by Kaiserstuhl Chocolaterie. Each of these consists of 150 grams of the finest chocolate and come in four different varieties: 35 % milk chocolate, 41 % quality milk chocolate, 60 % semisweet and 70% semisweet. The bars with a ribbed edge bear a stylized cocoa bean on the ribs as a motif. The logo made of chocolate is poured directly into the middle of the chocolate as a relief. The standard reliefs "HAPPY HOLIDAYS" and "THANK YOU" are available without tool costs. The bars are individually wrapped in clear cellophane. In addition, each bar is also packaged in a white cardboard cover which can be printed on all sides, also in gold Chromolux and other colours. The cardboard boxes are closed with a tab on the back. The advertising relief remains visible through a viewing panel in the cardboard box. The minimum order quantity is fifty units with individual relief. More information, offers and samples are available directly from the company.

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Kundenpflege Wellness & Care GmbH & Co.KG in Trarbach is putting its trust in "Sweet Care". The various "treats" are wrapped, rolled or folded from coloured guest towels. This is finally a solution to give hand towels an original "package" – a present that can be seen and tasted with the eyes. The "little cream tartlets" consist of a guest towel (approx. 30 x 30 cm) and is decorated with meringue and a magnetic fruit.

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PICK UP – THE BRAND-NAME COOKIE

Jung Bonbonfabrik is now offering another strong, popular brand as a bearer of successful advertising: Leibniz from Bahlens. Very popular and well known in the food retail market is the Pick Up Choco (genuine crunchy chocolate between two Leibniz cookies). Custom advertising is applied in 4-c printing on a surrounding paper banderole. This keeps the original package intact. Thus even tiny orders of 500 or more can be supplied.

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HOT CHOCOLATE

The "Hot Chocolate" chocolate fondue from Inspirion will make anyone with a sweet tooth simply melt away. The fondue needs no electricity, but only a candle to melt the chocolate. The white ceramic mug has a hollow space for a tealight. Fruit, cookies or gummy bears are ideal for dipping and the two stainless steel forks with plastic handles make it fun to spear them for a dip in the chocolate. On the breakfast buffet, at a romantic dinner or as a dessert highlight, this fondue in the form of a mug is always the sweetest of treats and also has enough space for tasteful advertising messages. It comes in a cardboard gift box.

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MEN THAT MELT IN YOUR MOUTH

The “Gingerbread Man” advent calendar from Chocolissimo is not only waiting with delicious little chocolates with a Christmas design, but it also contains an exquisite selection of gingerbread men. The chocolates are made out of the finest milk chocolate instead of gingerbread and are decorated with white chocolate. The little men will melt in your mouth. The packaging for the “Gingerbread Man” advent calendar can be given a customized design. For a minimum order of 100 units, a banderole with a special design selected by the customer can be wrapped around the package. For a minimum order of 300 units, the packaging of the advent calendar can also be designed according to your own wishes. The “Gingerbread Man” advent calendar makes for an ideal and striking gift for customers or employees also in part due to its size (approx. A3).

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A NEW WAY TO HAVE FUN AT PARTIES

Cake pops are the latest trend in the area of “fun cooking”. And a star when it comes to food preparation is the “Tristar Cake Pop Maker” from the Lehoff product range. This will conjure up the tastiest cake pops in no time at all, thus guaranteeing a party mood for all ages. The “Tristar Cake Pop Maker” can manage twelve cake pops per cycle. This powerful appliance comes complete with suggested recipes, fifty “lollipop sticks” for the cake pops and a special fork for handling.

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SUN, BEACH AND A KISS

Anyone who can't wait for his holiday to begin can get a taste of summer with the kiss-shaped fruit gummy "Kussmünder" from Kalfany Süße Werbung. With their deep red colour and plump shape, these tasty red lips invite people to open the wrapping of your promotional product. A full-bodied fruity cherry aroma gives you an early taste of your well-deserved holiday whenever and wherever you are in the mood. Kalfany Süße Werbung makes the enticing kiss-shaped fruit gummies out of 10 per cent fruit from fruit juice concentrate and colouring plant extracts using a IFS certified method. How the kiss-shaped gummies are to be packaged is left completely up to the customer. Whether in a see-through or simple white advertising bag, the bag's design is completely up to you.

42706 • Kalfany Süße Werbung GmbH & Co. KG • Tel +49 7643 8010
vertrieb@kalfany-suesse-werbung.de • www.kalfany-suesse-werbung.de

A WHOLE WORLD OF CHOCOLATE

Markenreich GmbH lets you order individualized advertising gifts on order from as few as fifty or more. Whether for invitations, product presentations, trade shows or customer gifts, the products from "my Sckoko World" enable recipients to keep a sweet memory of the advertisers. All products consist of 24 little chocolate bars which can be produced as a puzzle, a memo or with 24 different motifs. Each chocolate creation is made of the finest Belgian chocolate, packed in a high-quality gift box and finished by hand in Germany. After the chocolate has been eaten, the photos included make for reminiscences of a special gift. With an individualized sticker greeting on the front of the gift box, you can give the product not only a very personal note, but also place a specific message.

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



FOR PEOPLE WITH A SWEET TOOTH

Ice cream tastes twice as good when you eat it out of the colourful ice cream cup set called Giaveno, which is featured in the product line of Easy Gifts; the set includes four plastic cups in different colours with matching plastic spoons. Giaveno is the perfect addition to the ice cream scoop with the product number 2721. The specialists from Easy Gifts can place an advertisement on the individual packaging by means of a sticker. Giaveno is delivered as a set in a transparent PVC box.

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



NEW

**TREKKING 2015
order now**

daiber

Hotline: +49 7432/7016-800

www.daiber.de



TOP-QUALITY BUSINESS MAILINGS

Innovative mailings are an important building block for a successful cross-media campaign. CD Lux GmbH offers mailings which will catch people's attention and curiosity. Customers will find a wonderful selection of the finest pralines from Lindt & Sprüngli in the "Small Thanks" premium mailing. The top of the praline box can have a personalised imprint placed on it, as can the exclusive packaging for shipping. The business mailing called "Countdown Calendar XXS" can be used to send people a reminder for trade fairs, event or anniversaries. The individually designed shipping packaging and the "probably smallest chocolate calendar in the world" are a guarantee for optimal customer loyalty. In addition to the delicious chocolate mailings, there is also a business mailing called "Premium gummy bears" with sweet, top-quality gummy bears. And just in time for Christmas, the promotional advents calendar can be sent in an advent calendar premium mailing from CD-Lux with customized printing upon request.

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

LOGO LOLLIPOPS

Logo Lollipops are made to order and a mould is required before manufacturing can start. Once we have seen and approved the design a digital proof is made of the mould and this is sent to the customer for approval. Once approved a mould is made and the lollipops are made in batches. Each bath yields 400-450 lollipops depending on the design. Logo lollipops are made in colours to match customers branding. The lollipops are in a single colour with the text or image highlighted in another colour, usually white, although other colours can be used. Lollipops are usually fruit flavoured but most flavours are available. Product shelf life is 18 months provided, the product is stored in cool and dry conditions. The product is free of all allergens including Sulphite, it is Gluten free and suitable for Vegans and Vegetarians and is Kosher. Coronation Rock sold over one million of these lollipops in 2014 in the UK and now see great potential for the product across Europe and we are keen to work with new distributors. In 2016 we will again exhibit at the PSI show in Dusseldorf.

49401 • Coronation Rock Limited • Tel +44 1253 362-810
sales@coronationrock.co.uk • www.coronationrock.co.uk





A BIT OF "EXTRA" ATTENTION

How can you make the opening of a business, a trade show, an anniversary or an event unforgettable? The recipe for success in this endeavour combines a sweet present with an individual invitation: the Countdown Calendars from CD-Lux remind customers of the occasion every day with the finest brand-name chocolate from the likes of Lindt & Sprüngli or Sarotti. And you decide yourself how many of the little doors there should be. To make the Countdown Calendar a real eye catcher, CD-Lux will put an individualized motif and logo on it. A custom contour can also make the calendar into a one-of-a-kind product. And with its practical table stand, it will find room on any desk. CD-Lux also writes up personal offers and supplies a neutral sample package or a non-binding layout suggestion.

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

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Wir informieren Sie gerne!
Vertriebs-Hotline: 07643/801-555
Vertrieb über Werbemittelfachhandel.



www.suesse-werbung.de



A CRUNCHY CLASSIC

Logolini Präsente, c/o Fickenschers Backhaus GmbH, the bakery from Oberfranken with a long-standing tradition, has a real “classic” product in its product range in addition to many other new and innovative products: delicious crunchy butter biscuits with a hint of exquisite bourbon vanilla. The biscuits can be imprinted using food colouring in one colour and can serve as a tasty medium for advertising messages, which can take the form of a logo, slogan or motif, such as a municipal coat of arms. This product is available with several different packaging variations: when it comes in a transparent, shrink-wrapped foil that protects its aroma and is attached inside a foldable card, it is perfect to use for any type of promotional activity. When the biscuits are placed inside an elegant wooden container or metal tin, they will surely win people over as a high-quality trade show gift. This classic crunchy biscuit from Fickenschers Backhaus is impressive thanks to its delicate buttery taste with a touch of vanilla and it will literally let your advertising message melt in your customers’ mouths. What is more, its affordable price also makes it interesting for orders of large quantities.

46104 • logolini Präsente c/o Fickenschers Backhaus GmbH

Tel +49 9251 8509589 • ff@logolini.de • www.logolini.com

DO-IT-YOURSELF ADVERTISING

Do-it-yourself” has been a trend for many years. Even people who have never put something together by themselves are now trying it and are on the lookout for new ideas. There can never be enough ideas, whether you’re looking for a creative solution for where to put decorative flowers for balconies, for a gift for your best friend, or for a container to hold a big pile of pralines. The publishing house DK Verlag is known for its creative books with clearly structured and illustrated instructions, which in turn make do-it-yourself very easy to achieve. Anyone can create a very special and valuable promotional product by just using the instructions for gifts (just recently used for the Mondelez premium program/Jacobs Coffee), for sweet treats for your loved ones, or for exciting garden projects with your kids. Nearly any object that fits inside your creation can be used with the DK products, e.g. a cooking utensil or ingredient, small or large – there are hardly any limits here. This type of promotional product guarantees that people will pay close attention to it for a long time.

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





MESSAGE IN ALL DIRECTIONS

Sweet Concepts based in the British capital of London has nearly two decades of experience in the area of tasteful as well as effective promotional sweets, including chocolate, candies, mints, snacks and seasonal sweets. New in the range of Sweet Concepts is the seamless 360-degree panorama printing for all “Mini Mint It Cubes” from the company’s product range, which enables a hugely extended range of creative advertising designs. Anyone interested can obtain more detailed information directly from Sweet Concepts.

46111 • Sweet Concepts • Tel +44 207 2587340

sales@sweetconcepts.com • www.sweetconcepts.com

“SWEET” PENDANT

The Polish company A&J Agnieszka Polak is offering a key chain pendant which is also ideal for implementing “sweet” themes. The pendant is coated with epoxy resin and can be customized for promotional purposes in any shape and size. On orders of 100 or more, it is finished with high-quality printing and delivered in a very short time. A&J will also provide consulting on the best way to implement the planned advertising message. The pendant’s base material can be white, silver or gold, as desired by the customer.

48797 • A&J Agnieszka Polak • Tel +48 327 520090

reklama@firma-aj.com.pl • www.brelok.pl



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Gewerbering 5/6

82272 Moorenweis

Fon +49 (0) 81 46 - 99 66 0

info@magna-sweets.de

www.magna-sweets.de

HEADSTART

SUCCESSFUL START TO ADRENALIN TOUR

On 14 April, the team at headstart Marketing GmbH invited guests to its first in-house trade show of the Adrenalin Tour 2015 at the event location Fahrwerk in Groß-Zimmern. Around 100 visitors received valuable information from 17 manufacturers and importers about haptic direct marketing on an area of 400 square metres. Many interesting questions were asked by the visitors from renowned companies. Personal support from the agency's team and professional, targeted advice at the trade show stands were decisive reasons for this. The highlight was the cross promotion of Albert Rauch GmbH. Guests were offered Château Boeuf steaks from young French bulls. Equally popular was the photo station. The event thus had a lasting impact. The team of the advertising agency looks back at the event with pride and is looking forward to the Adrenalin Tour 2016. www.headstart-marketing.de, www.headstart-werbeartikel.de



The headstart Team stands for professional, targeted advice.

GLOBAL PLAYER MARKETING

TEAM EXPANSION AND RELOCATION

Four newcomers have strengthened the team of the full-service provider for special production runs, promotional products and textiles, Global Player Marketing: managing director Tanya Anlauf, manager of internal operations Gabriella Barillas and sales manager Jens Rabenstein. Ralf Stöckl is already gaining recognition and achieving success as a sales employee. Sven Kohlenbacher has been a member of the back office team since 2015. Jessica Dingeldein is responsible for marketing and takes care of inquiries, product sourcing and customer care. Niklas Korb will be starting his training in the area of office administration for marketing communication in summer. With extensive knowledge and many years of experience in the promotional product market,



The corporate team (left to right): Niklas Korb, Ralf Stöckl, Jessica Dingeldein, Sven Kohlenbacher, Gabriella Barillas, Tanya Anlauf. At the front (in the car) is Jens Rabenstein.

along with a large customer base from all kinds of different sectors, Global Player Marketing presents itself as a company with a future, which is why it moved to new business premises at Darmstädter Straße 50 in Brensbach in the Odenwald region in November 2014. The company now has 180 m² of office space, a full-service warehouse measuring 220 m², a dispatch room and a showroom. The new office is reminiscent of a loft with an industrial style and is thus intended to represent the team's modern and creative mindset.

www.global-player-marketing.com

NIENTIEDT TRADING AGENCY

NOW ALSO A REPRESENTATIVE FOR HERBERTZ

Since January 2015, the Nientiedt trading agency has expanded its portfolio and now also represents the knife specialist Herbertz in Solingen. The representative's territory covers central Germany and large parts of southern Germany. In addition to the Herbertz brand which is well known to the specialist trade,



H.-G. Nientiedt

the agency managed by Hans-Georg Nientiedt is also the contact partner for the product ranges of the companies Premo, the Dutch specialist for giveaways, Vacu Vin, the supplier of wine

accessories, and for the Leifheit and Soehnle brands which are represented exclusively by Nientiedt in the promotional trade. www.herbertz-werbeartikel.de – www.handelsagentur-nientiedt.de

DEONET

NEW EMPLOYEE

Since April 1 Samir Halilovic joined the Dutch manufacturer of promotional products Deonet Gifts GmbH team as a Gebietsmanager D-A-CH. Samir is an experienced professional within the promotional branch. Before he joined Deonet he has been active on the supplier



Samir Halilovic

side of this branch for 15 years. Within the Deonet team it's Samir's responsibility to increase relationships with our existing partners and he will constantly be looking for development of new

partnerships in Germany, Austria and Switzerland. Deonet's head office and production facilities are located in Eindhoven, the Netherlands. www.deonet.nl

NEW WAVE / CRAFT

MANAGEMENT EXPANDED

New Wave GmbH in Oberaudorf, which Craft the Swedish specialist in functional clothing also belongs to, has strengthened its executive management: Andre Bachmann has joined the management. He has been appointed Deputy CEO with the power of attorney with immediate effect. Bachmann has been working for the company for 14 years, initially in the field and later as sales manager for Craft. In his newly created position, he also takes over the sales management for all other brands of New Wave GmbH. From 2002 to 2005, Andre Bachmann worked as a sales representatives in the eastern federal states with the complete portfolio of New Wave GmbH. Besides Craft for sports apparel, the portfolio includes brands such



Andre Bachmann

as Harvest, New Wave, Printer, Clique and Projob, which are positioned in the area of corporate fashion and promotional wear. He became sales manager at Craft in 2005 and contributed significantly to the strong growth

and the positive development of the brand. As of May 2015, he is also responsible for the sales management of all other New Wave brands. Managing Director Holger Hoffmann is looking forward to the reinforcement: "After many years of successful teamwork, Andre has certainly deserved this appointment. We are pleased to be able to fill this responsible position with an employee from within our own ranks."

www.craft.se –

www.newwave-germany.de

MERGER OF KNITTING SPECIALISTS

CLIPPER TAKES OVER BELIKA

Clipper A/S took over their competitor Belika in April this year. Thus two old knitting houses steeped in tradition are now united – and together offer 142 years of experience. Both companies specialise in the development, production and distribution of knitwear and both operate on a retail as well as a B2B level in the areas of corporate fashion and private label. "Just like Clipper Corporate Wear, Belika is also a recognised brand in the corporate fashion and uniform market and we are very proud to now be able to offer our customers an even greater collection. We have been competitors for many years, but it makes much more sense to combine our strengths," comments Bent Nørskov, Director of Corporate Wear at Clipper. "The aim is to make the transition as smooth as possible for our customers. We are convinced that this development will further strengthen us in the long run. The merger generates synergies and we will bundle our knowledge and skills in one company," adds Bent Nørskov. In autumn 2015, Clipper Corporate Wear is planning a new catalogue which will feature the collections of both houses. www.clippercporatewear.dk



PROMOSWISS

BOARD WITH NEW STRUCTURE

On the occasion of the 66th General Meeting of the Members and General Assembly of Promoswiss, the association of the Swiss promotional product industry, in Oerlikon, the budgets and roles were redefined. President Roger Riwar reviewed an "intense and varied year in 2014" in his annual report. The main points were the Promotional Product Idea Park as part of the Suisse Emex, the PSF Forum, the study of Sankt Gallen University of Applied Sciences on promotional products in Switzerland



The new Board in 2015 (left to right): Tom Oester (Events), Christoph Zindel (Finances), Roger Riwar (President), Peter Kaiser (Marketing), Adrian (Secretariat).

and the new KV training course specialising in promotional products. As encouraging points, Riwar also mentioned that the association is growing steadily and that the significance or positioning of the promotional product in the advertising budget of companies and in the results of various studies occupies "its

place of merit". The composition of the Promoswiss Executive Board was restructured and limited to a membership of five. In gratitude for their achievements, a farewell ceremony was held with enormous applause for the outgoing board members Daniel Lörtscher, Michael Mätzener and Beat Nolze who had been active in the association for over 20 years. www.promoswiss.ch

TAKEOVER

STABILO ACQUIRES MEISENBACH

Stabilo International GmbH, a subsidiary of Schwanhäußer Industriekonzern, acquired the German writing implement manufacturer Karl Meisenbach GmbH & Co KG as of 1 April 2015. Meisenbach, based in the Odenwald, has been producing fountain pens since 1880. With approximately 60 employees, Meisenbach was a hitherto supplier to Stabilo and is now its independent subsidiary. The previous Meisenbach management remains unchanged; the managing director is Oliver Hoffmann, who has been responsible for national and international distribution for the past three years. As a specialist for quality writing instruments "Made in Germany" in the OEM and Private Label segments, Meisenbach will continue to focus on the development of customer-exclusive collections. With this acquisition, Stabilo is deepening its know-how in fountain

pens and consistently building its brand positioning. Meisenbach produces a wide range of custom writing implements. By means of a modular system and the widest variety of printing technologies, mass products with small batch sizes can be customised. School pens and pens for young people assume the biggest share in this context. For Sebastian Schwanhäußer, a member of the group management, the company represents an ideal complement to Stabilo: "Fountain pens are the most important pen at school in many markets. In order to score

points with students, the rule is: the more customised, the better. Meisenbach's employees have plenty of manufacturing and development experience and a lot of know-how in small and flexible production series. Ideal starting conditions, then, because Stabilo has now brought the first adjustable-nib fountain pen for primary school children onto the market. We are convinced that, together with Meisenbach, we are going to continue to expand our position as a partner for teachers, parents and students and we are looking forward to the collaboration!" www.stabilo-promotion.com



NEW OFFICES

BWL HAS MOVED

Bundesverband Werbeartikel-Lieferanten e.V. moved into new offices in April 2015. Conveniently situated premises with a perfect infrastructure and ideally suitable for meeting the demands of BWL were found in Frechen just outside Cologne. The association still operates under BWL e.V. but as soon as the entries have been made in the corresponding register of associations and BWL has been terminated, all activities will be carried out on behalf of the General Association GWW e.V.

The new contact details:

BWL e.V.

Johann-Schmitz-Platz 11

D-50226 Frechen

Tel. +49 2234 9453571

Fax +49 2234 9677878

info@bwl-lieferanten.de

www.bwl-lieferanten.de



STABILO PROMOTION PRODUCTS

NEW CUSTOMER SERVICE MANAGEMENT

Marion Kastl will be taking over management of the Customer Service at Stabilo Promotion Products on 1 June 2015. The 30-year business administration graduate is taking over from Klaus Hörl who retired after 40 years of service. Since early April 2011, Marion Kastl has held various positions at Stabilo Promotion



Marion Kastl

Products and assumed responsibility in the Product Management, Supply Chain Management and Customer Service divisions. Most recently, she managed a project to optimise internal processes and

structures which she will continue to implement in her new role as manager of Customer Service.

www.stabilo-promotion.com

FARE AND HALFAR

NEW ADDITION TO THE CUSTOMER SERVICE

The promotional umbrella specialist Fare – Guenther Fassbender GmbH in Remscheid, and the bag specialist Halfar System in Bielefeld, are looking forward to competent reinforcement. Since 1 April 2015, Michael Lienkamp has been working for both companies as a consultant for, among others, the postcode areas 1-5. Michael Lienkamp is very familiar with the promotional product industry and is a competent partner with 15 years of experience in the promotional product industry. www.fare.de – www.halfar.com



Michael Lienkamp

PF CONCEPT

NEW COUNTRY MANAGER

The multi-specialist for promotional products, PF Concept, has appointed Peter Stelter as its new Country Manager for the D-A-CH region. The managing director of PF Concept Europe, Ralf Oster, comments: "Peter Stelter has over 20 years of extensive experience in sales, marketing, promotion and corporate management and is therefore our first choice for the highly responsible managerial position in Germany. Even his IT background is a benefit for us to meet the growing demand of our trading partners for online services and comprehensive advice on IT integration with even more proficiency." Stelter's professional roots lie mainly in the IT distribution industry where he worked in various positions and he can draw on comprehensive experience in sales,

marketing and product development. "I was convinced that in addition to my knowledge of business processes and sales, I could also utilise my IT know-how to meet the needs of our customers at PF Concept. Following a



Peter Stelter

period of consolidation at the company, I am especially looking forward to giving everything my team and I have got in my area of responsibility D-A-CH and to recapturing the leadership position for PF Concept," says Stelter when explaining his next plans. www.pfconcept.com

GEMACO GROUP

GEMACO AMERICAS INC. FOUNDED

The internationally operating Gemaco Group – represented in Germany by Gemaco GmbH based in Mönchengladbach – will be operating in America as of 1 May 2015 with the newly established Gemaco Americas Inc., headquartered in Miami. Thus, the promotional product specialist which operates in eleven countries in Europe and Asia will be expanding its business to the important North and South American market. With this global network, Gemaco will expand the Group's position in the promotional product industry even further. At the same time, Gemaco has continued to develop in Germany. In 2014, another double-digit sales growth was recorded. In order to optimize the internal processes to achieve an even better and faster customer service, the sales support team will be operating German-wide from one location, in Mönchengladbach, as of 1 May. The contact persons for German customers will remain unchanged. In addition to the Gladbach team, competent and continuous support will be ensured with Stefanie Stratmann in Hamburg as well as Mark-Oliver Schrader and Daniel Schoeps in Münster. www.gemaco-group.com



IMAGE CLOTHING

SMARTWARES PRINTABLES BECOMES STEDMAN

With immediate effect, Smartwares Printables GmbH, one of Europe's leading companies for promotional textiles, now operates under the new name Stedman GmbH. In future, the British company Smartwares Printables Ltd. will bear the name Stedman Apparel Ltd. The change in the company name serves to focus on the in-house brand Stedman® with the same name. By aligning the names, the company aims to emphasize the importance of its successful brand and achieve a



Stedman®

clear profile in its external image. For customers of the former Smartwares Printables GmbH and Smartwares Printables Ltd., nothing changes as a result of the name change. All existing contracts will remain valid. All products and services will remain unchanged in the familiar and proven quality.

ABOUT STEDMAN

Stedman (formerly Smartwares Printables) is among the five largest suppliers of high-quality promotional textiles in Europe with its successful same-name brand Stedman® and an extensive portfolio of printable T-shirts, sweatshirts, polo shirts and other casual wear. With its headquarters in Aachen and a warehouse in Ghent, the company benefits from a strong market presence in 40 countries. Contact: www.stedman.eu

POLYCONCEPT

NEW CHIEF EXECUTIVE OFFICER ANNOUNCED

Polyconcept, a global supplier of corporate and promotional merchandise, announces the appointment of Gene Colleran as its new Chief Executive Officer. As CEO, Colleran will assume full group responsibilities for Polyconcept including its three primary operating divisions: Polyconcept North America (PCNA), PF Concept, and Polyconcept International Markets (PCIM). Colleran succeeds Michael Bernstein in the role, who will continue to be actively involved as a member of the Polyconcept Board of Directors. Beginning now, Gene Colleran takes the reigns of the Polyconcept group and will be based at the corporate headquarters in Pittsburgh, PA. Colleran is a seasoned

executive whose most recent post was CEO of Griffon Home and Building Products, a global division within the publicly-held Griffon Corporation. Prior to Griffon, Colleran held various leadership positions at Newell Rubbermaid, swiftly progressing through the executive ranks within several of its divisions. "We're fortunate to be able to make this transition on our own terms from a position of strength," explains Bernstein. "We

are growing and healthy with an exciting future ahead. Gene has a proven track record of success and he brings a diverse set of experience to our organization. I'm confident that his vision, leadership and expertise will contribute to our continued success." Colleran adds: "Polyconcept is a recognized market leader with unmatched global capabilities. Its success in building long-term customer relationships, its strong management team and its history of growth are extremely impressive. I look forward to working with the entire Polyconcept organization in what promises to be a very exciting future." www.polyconcept.com



RAFFLE

TRENDBAGZ RAFFLES A HAMMOCK

Perfect for summer time, the Essen-based bag supplier Trendbagz is giving away a hammock including frame. To participate in the raffle, it is necessary to register yourself in the distributor directory at www.trendbagz.com. All distributors who are registered in the distributor directory of Trendbagz GmbH by 26 June 2015 automatically qualify to participate in the competition. The jury's decision is final. Trendbagz GmbH sells trendy promotional bags exclusively through the specialist trade for promotional products. Potential industrial customers can find distributors in their vicinity in the distributor directory. Contact: info@trendbagz.com



– www.trendbagz.com

JUNGE WILDE (YOUNG GUNS) 2015

VICTORIOUS IN THE PERFECT OUTFIT

The "Junge Wilde" are dedicated chefs who are so passionate about cooking that they are prepared to break rules and subordinate everything to achieve the optimum taste. 2,325 chefs under 30 years of age registered for this year's elimination events for the awards sponsored by Karlowsky Fashion GmbH. Coming from Germany, Austria and Switzerland, the contenders for the 2015 title were even allowed to participate in the brand new models made by Karlowsky Fashion. Thus



Karlowsky Managing Director Thomas Karlowsky (left) shares his delight with the cooking champion Matthias Bernwieser.

Matthias Bernwieser was perfectly kitted out to contest the final of the competition with his innovative and perfectly presented menu. As the winner in the eleventh anniversary year, he is now the latest member of the tasteful cooking team. Celebrity chef Stefan Marquard, jury chairman and "initiator" of the "Junge Wilde": "Those were incredible and at the same time infinitely harmonious dishes. The guys are amazing!"

www.karlowsky.de

MBW

SCHMOOZIES NOW WITH GS CERTIFICATE

The round plush animals from mbw® in Wanderup are not only cute and practical, they are also absolutely safe. The sympathetic Schmoozies® advertising media from the MiniFeet® series recently received the GS certificate. The north German importer has committed itself to quality, safety and service. “Our product range is characterized by a particularly high quality,” explains mbw quality manager Lutz Franke. “We ensure transparency through tests and certificates. Hence,



Cute, useful and safe: the cuddly Schmoozies.

we also offer our customers solid supporting argumentation”, says the TÜV-certified expert on toy safety. After having certified numerous items in the range with OEKO-TEX® and TÜV Proof, the first product group has now been certified with the GS mark (tested safety) by Hermes Hanse Control. Products that are certified with the “GS” mark meet strict requirements. These go far beyond the statutory requirements. It involves the only statutory mark regulated under law for product safety in Europe. The user of a product bearing the GS mark is assured that his safety and health are not at risk during the intended or foreseeable use of the product. The handy Schmoozies® are ideal for cleaning all smooth surfaces with the microfibre surface on the underside. Overall, almost 40 models are available from stock. Special designs are gladly implemented.

www.mbw.sh

BRAND POWER**EX-ADD IS AN EXCLUSIVE WMF PARTNER**

Starting immediately, Nuremberg-based EX-ADD GmbH belongs to the select group of partners of the traditional brand WMF for the promotional product sector. The Franconian promotional product agency has thus expanded its wide range of branded goods through the high-quality, multiple award-winning products from WMF. Tableware and kitchenware from WMF have been highly regarded for generations. The brand has an awareness level of over 90 per cent and is used in three-quarters of all German households.



With its own design language, the acknowledged high quality and high utility value, WMF products are ideal for exclusive advertising with intensive customer loyalty. Through the partnership with WMF, EX-ADD's customers throughout Germany now have access to this product portfolio which covers the particularly positively perceived sector of cooking, enjoyment and lifestyle, and reflects the promotional product trend towards premium products Made in Germany. WMF products also offer a wide range of options for customisation and labelling. Since March 2002, the Nuremberg-based promotional product agency EX-ADD has been supplying customers from all over Germany with high-quality, affordable and personalised promotional products, promotional materials and giveaways. As the partner of exclusive manufacturers such as Prodir, Senator, Cross and WMF, EX-ADD has a wide range of branded products and offers its customers customised packaging solutions as well as comprehensive services in the areas of packaging and storage. Contact: www.ex-add.de

PROWEIN 2015**IDEA FORCE WITH A SUCCESSFUL EXHIBITION**

Almost 6,000 exhibitors from 50 countries converged on the world's largest wine fair in Düsseldorf between March 15 and 17. A concentrated programme lasting three days with a wealth of expertise and successful business meetings. As a specialist advertising service provider, Idea Force was also represented with an exhibition



The Idea Force team participating at the ProWein trade show.

stand where it presented its wide range of marketing and advertising options, inter alia for the beverage industry. Trade visitors received information about product add-ons such as spouts and giveaways, individually designed packaging right through to multi-functional wine racks. Idea Force also displayed its latest project, the iSmartMirror, an interactive mirror with integrated displays. All in all, the managing director of Idea Force, Ursula Busse, was very satisfied with the trade show: “We had a very good location in the German Hall and therefore had high customer traffic.” Due to the ever-increasing number of exhibitors, Messe Düsseldorf has reorganized everything and now offers exhibitors even more possibilities through the increased size of ProWein. Idea Force will be back in 2016 to present its proven ideas and new trends. www.ideaforce.de



The 11th Promotional Product Day boasted a record attendance with almost 500 guests.

11TH PROMOTIONAL PRODUCT DAY AT BARTENBACH

RECORD CROWDS AND MANY NEW THINGS

The product show of the Mainz-based promotional product specialist Bartenbach has established itself as a permanent fixture in the industry and is considered to be an event that is professionally prepared and very well attended. The 11th Promotional Product Day attracted 489 visitors to the Lokhalle where around 40 suppliers presented their collections. In addition to expert advice about products and concepts, there were also many new things to learn and experience.

Once again it was a bright, mild day in early spring which put the exhibitors and guests of the now 11th Promotional Product Day in the best of moods: The first warm sunrays repeatedly invited visitors to take a short break or have a relaxing talk outdoors. There was no shortage of topics of conversation: The in-house

trade show of the host Bartenbach promised interesting innovations that highlight the core competencies of the company even more.

PROMOTIONAL PRODUCTS AT THE HEART OF THE COMPANY

On 1 March, the agency group changed the name Bartenbach Marketing Services

to Bartenbach Promotional Products GmbH & Co. KG. "The new name ensures clarity. What you see is what you get," says a happy Managing Director Anne Bartenbach. The nationally operating promotional product distributor would like to emphasize its entrepreneurial focus even more distinctly than before. "We are now offering everything on the topic of promotional products with even more focus, in a more personal manner and with an even bigger team," emphasizes agency director Tobias Bartenbach. Of course, the corporate appearance has been updated to coincide with the name change. The relaunched logo, which was presented to the general public for the first time with large banners and flags at the Promotional Product Day, takes centre stage with the new name suffix. With all these steps, the promotional product business will clearly become the focus of the company. The name change is accompanied by the expansion of the portfolio which now includes new components such as e-commerce and full-service concepts, complete logistics as well as service segments in the areas of production and POS services.



During the trade show tour, Tobias Bartenbach was able to explain the importance of promotional products to representatives from politics and business. The winning project of the PSI Campaign of the Year 2014 was perfectly suitable for this.



A relaxed atmosphere, dedicated consultants and inquisitive customers made for a successful start to the season.



WINNER OF THE “PSI CAMPAIGN OF THE YEAR”

Bartenbach proudly presented the glass trophy and certificate for the “PSI Campaign of the Year 2014” which had been awarded to the interdisciplinary agency group at the PSI. Bartenbach secured the 1st place of the awards presented by PSI with its idea to place promotional products at the centre of an innovative marketing campaign of the Rhine-Hessian energy supplier EEA for various electricity products. To this end, individual packaging together with promotional products for the respective rates were developed for intangi-

ble electricity packages that the customer could purchase at the energy store: a project that also impressed the industry representatives of the region during the official tour of the trade show. A successful example of how companies can illustrate the impact of promotional products in marketing communication to politicians and industry.

THE AGENCY INTRODUCED ITSELF

At two Special Interest islands, Wolfgang Ehlert, Client Service Director at Bartenbach, and the experienced production manager Andreas John reported with great commitment about successful agency pro-

jects and gave customers new impulses for their own corporate marketing. Unusual displays, special product packaging, selected mailings and successful print productions that were well worth seeing were among the highlights. The 11th Promotional Product Day was again extremely varied, informative and an inspiring start to the 2015 season. <



The arrangement of the exhibitors' stands throughout the company complex enabled the visitors to gain a revealing look behind the scenes.

BK BESTECK + KAPPEL GMBH

NEW PRODUCTS IN THE NEW WAREHOUSE

After a three-year break, it was that time again. The full service specialists of bk Promotion Service in Kassel presented the latest new products and trends in the industry to their customers. In addition, the new high-bay warehouse of the promotional product distributor was presented on this occasion.

Altogether 35 supplier partners gathered at the headquarters of the traditional company in the Kassel-Waldau industrial park to present their latest promotional products to the 170 guests from advertising companies from different backgrounds. The exhibitors were spread out over the entire area of the company building, thus providing customers a re-

vealing look behind the scenes, including the new high-bay warehouse of bk Promotion Service finished in October 2014, which opens up further options for an even better and more flexible customer care for the Kassel-based promotional product professionals. Constructed between April and October 2014, the warehouse has space for 1,500 Euro pallets

and is geared to the continuous logistical evolution of the full service provider, also in view of comprehensive warehousing for major customers.

ON THE RIGHT TRACK

"With the inclusion of the warehouse space and the additional business premises in the in-house trade show, we wanted to present our capabilities and potential to our customers on site," says managing director Holger Falk, who is responsible for the company's fortunes together with his wife Ines. Ines Falk, who has been working at the company since June 2008, succeeded the retired predecessor and partner of her husband, Klaus Kappel, as managing director last June. Together the couple continues on the path of healthy growth. The bk consulting and service team now consists of 35 employees. A further step in the company's future is the digitisation of the entire workflow, which enables the customer to obtain an overview on the status quo of his contract with a few clicks, and significantly improves, accelerates and facilitates the execution and control of orders from receipt of order to delivery.



Interested customers, optimal care (on the left, Managing Director Holger Falk).



DIE6 Managing Director Holger Kapanski spoke on the topic "Advertising effectiveness of promotional products".

EVERYTHING FROM ONE SOURCE

Visitors to the in-house trade show were able to convince themselves that everything at bk Promotion Service comes from a single source. In addition to product and consulting expertise, bk professionals also demonstrated the personalising qualities of the in-house print shop which is equipped with the most important finishing processes thanks to embossing, screen and pad printing. The level of interest was correspondingly high and customers travelled from all over Germany to visit the promotional product specialist that is rooted in the region but has long been operating nationwide. Everyone who was unable to experience bk Promotion Service "live" in this way is recommended to watch the company's new image film which can be viewed on the company's website. The video film

underscores the logistical strengths of the Kassel-based company which has enjoyed success in the field of printing services such as brochures, writing cases and desk pads for some time.

LECTURE SUPPLEMENTS PRODUCT SHOW

As a member of the Germany-wide promotional product network "DIE6", bk Promotion Service benefits from the synergies of this network. DIE6 manager Holger Kapanski was also a guest speaker on the day of the in-house trade show. In the morning and in the afternoon, he helped visitors to develop a better understanding of the advertising effectiveness of promotional products in a vivid presentation. He explained the advantages of this three-dimensional multi-sensoric form of advertising compared to other forms of advertising.

Thus the lecture ideally complemented the product show at besteck + kappel, whose guests, by the way, were well looked after with catering. Accordingly, Holger Falk's initial impression was positive: "The feedback of the exhibitors and customers has been very positive, so nothing stands in the way of a new edition of the in-house trade show in two years."

Contact: www.bkpromotion.de

<



Intensive customised advice: the talks provided convincing arguments for the use of promotional products.

RÜPPNER PROMOTIONAL PRODUCT TRADE SHOW

ADDED VALUE FOR CUSTOMERS

On 27 April, the team at Werbemittel Rüppner GmbH & Co. KG from Braunsbedra invited its customers to the annual in-house trade show, which once again took place at the Leonardo Hotel Weimar. Once again, it was an event with added value for guests.

In recent years, the city of Weimar with its special atmosphere, in which cultural and economic life successfully blend together, has proven to be an ideal venue for the traditional annual customer event of the promotion specialists Werbemittel Rüppner from eastern Germany. So it was no surprise that this venue was chosen again this year, especially as it is located centrally and conveniently in the heart of Thuringia. Together with their experienced

team, the two managing directors, Jürgen Rüppner and Steffen Thorhold, welcomed customers from 75 companies in various industries on this day. Of course, at the centre of the presentation were the latest creations and product trends in the promotional product industry, and their qualities and areas of application could be seen and tested at the stands of the 19 supplier partners. The mix of products shown offered a vivid cross-section through the

colourful diversity of three-dimensional advertising.

CUSTOMERS TAKE THEIR TIME

As was the case with the exhibitors, the customers who attended were to a large extent long-standing, loyal business partners who know they can rely on the competent and personal collaboration with the team at Werbemittel Rüppner. Once again, suppliers and guests alike felt well looked after. This began the night before at a leisurely communicative get-together at a restaurant in the old town of Weimar, to which the representatives of the exhibiting supplier partners had been invited by the Rüppner team. Rüppner also took care of the customers who were mostly from Saxony, Saxony-Anhalt and Thuringia. The central element in the year-round intensive consulting service of the promotional product professionals is the annual in-house trade shows, which are appreciated by both exhibitors and customers alike. This is evident by, among other things, the fact that the customer devotes a lot of time to getting to know the innovations on display in detail and, if possible, to holding talks with all suppliers present.



Managing Director Jürgen Rüppner (right) welcomes guests to the lecture. Next to him is the tax expert René Goldhammer.

TWO INFORMATIVE LECTURES

Another positive aspect of Rüppner's in-house events is the added value that is offered to guests beyond showcasing new products. This time it was two well-attended lectures during which two experts of a tax consultancy company that cooperates with Rüppner provided customers useful information on the topic of "Tax treatment of promotional products and representa-

tion expenses". Advertising companies were given a clear explanation of what to pay particular attention to when using higher-value promotional products and giveaways. Even the key topic at present "Compliance"

– acting in accordance with corporate guidelines and dealing with them – was also addressed during the lectures.

ARGUMENTS IN FAVOUR OF THE PROMOTIONAL PRODUCT

The desire to attend Rüppner's in-house trade shows could also be felt and heard everywhere on this day. A relaxed and sympathetic mood complemented by delicious catering ensured a successful event and highlighted the strengths of Werbemittel Rüppner: a productive, targeted-oriented exchange between customer, distributor and supplier with individual advice, which ultimately provides customers with convincing arguments for the use of promotional products.

www.werbemittel-rueppner.de

<



Most of the guests took their time for in-depth discussions.



An interested audience learns important aspects concerning the tax treatment of promotional products.



WINTER AND OUTDOOR ADVERTISING OUTDOORS

Given their “nature”, people continually require the elementary outdoor experience even in a completely tightly organized living environment. A whole industry is devoted to this urge and the promotional product industry has a lot to contribute to this theme.

It is no accident that the advertising slogan of a major manufacturer of outdoor equipment is „Draußen zuhause“ (Home outdoors). In recent times, this especially serves to meet the steadily growing demand for an elementary experience of nature, even despite the threat of climate change. All-inclusive packages are out, individually and close to nature is in. Typically enough, this trend – irrespective of economic crises and freak weather conditions – has brought the outdoor segment stable growth and turnover rates for years. According to a study by the Future Institute, “Outdoor is a booming market and its best times are probably still to come”. With the increasing social importance of outdoor activities in general and the functionality of the products, particularly Outdoor is becoming an all-round phenomenon. The promotional product industry is increasingly taking advantage of this potential. The products that we are presenting here are exemplary for intelligent product management that focuses on effective use in clever marketing campaigns. On the following pages, we are also presenting „Winter“ products. <



LIMITLESS SLEDDING FUN

Hopefully there will be enough snow in winter because it is a prerequisite for having sledding fun with the Schneeflitzy Olymp from elasto form. Thanks to its smooth underside, this sledge really picks up speed. Once you get the hang of it, the Schneeflitzy can be steered really easily by shifting your weight and using your feet. In addition to the easy handling, Olymp will impress you with its sturdiness, easy cleaning and care, and its spacious advertising space. The seating surface can be designed in up to four colours according to your wishes using the durable IMould method.

41369 • elasto form KG • Tel +49 9661 8900
mail@elasto-form.de • www.elasto-form.de

THE JOYS OF WINTER ON A KEY CHAIN PENDANT

Troika is offering key chain pendants with three or four symbols for activities in snow and ice under the names of Wintersport and Winter's Dream. Wintersport involves skis, ski boots and ski goggles, and Winter's Dream ice skates, sleds, blue woolen caps and snowflakes. The items are made of cast metal with a coating of robust enamel and polished chrome. Advertising messages can be applied by engraving, and this is free of charge on orders of 100 or more.

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



CAREFULLY SELECTED CORPORATE GIFTS



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A DAZZLING AND COLOURFUL AD MESSENGER

Summertime is bubble time. When used as a promotional product just in time for the summer season, Pustefix soap bubbles are excellent opportunities for getting a valuable plus in terms of turnover and image. After all, this inexpensive and “Made in Germany” classic game has been popular among people of all ages for many years. The company Success can create many different versions of the bubbles using its own in-house facilities so that they can be used either as a mailing supplement or a give-away. Success also offers several different finishing options, including a two colour imprint using pad printing, an imprint placed all around the bottle, or labelling. What is more, the company also has very short delivery times and provides customer-focused services.

43053 • Success Dr. Rolf Hein GmbH & Co. KG • Tel +49 7071 78898
info@success-werbung.de • www.success-werbung.de

COFFEE TO-GO

Trendy coffee-to-go mugs are in demand more than ever as a result of our modern urban lifestyle. For this reason, Emsa has added two new eye-catching models to its Travel Mug series. The Travel Mug Fun, a svelte trend-setter, is lovely to hold thanks to its slim-line shape and is really uncomplicated to use. The other new model is the Travel Mug Handle, an insulated mug with a robust handle. Both of these emsa innovations feature a quick press top, can fit into any standard car beverage holder, have an anti-slip bottom, and are dishwasher-safe.

42692 • Emsa GmbH • Tel +49 2572 130
info@emsa.de • www.emsa.com



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WARMTH FOR THE SOUL

Cherry stone cushions are by origin a tried and tested Swiss home remedy and can be ordered from Multiflower GmbH. They provide warmth for all kinds of minor ailments, whether it be in your foot, stomach, chest or neck. The cherry stones mould to the shape of your body and bring comfort and warmth to the soul. The cushion cover is made of natural cotton fabric and can be printed with promotional messages from 250 units upwards. Besides the standard colours of red, green, blue, yellow and white, additional shades are possible and customer requests can also be met when it comes to the dimensions. The standard cushion has a 24 x 24 centimetre format.

45974 • Multiflower GmbH • Tel +49 6223 866560

info@multiflower.de • www.multiflower.de



IN THE STADIUM FOREVER

PanoCity has come up with a new idea for umbrellas. The designers have integrated a 360-degree panorama of your favourite club's stadium into the dome of full-length and telescopic umbrellas. Thus the fan feels as if they were in the middle of the football arena where the kick-off of the next exciting game is about to take place. This effective promotional item should arouse interest not only among football enthusiasts, since it is unique and unusual. Of course, any other kind of photo-quality image can be projected onto the umbrella's interior. Furthermore, additional promotional messages can be added to the fastening tape of the umbrella. Customization of the fastening tape e.g. for sponsors and fans.

49562 • pano.city Marketing GmbH • Tel +49 5341 22520

info@panocity.de • www.panocity.de



ALWAYS IN VIEW

Sun shields like those supplied by the Spanish company Clipy, are ideal advertising instruments because they offer a huge space for advertising. The printed message draws a great deal of attention and remains in view for a long period of time. Apart from the standard products, Clipy now also has a compact model measuring 23 x 13 x 4 centimetres when folded in its product range, which folds out to 130 x 72 centimetres. This new product can be ordered under the designation Compact and is suitable for all common types of vehicle. As with all other Clipy sun shields, Compact is also made with high-quality materials and inks which can stand up to sun as well as wintry temperatures.

45619 • Clipy • Tel +34 91 5238206
clipy@clipy.com • www.clify.com

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A CLASSY RECEPTION

The company “die blomus GmbH” has just the right new products for receiving guests in a celebratory and classy way. The gel fireplace Luna will ensure lovely lighting on balmy summer nights. It is filled up with fuel gel using a blomus fuel gel container, which will create a cosy atmosphere for about three hours. The stick lantern Atmo also does its part in creating the right mood. It is made up of a wooden stick attached to a stainless steel lantern with a glass wind screen, in which a candle can be placed.

40774 • blomus GmbH • Tel +49 2933 831127

info@blomus.com • www.blomus.com



OFF TO THE COUNTRYSIDE!

Nature is a wonderful thing and worth a short or longer visit to get away from hectic everyday life, just get out, take a deep breath and enjoy. James & Nicholson and myrtle beach – brands of Daiber GmbH – are ideal companions for experiencing nature. The 2015 trekking collection stands for lightweight, functional looks in a cool design with “weather guarantee”, for thanks to the material and variety of fashions, wind and weather can no longer keep you from trekking through the great outdoors. The range includes, among other things, cuddly warm fleece hoodies, lightweight jackets and vests, as well as robust zip-off pants, combined with caps to protect against sun, wind and rain – function, design and style are a delight right down the line.

42819 • Gustav Daiber GmbH • Tel +49 7432 70160

info@jamesandnicholson.de • www.jamesandnicholson.de

WELL-DRESSED FOR THE STADIUM

The Adidas Tiro 15 stadium jacket, which can be found in the product range of Sport Böckmann, is the ideal companion for stadium visits on cold days. The 100% polyamide surface structure and the warming batten and fleece parts stand for optimum protection in any weather. In addition, the classic Adidas design is convincing, combined with fine, modern pinstripes on the breast and piping on the cuff in a contrasting colour. The colours come in a choice of navy/white and black/white.

44120 • Sport Böckmann • Tel +49 5494 98880

info@sport-boeckmann.de • www.sport-boeckmann.de





LIGHT WEIGHT AND SPORTY

The mountain air is calling, your bike is ready, your hiking shoes are clean, the ship is chartered. And you're off and away in the outdoor season – preferably happy, fresh and a light spring to your step. Your day will go smoothly with the sporty rucksack called AIR, which has been specially designed by Halfar as a promotional product for an active target group. It is impressive first and foremost with its coordinated colours and interesting details, such as the rubber cord with reflecting loops and the sporty zipper slider. AIR combines light and dark shades of the same colour and will be an eye-catcher when you're out and about, regardless of whether it is in red, marine blue or black. It is extremely lightweight and comfortable to wear thanks to its padded back; its padded and wider ergonomically designed shoulder straps make carrying this rucksack a piece of cake. The main compartment offers enough stowing space for a day excursion. The front zipper pocket is a good place to put valuables. A beverage bottle and snacks can be placed inside the net pockets on the sides for easy access. A hat, rain jacket or a helmet can be tied down under the rubber cord. In short, it is the ideal companion for your next outdoor adventure. It also has an advertising surface that can be finished with an imprint or embroidery.

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

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49		1	2	3
50	7	8	9	10
51	14	15	16	17
52	21	22	23	24
53	28	29	30	31

FSC® zertifiziert

2016	Januar	January	Janvier	Januari
53				1
1	4	5	6	7
2	11	12	13	14
3	18	19	20	21
4	25	26	27	28

Verantwortung für die Zukunft

2016	Februar	February	Février	Februari
5	1	2	3	4
6	8	9	10	11
7	15	16	17	18
8	22	23	24	25
9	29			

Am Nabel der Zeit

2016	März	March	Mars	Maart
9		1	2	3
10	7	8	9	10
11	14	15	16	17
12	21	22	23	24
13	28	29	30	31

Planung stiftet Verlässlichkeit

2016	April	April	Avril	April
13				1
14	4	5	6	7
15	11	12	13	14
16	18	19	20	21
17	25	26	27	28

Konzentration auf das Wesentliche

2016	Mai	May	Mai	Mei
17				1
18	2	3	4	5
19	9	10	11	12
20	16	17	18	19
21	23	24	25	26
22	30	31		

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www.eckenfelder.de



EXTRA LIGHT – EXTRA COLOURFUL

Extrremely light and extra colourful is how the Toddler children's backpack from Halfar comes across. It weighs a mere 150 grams and yet still lets the kiddies make a big splash. This is because this backpack, designed and tailored just for kids, is not stingy with impressive details and lovely interplays of colour. The lightweight, PVC-free, tone on tone nylon is combined in two nuances of colour – whether in red, green, blue or fuchsia. The two reflecting strips on the side and the front piping make it a shining example of more visibility.

45666 • Halfar System GmbH • Tel +49 521 982440

info@halfar.com • www.halfar.com

DECIDEDLY SOFT AND CUDDLY

Whenever it gets colder outside, people prefer to sit in their warm living room and avoid activities out in the fresh air. That is not good for your health, however, and it does not have to be that way, either, especially if you own a so-called pashmina. This is a cosy, warm scarf measuring about 70 centimetres across, woven with a mixture of viscose and polyester fibres. Trendfactory has these kinds of cosy winter accessories from its own brand TailorTies, which are made in Italy and can be supplied from stock from just 25 units upwards.

41941 • TailorTies c/o Trendfactory • Tel +31 2526 756190

info@tailorties.com • www.tailorties.de



WARM AT THE PUSH OF A BUTTON

Sometimes gloves are simply not enough. The hand warmer called Heat from Topico provides for cosy temperatures for up to four hours and is a reliable companion on cold days. This mobile source of heat is activated at the push of a button and releases up to 40 degrees Celsius of warmth. The device is charged via a USB connection and can be made use of again after a charging time of two to three hours. The integrated Li-Ion battery promises a long lifespan. The colourful protective sock and the USB charging cable are included within the scope of delivery.

44327 • Topico Handels-GmbH & Co. KG • Tel +49 421 6965470

sales@topico.de • www.topico.de

OUTDOOR ITEMS



JUST THE RIGHT TEMPERATURE

With the Stanley brand, the prestigious Solingen company C. Jul. Herbertz GmbH has robust insulated products particularly for outdoor use in its range. Founded in 1913, Stanley with its insulated bottles with a hammertone green finish stands in the USA for high-quality products with outstanding insulation values. The Stanley Classic Vacuum Bottles have double-walled vacuum insulation and will keep drinks hot or cold for up to 24 hours. The classic shape with the carrying handle makes the stainless steel bottle a real designer object. Various sizes are available, including a capacity of 0.47, one or two litres. Also available is the high-quality Classic One Hand Mug.

41275 • C. Jul. Herbertz GmbH • Tel +49 212 206300
vk-werbeartikel@cjherbertz.de • www.cjherbertz.de



THE
PREMIUM
DESIGN
COMPANY



DO YOU KNOW IT?

Getting up early in the morning, the first shafts of sunlight coming through the cloud cover and outside it's still frosty. The step out of the front door isn't a problem anymore because your hands will be kept warm through the clever power bank of Vim Solution. The power bank fits into your pocket and is also useful to charge your smartphone to be ready for the day. These two functions make the Q-Pack KeepWarm to an article of daily use and with the modern colours and the large refinement space it will achieve a strong advertising effect.

47555 • Vim Solution GmbH • Tel +49 7661 90949-70
info@vim-solution.com • www.trader.vim-solution.com

EVERY GRAM MATTERS

Backpackers and tourists claim the same: every gram matters during long journeys or trips. They seek practical solutions that help them to carry as little as possible while being prepared for every possible situation. One of the most natural situations they are confronted with is eating of course. The "Lery" product from Reda will definitely meet their needs. Lery is 3-part folding outdoor set comprised of spoon, fork and knife from stainless steel in a textile pouch. It weights only 133 grams and is easy foldable to take anywhere. Great choice for lunches or picnics. Product is eco-friendly, what means that people do not need to use single use plastic cutlery. Lasting customer imprint or logo can be placed both on textile pouch and cutlery. Available in 3 colors.

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



AT EYE LEVEL

With the glasses from Funny Look, a new kind of advertising is possible: directly "at eye level"! Brand logos, advertising slogans, graphics or a company signet can all be digitally printed on a perforated foil. Afterwards, it is stuck onto the glasses and the fully personalised gadget is ready. Club logos or mottos can also be printed onto the foil. The promotion glasses come in eight colours. The supplier (the company Ludger Voss) indicates a configurator is available on the website www.funny-look.de which can be used to design the glasses according to your wishes.

49341 • Ludger Voss • Tel +49 2571 53063
info@voss-sd.de • www.voss-sd.de





BENEFIT AND COMFORT

Nestler-matho is selling a practical flat waist bag that can be used for leisure, travel and sport under the product number N-m 280 (black) and N-m 281 (neon yellow). The extremely light waist bag weighs only 69 grams, which makes it really comfortable to wear and perfect to use, even for sporting activities. The waist bag with the dimensions 90 x 9.5 cm has enough space for your mobile phone, ID card, or even money. A separate key compartment offers you additional space and can be used to protect things such as a mobile phone. What is more, the product has an extra outlet for easy stowing of your earphone cables, a mobile phone or MP3 player. Advertising in white or black can be placed on the middle of the waist bag. Customised finishing options, like reflecting print, can also be realised. For a minimum order of 1,000 units, the practical accessory is also available in other colours.

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

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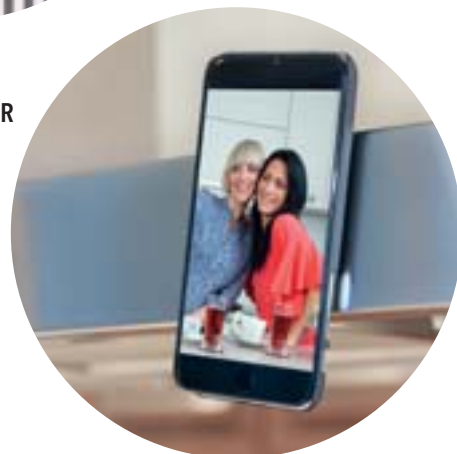


2 SMARTPHONE FINDEN

SELFMATE - Clever³

3 SELFIE FERNAUSLÖSER

SELFMATE - Clever³



YouTube

www.troika.org/video



THE PERFECT COMBINATION

The high-performing tool set Kombi-box from the company Zweibrüder is sure to be popular with everyone who uses it, regardless of whether they are adventurers, campers, cyclists, motorists, or do-it-yourself enthusiasts, because it includes a Leatherman Style PS and a LED Lenser K. With this tool set, Zweibrüder is selling an ideal travel gift set with just the right combo gift packaging. Both tools offer users practical solutions with a sophisticated design for handbags and while on trips.

44323 • Zweibrüder Optoelectronics GmbH • Tel +49 212 59480

info@zweibrueder.com • www.zweibrueder.com



ICE SCRAPING MADE EASY

Scraping ice in the morning – for drivers this is a nightmare that always seems to occur when you are already in a hurry. It can be a different story, however, if you have the right ice scraper to hand. At Promowolsch there are as many as 25 different specimens to choose from, all made of sturdy plastic and of particularly high quality. With these useful helpers, there is nothing to stop you departing quickly on a winter morning, and with excellent visibility. With powerful and expressive advertising added, the Promowolsch ice scrapers can be turned into exclusive gifts even before the next winter sets in.

44724 • Promowolsch – The Customer Factory • Tel +49 2942 5702 01

info@promowolsch.de • www.promowolsch.de

Für Planer, die nichts dem Zufall überlassen.

Verlässliche Messdaten tragen dieses Zeichen:



Erklären, was Daten im Klartext bedeuten. Das ist unsere Sprache. Denn auf Messen, die von uns zertifiziert wurden, ist Verlass: Wieviele Besucher gab es? Welche berufliche Stellung haben sie? Wieviele treffen Einkaufsentscheidungen? Wir liefern die Antworten. Prompt. Übersichtlich. Genau. Für rund 300 Messen und Ausstellungen.

OUTDOOR XTREME – SPONSORING XTREME

The ultra-light rucksack TourXtreme from Nihao proves that an outdoor rucksack can be radically well-thought-out in terms of function and still have a striking and straightforward design. This model is suitable for use with the sporting activities of cyclists, skiers and marathon runners, or even in the area of triathlons. The main compartment and the strap are made from one piece of material: thus,

superfluous air resistance is prevented through this ergonomic form. The back is equipped with an optional cooling compartment in which athletes can place a drinking system. The drinker lines (not visible from the outside) find their way to the front through the interior of the strap. The Swabian-Chinese manufacturing plant that makes this product will make all promotional product distributors happy who are looking for a sponsor rucksack for running, bicycle, marathon or triathlon events or for those who are just looking for a very versatile sports rucksack. Promotional product distributors can decide the scope of the design and the size themselves, which will influence the price significantly. Embroidery, printing or a web label are the recommended finishing options for this rucksack. The company Nihao GmbH focuses on the production of custom-made bags and sells them exclusively to the promotional product industry. Nihao makes a specially made offer for each project inquiry. There are no minimum order quantities or additional fees for special colours or tools. The offers are all inclusive.

46356 • Nihao GmbH • Tel + 49 711 6336541

stuttgart@nihao-bags.com • www.nihao-bags.com



INSULATING AND BREATHABLE

The Danish company Clipper Corporate Wear has T-shirts and long johns made out of sport wool for sale; they feature an insulating and breathable material with 100 per cent extra fine merino wool on the side that touches the skin and the outer side is made out of polyester. This design results in several benefits which turn the sport wool into a one-of-a-kind material for underwear. It creates a dry and cool micro climate between the skin and the clothing, and is very effective in transporting perspiration towards the outside – without touching the skin. Other benefits include its natural heat regulation, fast drying time and natural odour protection. Clipper Corporate Wear also has sport wool polo shirts for sale in a variety of colours, and custom designs are available for 100 units per model/colour.

46153 • Clipper A/S • Tel +45 9626 3200

ccw@clipper.dk • www.clippercorporatewear.dk





A COSY SOURCE OF WARMTH

This is an advertising contact which gives off warmth and ensures you feel comfortable so no one needs to freeze anymore in the cold months of the year. The mini hot water bottle with the casual "turtle neck cover" will melt the ice, even for business contacts! The hot-water bottle can be personalised for a minimum order of only 150 units; the warm message is placed on the attached card.

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

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AT A GLANCE

Kasper & Richter GmbH is selling a very effective option for monitoring a person's training and activity level for anyone who wants to do something good for their fitness: the fitness watch called Fitty Watch BLE 4.0. This smart watch, with all of its technical sophistications, is very easy to operate and features a very bright OLED display. Among other things, it indicates the following information: number of steps taken, sleeping activities, calorie consumption, distance tracker, training time, time of day, and targets, including percentages. The Fitty Watch has a 30 day memory and an interface with all commercially available smartphones.

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

A LOVELY KEY RING

Bühring now features felt key rings in its product range, such as the ice crystal version called "FensterSchön". It is necessary to have the right tools for individual forms. The product can be packaged individually or come with several key rings as a set in a polybag. The natural felt material comes in several upbeat, and at the same time, unobtrusive colours. The product is manufactured on a project-by-project basis. Either screen transfer printing or embroidery is recommended for placing advertising on wool felt. The delivery time is approximately 4 to 6 weeks after approval of the sample and logo, and will depend upon the quantity ordered and availability of the colour.

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



WELL-GROOMED ON THE GO

For a perfectly secure feeling and great body care while you are on the go, there are now the classic SaniStick and the hand lotion Pocket lotion Hand for sale, which can also come as a set inside a 4 colour folding box. The soothing and protective hand lotion, which comes in a practical pump dispenser, contains hyaluron and shea butter, and will pamper your hands with the nutrients and moisture they need. Both body care sticks feature a label that can have an advertising message placed on it in up to four colours.

46131 • KHK GmbH • Tel +49 221 9854730
sales@lipcare.de • www.lipcare.de



[illegible]

Uhe Keter Alma cool box from the company “tepro” is a stylish accessory with a trendy style – and is, in the true sense of the word, “cool”. After all, your heart is outdoors in the summertime. The practical bag with a built-in ice block pack is the perfect companion for visiting a pool, the beach, or for a picnic. Beverages are kept cold and food items for barbequing are kept fresh and in a completely hygienic condition. The double-walled cool box ensures long-lasting cooling and offers you plenty of space for all your things with its holding capacity of 9 litres. The Alma cool box has a very practical retractable carrying handle. What is more, its fresh turquoise colour turns it into a real eye-catcher. With this cool box, you will be ready for summer.

48755 • tepro Garten GmbH • Tel +49 6074 89310
info@tepro-gmbh.de • www.tepro-gartenwelt.de

TRINITY

Softtouch by 

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



AN ALL-ROUNDER FOR OUTDOORS

The practical and foldable pocket mirror compass “Travel Companion” is perfect for any outdoor and camping holiday. It comes with a detachable magnifying glass and ruler in cm/inch and is perfectly equipped for off-road chart work. Moreover, it includes a built-in LED light so that you can get your bearings in the dark. Kasper & Richter is selling a high-quality compass with a fluid capsule, which adjusts itself to radical changes in warm and cold areas, and prevents air bubbles from forming. This ensures that you can get an exact reading and that the compass rose works correctly. This compass can be attached to a rucksack or waistband with the practical strap. It has a space measuring 54 x 27 mm for advertising purposes.

40043 • Kasper & Richter GmbH & Co. KG • Tel +49 9131 50655-0
info@kasper-richter.de • www.kasper-richter.de

A MUST FOR OUTDOOR ACTIVITIES

Arpe ultra-compact microfiber towels are very soft, light, resistant, absorbent and fast-drying. Take it with you anywhere you go, to travel with, to go to a picnic, to the pool, beach or other activities. It is visual and functional. You can personalize your towels with any design by digital printing, silk screening or hot stamping. It is fashionable. You can add extras and accessories such as customized label, elastic band to hang the towel, or stickers with different sizes. This is a way to gain customer loyalty by providing quality and transmitting what you want in an original way.

48309 • Arpe Barcelona • Tel +34 937 937 677
info@arpe.es • www.arpebarcelona.com



STALKING PREY

For thirty years, the Lunch Box from Troika has simply been an integral part of a hearty lunch. This is because it holds a lot and, thanks to its clip lock, can be opened and closed in a jiffy. Adepts also use it for tools, change, screws, sewing utensils and the like. The box measures 179 x 116 x 55 millimetres, weighs 161 grams and is made of aluminium. The motif “Stalking prey” provided the name for it. Advertising is applied by means of printing and/or engraving on the lid or the side; the engraving is free of charge on orders of 100 or more.

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



KEEP A CLEAR VIEW

With the winter car covers from Pruner Werbemittel, car windshields won't require time-consuming scratching anymore. These covers guarantee that you can drive safely because your front window-shield will be free of snow and ice. The cover can be put on a car really easily thanks to the new mounting solution: the two rubber bands on the side only have to be pulled over the exterior rear view mirrors and it's ready. This means you don't have to be bothered with clamping the cover in the car doors anymore. What is more, it can even be used in the summer as a heat protector. The large surface of the cover also makes a lot of design options available and it is sure to put any advertising message in the limelight.

42634 • Pruner Werbemittel • Tel +49 7644 1063

info@pruner-werbemittel • www.pruner-werbemittel.de

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Also done by hand: painting the models with decorative patterns.

SELTMANN GROUP

ARTISTIC INCENTIVES

As of recently, the group of members of the PSI network has been enriched by one of the major long-established German companies with an international reputation: Porzellanfabriken Christian Seltsmann GmbH. For the industry it has a highly sophisticated, diversified assortment of ornate and classy incentives available.

Founded in 1910, “Porzellanfabriken Christian Seltsmann” (Seltsmann Weiden) has developed over the course of time into a significant group of companies through the acquisition of “Königlich privilegierte Porzellanfabrik Tettau” (Königlich Tettau) and with the four specialized porcelain factories incorporated in 1990 and an art department. To this day it is still a family-run enterprise.

Fine porcelain for the domestic, hotel and institutional catering sectors is manufactured in five factories with around 1,000 employees. An additional specialization is the production of particularly valuable figurines and gifts/incentives. Also belonging to the group is Quarzsandwerke Weißenbrunn, which is known in the industry worldwide as a raw-material supplier for porcelain and ceramics.

MORE THAN 250 YEARS OF EXPERIENCE

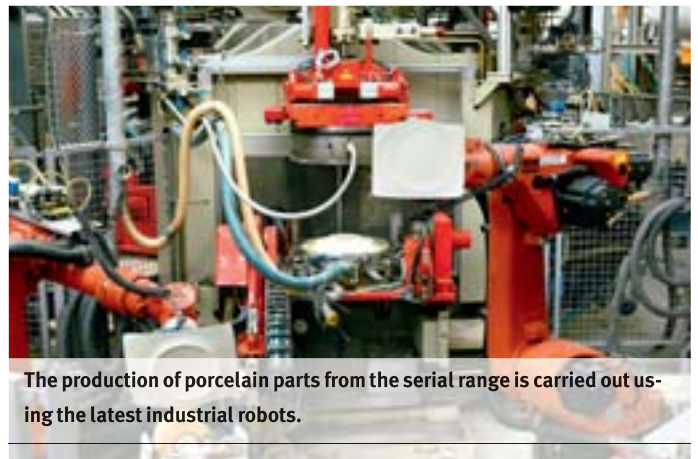
Through Porzellanfabrik Königlich Tettau (the oldest porcelain factory in Bavaria), Seltsmann Group has more than 200 years of experience in porcelain production. The famous natural scientist Alexander von Humboldt campaigned for the founding of the factory. It was founded in 1794 through a privilege granted by the Prussian king Frederick William II. An even older tradition of porcelain craftsmanship (of more than 250 years) is to be found in the location of Thuringia’s oldest still operating porcelain factory in Rudolstadt/Volkstedt. The “Aelteste Volkstedter Porzellanmanufaktur” (oldest Volkstedt porcelain factory) was expanded into a “Gläserne Porzellan-Manufaktur” (glassy porcelain factory) in 2007 and four factories with an art department were brought together “under one roof” in the location of Volkstedt. Now the Aelteste Volkstedter Porzellanmanufaktur, the Unterweißbacher Werkstätten für Por-



Skilled hands individually shape fine details before the porcelain is fired.



One specialization at Seltmann is the production of particularly valuable figurines and incentives. Here you can see a hand painter at work.



The production of porcelain parts from the serial range is carried out using the latest industrial robots.

zellankunst, Porzellanmanufaktur Scheib-
Alsbach and Porzellanmanufaktur Plaue
– with the Schwarzbürger Werkstätten
für Porzellan Kunst art department – are
all in one location.

BROAD PRODUCTION EXPERTISE

As one of just a few globally operating porcelain manufacturers, Seltmann Group has exceptionally broad production expertise: from high-tech manufacturing (such as with the latest industrial robots) in one of Europe's most modern porcelain factories (located in Erbdorf) through to pure craftsmanship in the small factories (located in Rudolstadt, Thuringia). Besides the constantly growing divisions of the hotel and catering industry, institutional/communal catering and incentives, in the sector of household porcelain Seltmann Group primarily appeals to families, who generally attach great importance to a diversified assortment with the long-term possibility of subsequent purchases.

TOP INTERNATIONAL STANDARDS

In all product segments, the porcelain of

the Seltmann group of companies meets the highest international standards when it comes to design, functionality, durability and exclusivity. It is the high quality standard of precisely these product characteristics that can only be maintained in Germany as an industrial location.

ENVIRONMENTAL QUALITY SEAL

At Seltmann Weiden, production according to the strictest environmental criteria and health guidelines has always been of paramount importance. So as to credibly and sustainably communicate this environmental thinking of the entire Seltmann Group, Seltmann has developed an environmental quality seal for the sector of porcelain production. This environmental quality seal, whose standards have been "lived out" by Seltmann Weiden for a long time, essentially focuses on the criteria of technology, the environment and health. "Inspected in Germany", "tested in Germany", "designed in Germany", "made in Germany", "Germany as an industrial location" and even "production locations ex-

clusively in Germany" – these are the new, differentiated standards that customers scrutinize and behind which, of course, there are also important jobs with highly qualified staff. Seltmann meets all these requirements since the production locations of the entire Seltmann Group are located exclusively in Germany. <

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D-92637 Weiden
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Tel. +49 961 204-141
Fax +49 961 204-116
n.lehner@seltmann.com
www.seltmann.com



Always an eye-catcher: The specialists of the Entrada team offer attractive solutions for high-quality, effective advertising mats for different sectors.

beginning that our products were not just about functioning as dirt collectors, but were also intended to be appealing and valuable solutions. The corporate design of our customers should also be noticed and reinforced on 'shabby' floors." This is how Stefan Heuer describes his main intention with his new business area. Heuer adds, "The idea of establishing our own brand in a market that is already divided up among strong competitors is a big challenge. It only works with people who are prepared to support the venture through freedom, good ideas and a strong commitment. And the Entrada team has done just that."

ATTRACTIVE ANNIVERSARY OFFERS

The company's success story began in a small office with two employees and seven products. The high demand for top-quality products with an individual, custom-made design led to the expansion of the team to currently eight employees. The company's product range has since grown to 50 products, which leave no customer wishes unfulfilled. Entrada's specialisation in entrance floorcoverings ranges from high-quality functional dirt collectors and logo mats to advertising and promotional mats, which are used at points of sale in large numbers. The product line also includes protective floorcoverings made out of aluminium profile mattings, which are placed in ground recesses in front of large shopping centres. As a heavy duty mat, the "Extrem" matting module even meets the needs of industrial users who are looking for solutions for their delivery areas and for solutions which can be driven on by forty tonners. Entrada is celebrating its 10th anniversary with many special and attractive anniversary offers. More information is available at: www.entrada-matten.de <

10 YEARS OF ENTRADA

WITH FOOT MATS ON THE ROAD TO SUCCESS

Advertising mats and high-quality entrance floorcoverings are the core competencies of Entrada Textile GmbH, a company from Braunschweig, Germany. This year the floorcovering specialists can look back at their first successful decade of doing business.

As a consultant for laundry services for the health care industry, the founder Stefan Heuer ventured into self-employment in March 2005 and founded the company Entrada. During the early days of his business, he soon discovered that many customers were looking for an alternative to renting mats. Stefan Heuer explains, "Many laundry services offered this service, which unfortunately often involved renting out bumpy and battered mats that

left distinguished entrances looking rather drab. There was only one obvious alternative for these customers that made sense: for them to buy high-quality dirt collecting mats – ideally with their own special design. Hence, the idea was born and starting in 2010 "Entrada mats" became an independent business segment."

MASTERING THE CHALLENGE

"With the slogan, 'Entrada – your brand gaining ground', it was clear from the very



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

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Join now!



Mark Busche explains a detail of the production sequence to the Japanese guests.



20 YEARS OF B&D MERCHANDISING GMBH

INTO THE FUTURE WITH “SMAKE”

After four years of development, the new e-shop system “Smake”, implemented by B&D Merchandising last year, has proved a true success. With it the two founders and IT-savvy makers of the company, Mark Busche and Thomas Drees, are surfing the crest of the times and offering their business partners a tool that makes designing and ordering superbly finished textiles child’s play – and does so from an order quantity of one piece.

Since the implementation of the e-commerce shop concept with the memorable name of “Smake” one year ago, the creative minds from B&D Merchandising, who constantly have innovative solutions in mind, have already convinced numer-

ous renowned customers with the new system. Success has naturally not come all by itself and lies in the corporate DNA of the two B&D designers Mark Busche and Thomas Drees, who started with the B&D Group 20 years ago under the guiding mot-

to, “Custom lifestyle for all!” In the course of these two decades, they have moved the Castrop-Rauxel-based company forward, always with the claim of integrating ultra-modern technical standards at every stage.

HEALTHY GROWTH

Their active approach has been courageous, relaxed, easy-going, with an instinct for current trends from the start, when, in 1995, they were still importing and customising sport textiles and surf clothing from South Africa for the still underdeveloped German market of the time. As their experience grew their sophistication did also, and so the two soon decided to produce their functional textiles according to their own quality standard. They consistently expanded their competences and production lines in the subsequent years: thus, the current range, in addition to the textile collection, now also comprises various promotional products, giveaways and premium products which are finished in-house using ultra-modern embroidering, printing and laser machines. The B&D team meanwhile comprises more than 30 employees, 6 of



Custom work at the digital printer.



Digital control mechanisms at every production step minimise errors and guarantee high quality and swift logistical processes through to dispatch: The customer orders and the goods are sent off, finished as desired, on the same day.

them in the correspondingly weighted IT area alone. Deliveries are currently made to more than 35 countries.

EVERYTHING UNDER ONE ROOF

Growth into an experienced, customisation-focused full-service provider finally required a move into a new company building, designed according to the company's own specific needs, where the new high-rack warehouse generated even more flexibility thanks to ultra-innovative B&D logistics software. Including the offices, showrooms, production and the in-house photo studio, in the new building everything is therefore now located under one roof.

"SMAKE" MARKETING INSTRUMENT

An almost logical consequence was the creation of "Smake" which, according to B&D, is an "e-commerce solution that is unique throughout Europe" and which – developed by the in-house IT department – connects and thereby standardises and enormously facilitates the entire production process. "Smake" now makes it possible for the customer to create and distribute customised merchandising products via their own shop, regardless of order volume. This

logistically ingenious system also anticipates the transformation of technical conditions in the production area, where future demand or customer requirements will be met through taking account of altered purchaser behaviour via Internet – on-demand via e-shop systems. To this end "Smake" offers a process-optimised solution that saves time and costs and, linked with the customer's goods management system, delivers a finished production range that combines high quality claims with sustainability. "With this we deliver to the customer a complete, easy-to-use tool which the customer controls at all times and from which both sides can only benefit," says Mark Busche.

INTERNATIONAL INTEREST

Industry 4.0 – the German government's new high-tech strategy – is already being implemented by "Smake" in Castrop-Rauxel. Interest is accordingly great – internationally as well. Just recently a management team from Japanese embroidery machine manufacturer Tajima and its German supplier Mountek visited the company in Castrop-Rauxel in order to get an on-loc-

tion picture of the way "Smake" works with its linked automated production process. The stages, from the digital generation of a finished (textile) product via Internet, through incoming orders and thus directly triggered manufacture through to dispatch, were concretely explained and demonstrated on the basis of illustrative examples on a site tour. Here it became clear how swiftly, precisely and uncomplicatedly customised merchandising works "on demand" via e-commerce – and does so from one piece. It became equally evident, at the same time, how much dedication the B&D team shows along the way. Actions are always taken with the customer in mind, intelligently, effectively and with high demands on quality, outcome and service, in order to highlight brands and products as effectively as possible. This is clearly expressed in the following interview, in which Mark Busche and Thomas Drees explain the advantages of "Smake" in their own words.



Company founders and managers Thomas Drees and Mark Busche (left to right) continuously work with their team on the further optimisation of the new e-shop system "Smake".

AN INTERVIEW WITH MARK BUSCHE AND THOMAS DREES

You are known for innovative new approaches in the field of (textile) finishing. What is the background history of "Smake"?

Mark Busche: It all started with the idea of embroidery 2.0 or rethinking embroidery. Breaking down processes and then optimising them so that a piece is 'sexy', that is attractive, at a lucrative price, especially for buyers in the B2B area. The original version was called "Stickxpress" and after some rethinking and doing ("make") the term "s(tick)make" was born. And as we have also contributed to the implementation of digital printing, the term "s(hirt)make" originated. As restricting ourselves to a product by name no longer fits in our company which has been fully turned inside out, the term "smake" was born. The "s" stands for s(hop)make, s(elf)make, s(olution)make, s(tyle)make and s(pace)make.

Thomas Drees: By "space", we mean that we provide our customers with a solution that creates more space in terms of networking, transparency, tied-up capital, constant availability, virtual collections at no cost and individuality with controlled lim-

itation. However, it should also be a bit more and reflect what drives us. That's why we write "smake" in lower case letters and have thus created an international verb. So, "let's smake it together" or "smake it with love". Try it, it almost always fits! (smiles)

How was the new system implemented?

Mark Busche: The biggest challenge came from our own employees. Arousing their curiosity, throwing ingrained ways of thinking and acting overboard and creating enthusiasm as well as something new together. Nothing should be the same as before, although it is well known that "everything was better before" – but that is our slogan: "We smake it with love" because we have only managed to be successful through our team's tireless efforts, cooperation, solidarity and passion for the product. Today, everybody is proud of our "smake" and everyone benefits from it and sees it as an extreme relief. Step by step and occasionally one step back! One has to have the innate willingness and the opportunity (thanks to the local banks – Sparkasse and Volks-

bank), and sometimes throwing half a year of development into the bin and then starting all over again with the knowledge gained. Thomas Drees: After four years of development with an in-house team consisting of IT developers, mechanical engineering/electrical engineering developers, a project team and management, a product manager and photographer, we now have a system that is unique in its diversity. This is confirmed by delegations from our machine suppliers in Japan, Italy, Israel, Canada and the USA.

Mark Busche: Ultimately it will never be finished, and therefore there will be constant developments or occasional bug fixes, similar to the updates on our smartphone.

Thomas Drees: IT is anything but a simple device that was developed only once. IT lives and is dynamic, it is always evolving and every new idea embraces all areas of development. This is both a blessing and a curse, whereby in our opinion the blessing prevails. We smake IT!

What are – in as few words as possible – the strengths of "Smake"?

Mark Busche: Living Industry 4.0 (see Wikipedia) – according to the high-tech strategy of the German government, the future of global networking and the industrial location Germany. Smake is a production that is directly connected to the Internet – connected to the ERP or Intranet of the companies and thus to the user who now has the opportunity to initiate resource-saving production 'on demand'.

What previous experience has been gained with this novel e-commerce shop concept?

Thomas Drees: 100 per cent of the contracts are concluded if marketing, purchasing and IT harmonize in the respective company, throw the old mindset overboard and thus think innovatively and comprehensively. Rethinking and thinking afresh – and no longer stockpiling and then hoping that the right design with the correct product with the correctly selected size code in the right colour and quantity is available.

Mark Busche: Provided we do not meet little “Jil Sanders” and “Karl Lagerfelds” in companies, who want to do their own thing, we always manage to create new, unique products from our sustainable standard products with the help of innovative minds.

And customer feedback?

Thomas Drees: Once implemented and internally communicated, customers can sit back and relax.

What specific benefit do partners in the promotional product industry have with “Smake”?

Mark Busche: The promotional products industry can very easily be “textile”! No more stress with elaborate sample collections because they are virtualized by simply clicking the mouse. For full-service agencies, no more inventory and tied-up capital. No surpluses, constant delivery capability, customer loyalty tool with a huge range of individual products. Reproducibility, campaign shops for trade shows, budgeting, voucher systems, shopping cart splitting, I-frame and much more
Thomas Drees: Promotional product distributors have no benefit if they try to



A glimpse into the ultra-modern embroidery department.



press the old system into the new system. This does not work and you have to have the courage to say this to the customer. He will thank the distributor! That’s the smake smile ...

A look into the future: What further (technical) developments can be expected? Is there further scope for possible optimisations?

Mark Busche: We grow with our clients’ ideas! It’s great fun to develop new things. And our intellectual drawers are full of ideas and visions! We will open up the system and make it even more textile in the future – by integrating laser and strass –

and also implement the classic promotional product starting at just one piece.
Thomas Drees: Realistically, smaller embroidery and printing which satisfy quality requirements developed by us can be added to the system. We smake quality! <



Textile models take shape in the in-house photo studio.

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D-44575 Castrop-Rauxel
Tel. +49 2305 94788-0
www.bd-group.de



CAROLE HÜBSCHER

LIFE FOR A WORLD FULL OF COLOURS

In Switzerland, Caran d'Ache has been synonymous with graphite and coloured pencils since time immemorial. The name has long since become a premium brand for fine writing instruments. This year, the company that was founded as "La Fabrique Genevoise de crayons" in 1915 celebrates its 100th anniversary. Carole Hübscher, the fourth generation, has been at the helm of the traditional company for the past three years – and has big plans.

Although Carole Hübscher has been managing Caran d'Ache for only a few years, she already knows her major objective: "Pass on a healthy company to the next generation." Just as she had taken it over from her father. There is no doubt that the 48-year-old will succeed in doing that. Carole Hübscher lives for Caran d'Ache. "I was completely taken in by the company the moment I first joined it," says the mother of three children when describing her passion. Although she did not develop her enthusiasm from the cradle, she has certainly had it from her earliest childhood. "As an infant I took the plunge into the colourful soup, so to speak." Nevertheless, it was in no way predestined. Her father, Jacques Hübscher, 30 years long head of Caran d'Ache, never pressured her to follow in his footsteps. First of all, she graduated from the school of hotel management in Geneva and then underwent a management programme at Harvard. Carole Hübscher earned her first spurs at the US distributor of Caran d'Ache in New York. As it is not in her nature to take on a job that is presented to her on a silver platter, she sought a professional challenge far from the colourful world of pencils. That is why she switched to another Swiss global brand: Swatch. She quickly took over the international marketing for the Calvin Klein brand and, looking back, admitted: "I learned much of what I know now about marketing at Swatch."

STORIES AS A MARKETING TOOL

In terms of marketing, Carole Hübscher takes quite a different approach than her father. According to his daughter, Jacques Hübscher embodied the virtues of understatement and discretion almost to perfection – and incidentally he gave only one interview during his 30-year presidency – whereas his daughter wants to give a face to the company. As a marketing expert, she knows that it is no longer enough to produce high-quality products. It is equally important to tell stories. And in this regard Caran d'Ache can look back at a colourful spectrum in every sense of the word. "Pablo Picasso and many other artists have

drawn and painted with our products. In Geneva, Reagan and Gorbachev signed and sealed the end of the Cold War with a fountain pen from Caran d'Ache. Our products were even on board spacecraft in space," reports Carole Hübscher proudly on a company that is unique in many ways.

ENTIRELY "SWISS MADE" IS THE HIGHEST PRECEPT

Ever since its beginnings 100 years ago as "Fabrique Genevoise de crayon" specialising in the manufacture of graphite and coloured pencils, Caran d'Ache has been the only manufactory for writing and drawing instruments in Switzerland – and thus something like the Swiss national supplier. From the outset, the motto has been: 100 per cent "Swiss Made". And much emphasis is also placed on this philosophy in the fourth generation. The entire production, which now includes 90 different professions with 280 employees, is located in Geneva. "This allows us to flexibly respond to customer needs," says Carole Hübscher citing a decisive advantage over the competition which has often outsourced business to South America or Asia. The only exception is cedar wood from California which is the most appropriate wood for pencils to be sharpened. Another argument for producing locally is the fact that the production of graphite and colour pencils is highly complex. Thus Carole Hübscher

dispels a commonly held misconception. "People think a pencil is something simple, but in reality it is a science." It is no wonder then that Caran d'Ache has two research and development departments. Even a writing instrument must be reinvented. A clear indication of this is a whole series of inventions and innovations that runs like a red thread through the company's history. Since the first graphite pencils were launched on the market in 1915, products have continuously been added, some of which have attained worldwide exclusivity. These include the patented Fix-pencil from 1929, a mechanical pencil with a locking mechanism, and two years later the watercolour pencil "Prismalo". Caran d'Ache also holds a patented wax pastel "Neocolor" launched on the market in 1952. The "Ecridor", the first pen, followed in 1953. In 1970, the company presented the first pen nib called "Madison". With "Caelograph", a limited edition fountain pen entered the market in 2012 – with constellations and an individually adjustable month and day display that allows reading the sky. The newest addition to the Caran d'Ache family is the "888 Infinite", optional as ballpoint pen with its Swissride cartridge or as mechanical pencil with eraser and integrated reserve of 0.7 millimetre diameter leads. With the new writing utensil the name says it all because it offers colours

as means of exploring infinite possibilities. In addition, the hexagonal shape of 888 Infinite gives free rein to a person's imagination – colourfully provocative or elegantly understated, with an individual motif or a personal message a lot of creations can come up to a set. With these opportunities, Caran d'Ache offers the industry a potential promotional product, that can get designed truly unique. 888 Infinite is another example that the Suisse company banks consistently on the combination of emotions, quality, writing comfort and design – and remains true to its values.

A WHOLE SEA OF COLOURS

In the past decade, the company has greatly expanded its range, and not only of writing instruments, but also artists' colours. Caran d'Ache has more than 500 colour recipes, including such well-known names such as imperial purple, royal blue, flaming coral pink and cherry red. But only 120 are used – those for the largest colour pencil pack containing precisely 120 different pencils. As different as the colour shades may be, the quality remains uniform. All pencils are made from certified cedar wood, with leads that do not break. The fact that this quality comes at a price is actually an advantage in the long term – especially for the customer. "We do not cut corners when it comes to the production; we give each customer a lifetime guarantee and a truly



CARAN D'ACHE
КАРАНДАШ

NAMED AFTER A CARTOONIST

Although Caran d'Ache is celebrating its 100th anniversary this year, the company's present name only dates back to 1924. Until then, the first Swiss pencil factory operated under the name "Fabrique Genevoise de Crayons". When the former stockbroker Arnold Schweitzer took over the company in 1924, he gave it the name "Caran d'Ache". Caran d'Ache was a reminiscence of the Russian-French cartoonist Emmanuel Poiré, whose works were revered by Arnold Schweitzer. Emmanuel Poiré used the pseudonym Caran d'Ache, a transliteration of the Russian word "karandasch", which roughly means pencil – and for this reason alone had a close relationship with the company. The Hübscher family came on board when Arnold Schweitzer was reinforced by the financier Henri Hübscher and the accountant Joseph Reiser. Together with the Christin family, the descendants of both families are still the principal shareholders. Today the company is headed by Carole Hübscher, representing the fourth generation.



timeless product. Every colour and every pencil remains in the range forever, and always in the same quality," promises Carole Hübscher who would love to have a talent for drawing. "Take our red, for example. This will still be the same in the future as it was a hundred years ago. And we even have proof of this. The son of Pablo Picasso told me that our red is still exactly the same as that with which his father had once painted."

ENVIRONMENTAL AWARENESS FROM THE OUTSET

Caran d'Ache's understanding of quality also includes the prudent use of resources. Nothing is discarded. The wood shavings from the pencil production are used for heating. Sustainable development and the same corporate culture enjoy a very high priority at Caran d'Ache. All pencils have FSC or PEFC certification, thus guaranteeing that the wood used originates from sustainable forestry. That is important because Caran d'Ache produces enough pencils each day to form a road from Geneva to Rome. The company did pioneering work in environmental protection by developing a water-based paint for pencils and was thus able to drastically reduce the use of sol-

vents. Carole Hübscher considers writing to be the greatest invention of mankind and is firmly convinced that these investments are worthwhile. She is certain that despite the digital revolution, people will continue to write by hand in the future. Everyone prefers to always have a pencil at hand for quick notes. And when it comes to the functionality of a pencil, Caran d'Ache has even more to offer. The company not only sees itself as a brand. It sees itself more as a daily companion, as a source of emotion. Thus, a special pen or fountain pen also gains special symbolic significance, similar to a watch or cufflinks. Caran d'Ache produces lasting values. The Swiss company thinks in terms of generations. That was the case in the past hundred years and will not change over the next hundred years. Longevity and continued existence are important values in every respect. Or, to put it in the company's own language: "Welcome to our unique universe."

<



Der Referent
Michael Mätzener

promoFACTS gmbh
Wagistrasse 23
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Schweiz



TERMINE*

„Der Mehrwert des Werbeartikels“

21.04.2015 Düsseldorf
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

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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

Nutzen:

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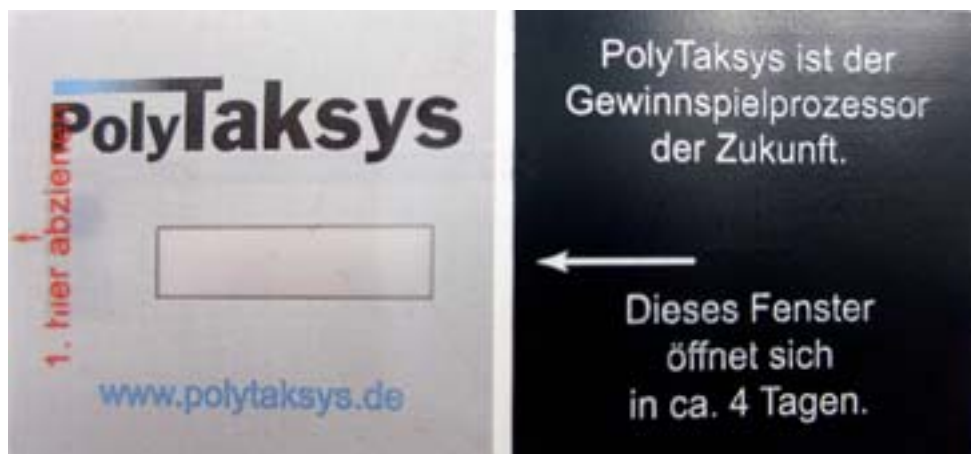
Reidinger has provided the folding rule with a practical additional function that noticeably facilitates the work of tradesmen and handymen: The “Magneter” has a magnet incorporated into the top element that helps to recover dropped screws, nails and other metal objects. Whether they have to be picked up from hard-to-reach places, such as behind a heater, or simply from the ground, or when you are standing on a ladder – the folding rule with magnet serves as an effective extended arm. In addition, the patented product has demonstrated its practical suitability as a measuring tool and not least as a promotional product. Custom printed, the clever tool serves as an extraordinary helper which is sure to be used and create a lasting impression.

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info@reidinger.de • www.reidinger.de

REVOLUTIONARY TECHNOLOGY

Global Innovations, a specialist in custom designs and patent products, is the exclusive distributor of the worldwide patented new development in nanotechnology: the so-called “PolyTaksys”. Developed by the University of Münster, the product looks like a sticker and consists of several superimposed layers. The bottom foil can be designed in any way. By activating the upper film, it opens in a predefined period of time and activates the message attached to the bottom film. “PolyTaksys” can be used for all information which is covered and is to be released after a certain time, such as a lottery processor, a discount window or a product announcement. An example: The prize does not appear immediately after the purchase when detaching a film, but with a time delay e.g. three days. Therefore the customer will be animated to make a return visit. In a second phase, PolyTaksys is used as an “open monitor”. This is activated automatically when opening the product (e.g. milk) and indicates how long the product has already been open.

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A NEW GENERATION

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

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DISCOVER THE POWER OF FRAGRANCES

The Post-it Notes Aroma Pads are a truly sensual advertising medium. By simply rubbing the Post-it sticky note, the chosen fragrance is released, leaving a lasting impression, and thus enhances the advertising message considerably. Customers can choose from a variety of fragrances available for countless positive associations: for example, the aroma of coffee for the morning newspaper and all good breakfast ingredients; lemon fragrance for freshness, cleanliness, summer and a delicious sorbet; the scent of natural wood for sustainable construction and interior decoration; apple cinnamon scent for all cosy winter and Christmas promotions. Even individual fragrances are possible: Michael Schiffer Promotion offers advice regarding implementation. Of course, the new Post-it Notes Aroma Pads are also available in die cut format.

49018 • Michael Schiffer Promotion GmbH • Tel +49 2843 1692115

b_serra@michaelschiffer.com • www.promotion.michaelschiffer.com

3D PUZZLE IN CUSTOM DESIGN

Green – personal – specialised: are the three current megatrends in the promotional product sector and precisely these trends can be found at Umbum: “Eco-friendly, personal and individual” creating a deep and authentic brand loyalty. The Umbum brand specialises in the production of individual 3D puzzle models for objects and promotional products for every individual choice. In addition to new developments, an individual production of objects in custom design is offered. Existing objects (vehicles, buildings, etc.) can be adjusted to the desired design. The 3D puzzle models are made from top quality carton with double-sided relief printing. Neither scissors nor glue are required for the assembly.

49501 • Dieser GmbH & Co. KG • Tel +49 40 64225960

pawel.kogan@umbum.de • www.umbum.de



THIS BOOMERANG IS A GOOD CATCH

The Boomerang is an innovative iPad accessory where all good things come in threes. According to Invented4, it is the first product on the world market that combines the case, stand and holder. As a result, it provides iPad users with a plethora of uses. Boomerang received a Red Dot Award in 2014 and is manufactured in the EU. This guarantees excellent quality and short delivery times. For more information, visit: www.xvida.com/

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SMALL BOX WITH A BIG SOUND

The Bluetooth loudspeaker Heju Dice (art. No. 4891) from KMS Kafitz is only 45 x 45 x 40 millimetres in size and made of plastic. As light as a feather at just 46 grams and not much bigger than a salt shaker, the little sound box is available in blue, red, white, black, green and yellow. If the many available colours are not enough, the box can also be branded with your own logo. It is delivered to the customer packed in a black cardboard box.

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50	7	8	9	10
51	14	15	16	17
52	21	22	23	24
53	28	29	30	31

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53	1	2	3	4
1	4	5	6	7
2	11	12	13	14
3	18	19	20	21
4	25	26	27	28

Verantwortung für die Zukunft

2016	Februar	February	Février	Februari
5	1	2	3	4
6	8	9	10	11
7	15	16	17	18
8	22	23	24	25
9	29			

Am Nabel der Zeit

2016	März	March	Mars	Maart
9	1	2	3	4
10	7	8	9	10
11	14	15	16	17
12	21	22	23	24
13	28	29	30	31

Planung stiftet Verlässlichkeit

2016	April	April	Avril	April
13	1	2	3	4
14	4	5	6	7
15	11	12	13	14
16	18	19	20	21
17	25	26	27	28

Konzentration auf das Wesentliche

2016	Mai	May	Mai	Mei
17	1	2	3	4
18	2	3	4	5
19	9	10	11	12
20	16	17	18	19
21	23	24	25	26
22	30	31		

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Kalender und mehr...

AN ENTIRE HALF-YEAR

Eckenfelder, the calendar specialist, is extending its successful “Junior” series to include two new models with 5 and 6 months. For those who not only want to have a clear view of the immediate future. The advantages: a better scheduling overview – and even more advertising space. Thus the logo or advertising message of the customer is optimally presented, 365 days a year! Both calendars, when folded, each fit into in a DIN B4 envelope and postage can be saved when sent as a Maxi letter. Of course, like all the calendars from Eckenfelder, the two new models are produced environmentally friendly and printed on FSC-certified paper.

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m.brieske@eckenfelder.de • www.eckenfelder.de

THE CHOSEN ONE WITH PROMOTIONAL VALUE

In the film Matrix, Trinity is the chosen one who can answer all questions. At uma, customers can find not just one chosen one, but a whole array of them. One thing is clear, however, the Trinity from uma changes the reality of the promotional ballpoint pen. With its innovative triangular barrel, the writing instrument not only lies comfortably in your hand, but also provides an additional, third advertising space which optimally enhances promotional messages. The Trinity is covered in a shiny or transparent plastic case and in a GUM version that impresses with a rubberized soft-touch barrel and transparent shiny clip. The pen therefore promises not only a great feel but also places emphasis on elegance. That is why the heavy, polished chrome metal tip comes standard, as does the proven uma-Tech refill which guarantees writing enjoyment at an altitude of more than 4000 metres.

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MARKING AND NOTING DOWN

Eurostyle supplies the optimal products for marking and noting down. A new item is the car accident notebook with case from the Germany series which contains a pencil and an accident checklist. Here you can immediately read all about what to do in case of an accident. The notebook from the Germany series, which is enclosed in a high-quality leather book jacket, is an ideal companion for meetings and appointments. Both products are available in many colours. With the Germany series, the leather colour and seam can be customised according to specification and manufactured in limited editions. In addition, many Eurostyle series offer classic writing and ring binders for notes and documents. There is also a wide selection of iPad cases. As desired, they are available with and without a pad or a zipper, in A4 and in A5 format. Whether in leather, polyester or leather-like material, Eurostyle also offers the suitable item for every need. The collection also contains Tablet PC writing cases with variable fasteners for different tablet sizes. Eurostyle personalises actual models and designs series according to individual requests.

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THE WISHING TABLE

The stickipop is an eye-catching product at any event, trade show or company celebration. In the private sector, the table coverings are a must-have because the large advertising space can be printed not only with individual theme motifs (country style or Oktoberfest), but also with board games. The advantages of the table coverings: simple to attach, removable, weatherproof, UV protected and easy to clean. The stickipop table coverings are a German brand. They are printed expertly and professionally. All desired sizes are available.

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A FRESH LOOK FOR COOL DRINKS

Flow becomes a must-have for all design-oriented connoisseurs as freshness attains a new form thanks to the hand-blown glass in clear silhouette. In addition to its beautiful exterior, the inner qualities of Flow are particularly impressive. It serves cold drinks to perfection and also guarantees up to four hours of refreshing drinking pleasure. Its secret: a practical cooling element is simply inserted into the stainless steel base. Even without the cooling station, Flow serves as an elegant carafe for fine red wines. A summer highlight is the Flow Friends cooling carafe which also keeps drinks cool for up to four hours thanks to the clever cooling element. When pouring, the one-litre carafe serves all drinks drip-free. The Flow Slim series with its particularly slim cooling base fits perfectly into most refrigerator doors.

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Nov.

"Gift sets, Packaging" and "Finishing and Technology"

Copy deadline: 16.10.2015
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Dez.

"New products at PSI 2016"

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Jan.

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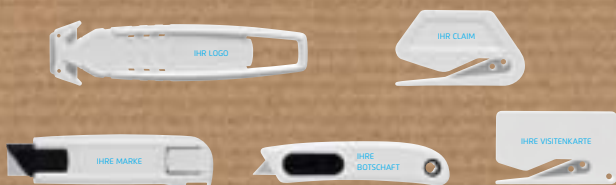
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Ansprechperson

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43952 PSI - Reed Exhibitions Deutschland GmbH *

**Warmest Congratulations from PSI on their Marriage:**

Our Ms Späker has now changed her name to Heidbüchel!



Max Heidbüchel and Anja Späker took their vows in the Big Apple on 15 May 2015.

We – the entire PSI team and editors at the PSI Journal – are delighted for the newlyweds and wish them health, happiness and all the very best for their future together!

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PSI Journal 06/2015

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Merchandise.nl started out in 2003 and has its roots in the music industry, as a supplier for artists and festivals. Over the years we attracted more regular B2B clients for whom we are a steady partner with broad options in both products and design. See our sites: <http://sites.merchandise.nl>

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PLANNING TRADE SHOW SUCCESS

What constitutes state-of-the-art exhibition planning? Which trends are coming out on top in the area of stand construction? How can exhibitors better monitor their success? Seminars organised and conducted by Seminar-Allianz are all about providing answers to precisely these and other questions. Seminar-Allianz was set up in 2008 as the very first alliance of German-speaking exhibition companies, their objective being to offer their exhibitors a comprehensive range of further-training products. They have meanwhile grown into a network of 13 exhibition companies and organisers. The seminars on offer in their 2015 programme cover five subject areas:

- **“Professional exhibition planning”** (professional coordination of participating in exhibitions from the planning stage right through to follow-up).
- **“Marketing strategies geared towards online visitors”** (Applying online marketing to participation in exhibitions, which individual activities represent an effective source of support for achieving exhibition objectives, multi-component approaches to the invitation process)
- **“Monitoring exhibition success”** (transparently identifying meaningful exhibition data through strategic exhibition planning and consistent definition of the objectives pursued and getting the most

out of budgets by applying a systematic approach to cost control)

- **“Crash course: Stand construction and design”** (extensive knowledge and information on stand design, choice of colours and materials, many highly useful tips on design and cost certainty)
- **“The perfect exhibition discussion”** (Guidelines for success that pave the way to establishing contacts and attracting new customers, training in successful methods of assessing requirements and getting the message across in presentations of exhibition highlights).

Detailed information on the entire seminar programme and registration possibilities can be found at www.psi-messe.com/seminare. <

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COMPETENCE AREA NEW AT PSI 2016

Its status as the leading trade show for Europe’s promotional product industry is just as much an incentive as it is a commitment for the organizer PSI. This is also why the ongoing focus of the trade show has been on developing itself further and introducing new stimuli. One such novel stimulus is the PSI Institute-Competence Area, a spacious, dedicated zone which will be available to exhibitors for the very first time at PSI 2016. This new dedicated zone will provide the winners of the PSI Sustainability Award 2015 with a facility for introducing themselves and their areas of expertise. A further feature will be an Information Forum offering presentations and papers each day on an admission-free basis. As admission to the Information Forum will not require registration in advance, it will also represent an ideal opportunity for visitors who decide spontaneously to drop by for a while and join the audience. This is really what the Competence Area is all about: it provides both exhibitors and visitors with the opportunity to extend and consolidate their knowledge. In addition, it is also intended to have a variety of service partners such as the PSI Design Forum, the German Patent and Trademark Office as well as the Customs and Excise Authority represented within the dedicated zone. The Competence Area is also the place to be for anyone who wants to learn everything there is to know about plagiarising and the relevant “Plagiarius” Awards. There will also be a PSI stand there, where visitors can pick up information relating to Supplier Finder, certifications, Product Finder 2.0, sourcing services and the PSI Web shop. And: PSI old hand Charlie Taublieb will be in attendance presenting sustainable finishing techniques for use in the textile industry. Information on the new dedicated zone may be obtained from Alexander Kahl, phone: +49 211 90191-230 or e-mail: Alexander.Kahl@reedexpo.de. <

THE POWER OF AN INDUSTRY

Imagine the promotional product industry mounting a major attack on the advertising budgets of companies. The tactic: troops in all countries form to bombard advertising companies with arguments and drive back other advertising media with analyses of advertising effectiveness. With significant budget gains, the industry captures a leading position in the marketing mix.

That is a vision for the future, even if it does sound a bit exaggerated. The scene emerged following the overwhelming participation of distributors and suppliers in the 2nd edition of the PSI industry barometer. With more than 1,000 participants, the barometer is the largest of its kind. It

is a representative cross section of the European market. Industry information that contributes to one's own understanding of the market serves as a strong basis to push sales. Coupled with the knowledge that promotional products have a long-term positive impact on image and brand development and are among the most cost-effective marketing tools, current market data is an unbeatable weapon in the battle for the marketing budget.

Facts, scientific studies and good arguments for the trade have been developed by the associations and the PSI. When using these argument weapons, however, something still seems to be lacking. Especially smaller companies, which account

for over 70 per cent of trading companies, obviously have a lot of catching up to do or have a need for training. Training, which is absolutely necessary in the struggle for companies' budgets.

This is absolutely necessary because we now find ourselves in an environment which is teeming with compliance and legal mines. The arguments of the industry must also be used here to ensure that customers feel safe. Among the arguments that should be mentioned with this topic are the enormous investments by suppliers in a clean and sustainable supply chain. This also creates security and trust in promotional products.

All these investments in research, sustainability and image have to pay off and they will pay off. You can count on our support.



»Current market data is an unbeatable weapon in the battle for the marketing budget«

Best regards,

Michael Fréter
Publisher of PSI Journal
Managing Director PSI
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IT'S PROMO TIME!





ADVERTISING ON THE GO

The history of our species teaches us that in particular the urge for mobility has promoted our development. Today's world is densely covered by transport networks of all kinds, in which for various reasons people are constantly on the move, either professionally or privately, with certain intentions or just for pleasure. In the title theme of the July issue, we focus on useful companions on trips, including "bags and luggage." The second thematic section revolves around promotionally effective "toys and plush items". **Please give some consideration to the product theme of the August/September issue with the title subjects "Sustainable and certified products" and "Autumn, Christmas" and send your product presentations (image and text) by no later than 26 June 2015 to: Edit Line GmbH, PSI Journal Editorial Department, e-mail hoechemer@edit-line.de.**



BALLPOINT PENS AS A LIFE TASK

In 1972, Piero Chicco founded the company Stilolinea and from this time on produced ballpoint pens. When analysing the market, he came across a little known but promising market niche: the promotional ballpoint pen "Made in Italy". From the outset, Piero Chicco devoted his attention to eye-catching, innovative and versatile products. This was the beginning of a continuing success story that we will take a closer look at in the next issue.



INNOVATIVE PRODUCTS IN LUCERNE

In May Lucerne was once again the venue of the PSF Forum, the promotional product trade show of Promoswiss, the association of the Swiss promotional product industry. Major European manufacturers and suppliers traditionally meet here together with Swiss promotional product distributors. For the first time, the PSF Forum 15 was held at the ice sports centre in Lucerne, where the exhibitors enjoyed a larger stand area than in Schweizerhof in previous years. We were there on location to report for you.



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