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POWER FOR PROFESSIONALS

International magazine
for promotional products

JULY 2015

Volume 54

JOURNAL



**Steven Baumgärtner and
Roman Weiss**
cyber-Wear
Friends and partners

Product Guide

Toys and plush products
Bags, luggage, travel

marke[ding] Switzerland
Premiere in Lucerne

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Communication,
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**VALUE-BASED MARKETING
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EDITORIAL

IS THAT SO HARD TO UNDERSTAND?

There is a lot to say for readers not wanting to let comments in the PSI Journal pass without comment. After all, this is democracy in action. This is how Michael Freter sees it, as well, who does not beat about the bush with his opinion pieces in the magazine. But what do you think, "If terminology rape in the media was a crime, you would have something to fear! Trying to throw sand in the eyes of the promotional product business with lemming-like repetitions of this sustainability nonsense is an inept attempt to upgrade an industry. You might as well choose a pyromaniac as firefighter of the year. Sustainability and business go together like virginity and prostitution. Your hypocrisy makes me want to vomit." (Excerpts from an enraged two-page letter to the editor on the topic of the PSI Sustainability Awards)

Now, you might think this sort of thing does not deserve a comment, and you may be right. But how could someone so completely misunderstand why the topic of sustainability is so important to the PSI?

In the sixties and seventies, entire schools of fish were swimming belly up down the Rhine to the North Sea. They were dead. Poisoned by sewers and chemical factories along Germany's greatest river. In 1988, the then Minister of the Environment in Germany, Klaus Töpfer, went swimming in these waters wearing a full-body bathing suit. He is said to have had very red eyes afterward. Today, people of all ages are splashing about in the water and on the riverbank beaches. A success story and a tale of sustainability.

Anyone who takes a look around the world will quickly see that we are in the process of destroying large portions of the things our species needs to exist. The way we treat one another in some places is not bestial but unfortunately all too human – that is to say, inhuman. Slavery and the most brutal forms of environmental pollution have only been eliminated in a tiny portion of the world. You do not have to be a green, a Christian or a revolutionary to want to change this.

Now, I am no dreamer and have been around in this world for a good few years. And this is why I know that all of us, manufacturers, importers, distributors – and all of the industry's business partners – must face up to these problems. If we do not contribute our mite to increasing the pressure on polluters and exploiters, then things will become even worse in the world. And our business will become even worse than that. The citizens – our customers – expect us to open our eyes and practice responsibility. They expect to be able to enjoy our products with a clear conscience. This has been part of our success for many years.

That can't be so hard to understand.

Keeping this in mind



Manfred Schlösser
Editor-in-Chief PSI Journal
Your opinion: schloesser@edit-line.de



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ADVERTISING IS CHILD'S PLAY

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Man likes to play. And because he does so with his senses fully attuned, he is more receptive to all kinds of sensory perception at this time. As playing often also involves tactile experiences, advertising is child's play – and, most of all, easily remembered. Please browse through and take some time for promotional playing and playful promotion.



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VALUE-BASED MARKETING AND SUSTAINABILITY

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For too long, the industry has been all too careless in dealing with resources and production conditions. Only the new focus on quality and safety in recent years has triggered a change in attitudes: acting responsibly along the entire value chain has now become a necessity for placing accepted and thus effective products on the market. Sustainability is an opportunity for forward-looking companies.

COMMUNICATION – KNOWLEDGE – NETWORKING

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On the theme of “By colleagues – For colleagues – With colleagues” the Bundesverband der Werbemittel-Berater und Großhändler e.V. (Federal Association of Promotional Product Consultants and Distributors – bwg) invited managers and employees from the promotional product industry to the Forum 2015 at the end of May to establish new contacts and share ideas.

TOP DISPLAY ON TOUR

46



More consulting – more service – more efficiency – more individuality. These four components are the cause taken up by the team of Hamburg-based top display promotional product specialists for 2015. The first step toward their goals was an educational tour by the top display team in the south of Germany where they were hosted by two manufacturing partners.

COMPANIONS WITH ADDED VALUE

76



The Eckenfelder family has been making calendars for more than 40 years. Gisbert Eckenfelder started producing in his garage in 1969. Today, under the management of his two sons Christof and Daniel, the company produces several million calendars every year. The product has remained, but the company looks different in its second generation.



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GOOD WEATHER OUTLOOK

By definition, weather is the perceptible, short-term state of the atmosphere at a particular location of the Earth's surface, which, for example, appears as sunshine, clouds, rain, wind, heat or cold. This sounds objective, logical and comprehensible. Yet hardly a topic is discussed so much and as intensely as the weather. It often seems that weather does not exist, even though it is perceived by us all simultaneously and especially similarly. The promotional product industry therefore offers, as a precaution, suitable products which can be used flexibly for many meteorological characteristics, on land and at sea.

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Sustainability comprises acting responsibly in the areas of economy, ecology and social affairs.

VALUE-BASED MARKETING AND SUSTAINABILITY

TAKING THE OPPORTUNITY

For too long, the industry has been all too careless in dealing with resources and production conditions. Only the new focus on quality and safety in recent years has triggered a change in attitudes: acting responsibly along the entire value chain has now become a necessity for placing accepted and thus effective products on the market. Sustainability is an opportunity for forward-looking companies.

The classic 4 P's of marketing – product, promotion, price and placement – have served many industries and service providers well for generations in the conception of products and the suc-

cessful marketing of those products. Promotional products are a fundamental component of any marketing strategy. It is therefore worth taking a closer look at the history of marketing and linking

it with the current discussion about sustainability. Marketing as a professional discipline is relatively young. Only in the last 100 years has it evolved as part of sales and developed into a domain in its own right. It continues to form part of sales but, like sales, it is subject to constant change particularly in the digital age. It is increasingly playing a significant role especially when it comes to considering and shaping the needs of future generations.

CHANGE OF THINKING REQUIRED

After all, needs are the issue as we go on talking about sustainability. According to the definition that was prepared in the Brundtland Commission and agreed on as a guiding principle of international development at the environmental summit of the United Nations in Rio de Janeiro in 1992, every generation should live in such a way that its own needs are met. At the same time, the basis of existence of all subsequent generations is to be maintained. In 1992 the main concern was to



This is what the future could look like: It is no longer just about profit or growth, but the real needs of customers, employees, society and nature.

meet the needs of the poorest people on the planet and enable them to have a decent life. The protection of nature and ecosystems was to be combined with forms of social coexistence appropriate for humanity and with the economic interests of the global economy. These necessities have become increasingly urgent over the last 20 years and have come to define the sociopolitical discourse.

MARKETING 1.0: FOCUS ON THE PRODUCT

So what is meant by marketing? Speaking in old-fashioned terms, you could also call it distribution management: this involves the search for suitable markets for products and services as well as offering these products and services and promoting their sale. Of course, these offerings must also satisfy certain needs on the part of the purchaser. In the first half of the 20th century and above all following the two world wars when there was not enough of anything, industrial suppliers had a particularly easy job of selling their goods. Back

then it was a case of so-called sellers' markets in which the suppliers could largely determine the prices and terms. To use a nomenclature we owe to Philip Kotler, one of the greatest pioneers and originators of modern marketing theory, this was the birth of so-called "Marketing 1.0". The characteristic of Marketing 1.0 was that it focused on the product and its availability. Alongside the masses of potential customers with actually existing, physical needs were just a few suppliers.

BENEFITS ONLY THROUGH TRUE INNOVATIONS

Today marketing and advertising are often faced with the accusation of creating needs that the consumers were previously quite unaware of. Concerns of this kind apparently did not exist in the days of Marketing 1.0. Yet as early as the 19th century there were examples of the fact that products could be created which the consumers did not yet realize would be useful to them. In 1893, for example, August Oetker invented baking powder, thus making

work easier in a way that people could not previously have imagined. This example also illustrates the concept of innovation in the best sense, a concept that is used rather excessively these days. Only true innovations bring entirely new benefits and consequently cause changes in the behaviour of the people who benefit from them.

MARKETING 2.0: FOCUS ON THE CONSUMER

With the overall increase in prosperity after the Second World War – a catchword being the Wirtschaftswunder, driven by the US Marshall Plan – the range of goods was broadened extensively and product differentiation began. There was no longer just one brand of washing machine but many. The same was true of all consumer goods. The functional value of products and services was still important, but an additional aspect was added to this: the emotional value. The appeal was no longer only to the mind, to one's reasoning, but also to the heart and the emotions. It now became fashionable and gave you a good feeling



Marketing 3.0: Customers increasingly see themselves not only as consumers, but as responsible stakeholders in the global flow of goods.



to own a special product. That was the beginning of “branding”, the creation of brand identities. Depending on their own self-image, consumers then connected more with their chosen brand (e.g. Mercedes) rather than that of the competitor (e.g. Volkswagen). The consumers and their now more extensive needs became the focus of attention of marketing strategists around the globe. Marketing 2.0 was born.

DIFFERENTIATING SUPPLY AND DEMAND

Since consumers now had the choice of very many different offerings, something analogous happened on the suppliers' side: producers began to show far more interest in their customers, segmented into so-called target groups. Market research became important. Customers were surveyed and studied; their purchase behaviour was analysed. With the aid of IT tools that have been greatly improved over the last 20 years, huge volumes of data have accumulated as a result. This all serves the goal of satisfying consumers with very differentiated offerings, thus gaining their loyalty to the supplier and the brand for as long as possible. Advertising has also taken on a whole new significance within Marketing 2.0: advertising expenditure has risen enormously in the meantime and in some sectors it is many

times higher than the expenditure on research and development. The role of advertising is to boost sales through publicity, by communicating the unique selling points, by promoting the image and through improved customer retention.

THE BEGINNING OF THE DIGITAL AGE

Due to the fact that from the 90s onwards more and more people had access to the internet and were able to make use of a virtually unlimited supply of information, a great change in marketing and advertising began again. Advertising in the old sense as one-sided communication from the supplier to the customer may not have become superfluous, but it was at least drastically modified. Advertising shifted from print media and posters more into the virtual sphere of the internet. Social media took on an incredible momentum of its own. Suddenly consumers could not only compare prices online, they could actively read up on details about products and production. All at once, customers became discussion partners on an equal footing, both with one another and in contact with the advertisers themselves.

MARKETING 3.0: CONSUMERS WITH A SENSE OF RESPONSIBILITY

They took an interest in how the products were manufactured; they realized that glob-

al value chains not only brought good aspects, such as lower prices, but also had to do with exploitation and environmental pollution in distant regions of the world. Greenpeace, BUND (Friends of the Earth Germany) and many other NGOs had a part in initiating an overall change in attitudes. The media reported widely on bad states of affairs in the so-called Third World. The collapse of a textile factory in Bangladesh in 2013 with more than 1000 fatalities stirred up the public. People in the Western world gradually started to recognize the connection between low prices for textiles and working conditions in Bangladesh. Since then questions are increasingly being asked: How are the seamstresses paid? Under what conditions do they live and work? Also the question about where profits arise and who benefits from them is now being discussed more openly than ever before. Customers no longer saw themselves as just consumers, as purchasers of goods, but as responsible participants within the global flow of commodities. They had arrived in Marketing 3.0.

CHANGE IN ATTITUDES AND TRANSPARENCY

Now it was a question of making a conscious statement with your own purchase decision: against a cheap import from



People, Planet, Prosperity: The focus is on the whole person with his environment and his well-being.

Asia and in favour of a high-quality domestic product. In favour of locally produced food rather than that which had been flown thousands of miles. People started thinking about values. About the value of clean water and clean air, about humane working conditions, about biodiversity and protecting the most valuable natural spaces such as rainforests and coral reefs. They realized that prices did not express the full truth about the value of the product in question and about the environmental impact of its production and disposal. The more conscious customer groups, at least, have thus shifted from the role of recipient to that of an active participant. They are in dialogue with the manufacturers and distributors – in real time – and they expect to be taken seriously with everything they are concerned about. To the discourse with manufacturers they introduce topics that have to do with sustainability – at an ecological, economic and social level. They expect transparency where previously, whether intentionally or not, the background has remained in the dark.

CHALLENGE FOR SUPPLIERS

More and more people are thinking about the meaning of consumption and therefore inevitably about the future. To ex-

press it in the words of the famous social psychologist Harald Welzer, they are asking themselves the question from the perspective of the future: “How do we want to have lived?” It now remains to be seen how well manufacturers and distributors grasp and make use of these new opportunities of Marketing 3.0. Do they really understand that consumers expect more than just the functional value of the purchased product? That the price is no longer the sole buying criterion? That customers are interested in the well-being of a world now perceived on a much larger scale? That they do not want greenwashing campaigns that give the product an ecological image but do not actually make any material changes? That products have to be good, in an all-encompassing sense? There are huge opportunities to be found in the honest implementation of Marketing 3.0. Opportunities that many successful companies are already seizing. Some examples perhaps? Vaude, Patagonia, dm Drogeriemarkt, GLS Bank, Team 7, Alnatura, Weleda and many more. All industrial sectors are included here: consumer goods, capital goods, energy, tourism, health, education. What characterizes all of these companies? For them the focus is on three new P’s: people,



Hans W. Steisslinger is a partner at **Terra Institute**, a consultancy and center of expertise for sustainability in business and society. He understands the

present global crises as a chance for fundamental innovations and works with enterprises in the elaboration of sustainability strategies and business model innovations.

planet, prosperity – and with them the whole person including their environment and their well-being. No longer profit or growth, but the true needs of customers, employees, suppliers, municipalities, society and nature. <



SUSTAINABILITY AND PROMOTIONAL PRODUCTS

SHOWING RESPONSIBILITY

In the promotional product sector, sustainability has also been a topic for years now. Concepts are increasingly being developed as to how sustainability principles can be implemented in the everyday work of companies. But there is still much to do. What is certain is that companies that operate responsibly now have a clear competitive advantage.

The development described above by Hans W. Steisslinger is also reflected in the promotional product sector. After decades of happy-go-lucky imports and excellent business, it became evident that the market had become more demanding. Complaints were made more frequently since, with the prices, the quality also often sank to a level that was (sometimes even literally) dangerously low. The manufacturing conditions in the countries of production and the question of the harmlessness of the raw materials used became a focus for critics and authorities.

CUSTOMERS BECOMING MORE DEMANDING

Distributors found that their customers were increasingly demanding declarations of conformity and quality certification. The basis for this was the new or tightened statutory provisions at the EU level, which established higher quality and safety standards. At the same time, consumer aware-

ness developed further: focus was placed on thoughtful consumption, products that were harmless in terms of health and ethical considerations, and higher quality. The advertising industry could not ignore this and raised the bar for promotional products, too. The promotional product industry had to respond to that. No company wanted to risk finding its product on a RAPEX list one day.

QUALITY MANAGEMENT IS IMPERATIVE

Fear of penalties and the expensive consequences of deficient goods put the whole industry in a state of alert. Many importers and manufacturers are now investing in their own, highly effective quality assurance systems since distributors can barely sell anything anymore without the appropriate certification. Everyone in the industry agrees: the promotional product business has become more costly and more complicated for all those involved. It takes

more time, more know-how and more staff to handle an order than it did in the past. Major importers have even started employing full-time quality managers.

PROFESSIONAL PROCUREMENT AGENTS

That may all sound negative, but it has actually also achieved many positive things: promotional products have now become safer and simply better. The proportion of company's own designs in their product ranges is growing and thus also the perceived value of the products. At any rate, the products of suppliers that are meeting the demanded level of responsibility are on a par with consumer products when it comes to quality. This fosters acceptance on the customers' part and the professional quality management shows distributors and suppliers to be competent procurement agents. In other words, the sector is in the process of strengthening its position as a trusted partner to industry and thus also boosting the image of the promotional product.

SUSTAINABILITY IS REWARDED: PSI SUSTAINABILITY AWARDS

In the current discussion about sustainability we must not, however, make the mistake of evaluating any and every kind of quality management or compliance with statutorily defined standards as being a particular achievement in itself with regard to sustainability. Nonetheless, there are particular achievements to be found in our sector that go beyond that which is economically necessary or statutorily prescribed. Companies' independent activities to achieve their own balance between economic, ecological and social factors are manifold and are documented by many individual certificates. So far, however, there has not been any form of measurability and comparability. For this reason, PSI has launched the PSI Sustainability Awards, which are given in eight categories. For the first time, the individual responsibility of the promotional product industry is being honoured by a prize that signifies both an aim and a mark of recognition. Be a part of this and apply at www.psi-sustainability-awards.de or www.psi-awards.de. <

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TOYS AND PLUSH PRODUCTS

ADVERTISING IS CHILD'S PLAY

Man likes to play. And because he does so with his senses fully attuned, he is more receptive to all kinds of sensory perception at this time. As playing often also involves tactile experiences, advertising is child's play – and, most of all, easily remembered.

Now, whether it's a game as a promotional product or a promotional product as a game – the advertiser scores on all points. Because a toy – and this includes the plush toys presented here – in contrast to a tool, which is primarily used to manufacture or work on something else, is appreciated for its own sake. According to the current state of research, the doll is the oldest toy. Doll-like figures made of clay can be traced back to the New Stone Age. In the course of industrialisation, the manufacturing of toys developed into its own branch of industry. And the toy market is still a growing market. An important segment in it is soft toys. On these pages we present a number of particularly cuddly figures from this range. The “father” of all cuddly companions is most certainly the teddy bear, which is said to be named after the American President, Theodore “Teddy” Roosevelt. And now in medias res: please browse through and take some time for promotional playing and playful promotion. <

BUILDING CASTLES AT HOME

Creative sand castles can be built in the children's room at home with the Super Sand Creativity Koffer. Super Sand is a natural product made of sand/limestone. Thanks to its special substance, this sand leaves no residues on the carpet, parquet or clothing. Its feel is soft as velvet and it does not dry out. It is also antibacterial and encourages creativity. And the castle-builders can also take the practical case with them on trips without any trouble. The toy is approved for children four years of age and older.

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DON'T BE A FROG

As a cuddly soft advertising messenger, the plush frog called "Bernd" from Inspirion won't shy away from making contact with big or small customers. After all, Bernd loves to be kissed and cuddled. The friendly frog can be used in a number of different ways: as a playmate, sleeping aid, cuddly toy or a substitute prince. Everyone will love Bernd, even if he doesn't turn into a prince after receiving a kiss. The frog wears a yellow cloth made out of nylon, which can be used to personalise the toy with an advertising message.

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A SMART TOOTHBRUSH HOLDER

The company WER GmbH from Senden, Germany, which is a member of the Moll Group, has acquired the exclusive marketing rights for the toothbrush holder Flipper in the promotional product industry. This product is a smart-looking and practical product for hygienically storing toothbrushes, which are especially popular with kids thanks to their several fun designs. This long-lasting and likeable advertising medium features a one-of-a-kind, world-wide patented mechanism, which opens and closes with the touch of a finger. It can be attached anywhere thanks to its built-in suction cup, so you can take it with you on trips without any difficulties.

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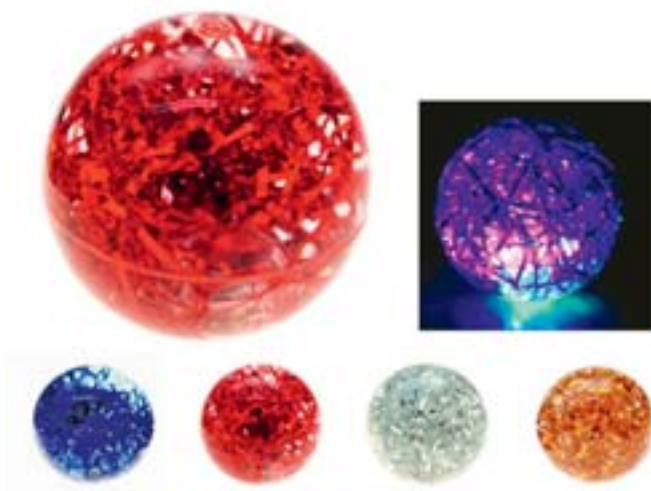


SOMETHING NEW FOR NEWCOMERS

mbw is presenting its new super soft and cuddly MiniFeet bears in the classic baby colours of baby pink and light blue. A logo or a child's name can be printed on the extra-large sewn-in label. The colourful squeaking grasping toys are also just as suitable for babies. Advertising is placed on them using a sewn-in advertising label. The cute Baby-Schnabels toy with pacifier (dummy) is also a new product featured in the mbw product line. It also comes in baby pink and light blue. When used with advertising, it is turned into a long-lasting welcoming present for little ones. It is especially important to mbw to guarantee high quality at all times. For this reason, the Schnabels manufacturing sites have been inspected together with chemical analysts from TÜV Rheinland and Eurofins. The company's concrete guidelines for the raw materials and dyes it uses were checked on site and firmly established, and they have been complied with ever since. Of course, all products are made out of phthalate-free PVC according to EN71 requirements. What is more, only non-hazardous decorative and printing colours are used.

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SHIMMERING SUPER BALL

Hamburger-based Krüger & Gregoriades is presenting a special kind of bounding ball. This extravagant super ball contains an LED light (in green, red or blue) and is filled with glitter and water. When it starts to bounce along, it also started flashing and shimmering. The ball comes individually packed in a plastic bag or in lots of twelve in a sales display, as well as sorted by colour in blue, red, silver and gold.

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The Mini-Zoom microscope from Louis N. Kuenen's Pfiffikus series provides for fun and excitement in exploring the microcosm. Small and practical, it is equipped with lighting (incl. batteries) and an object slide, with 20x to 40x magnification. Thanks to its management size, it fits in every pocket and can thus be taken along on little "expeditions". With the help of the slide, even the smallest objects can be held in place. Pfiffikus products are loads of fun for explorers of all ages. Nature has so much to offer, you only need to experience it all. Pfiffikus from Kuenen helps you do so in a playful way.

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REFRESHING FOOTBALL FUN

The completely redeveloped and patented football bar table is an eye-catcher of a special kind. The shape and versatile ways it can be used – as a football game, standing table and drink holder – make the football bar table predestined to be a top seller in the new football season. The sturdy ABS body is cast out of one piece, making it entirely weather resistant. This means it is ideal to use for events outdoors. An 8 millimetre glass plate functions as a cover plate. Bottles or cups can be safely placed inside both cut-outs. The base has a diameter of 48 centimetres and the height of the standing table is a convenient 1.20 metres. A beverage basket placed half way up the table, which can be used to keep bottles nice and cold, ensures a fresh supply of chilled beverages. The football bar table is available in many different basic colours, which can also be combined with each other. This table is delivered inside a shipping box ready for dispatch. Logos can be printed on the body of the table and on the beverage basket.

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gauger@b-und-a.com • www.promotionkicker.de

MESSAGE IN A BUBBLE

These fantastic soap bubbles are pure entertainment for all ages. Pustefix calls up associations with fun, childhood memories and a smile for adults in particular. Pustefix provides a way to present company and brand in a positive light. Everyone knows Pustefix and is happy to reenounter the unmistakable soap bubbles in combination with an advertising message. This “message in a bubble” can be customized as desired and will be sure to put a smile on the face of the Pustefix recipient.

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





THE “APPSOLUTE” CHALLENGE

The German TV quiz show “Quizduell” is now also available as a board game. More than 17 million people in Germany, Austria and Switzerland are currently in quiz show fever, thanks to “Quizduell”. Now viewers can play at home and try to correctly answer more questions correctly via app than a specially or a randomly selected adversary. Starting in October, all quiz fans can experience the “APPSolute” challenge live at the card table. The board game from Ravensburger contains over 1,500 original questions from all 19 categories. In addition to the duel challenge version, players can also choose to play either a tournament version or a team game version for large groups. What is more, the level of difficulty can be adjusted. With this product, the “Quizduell” challenge is turned into a fun game to play at home and the app is the perfect training camp. The board game has been designed for 2 to 6 players, ages 12+.

46563 • Ravensburger Spieleverlag GmbH • Tel +49 751-861722

gisela.horn@ravensburger.de • www.ravensburger-werbemittel.de



ULTIMATE IN FLYING FUN

Here comes the ultimate in flying fun: the four powerful rotors lift the small, ultralight “Gyroflip” quadcopter (with gyro and flip function) into the air as if on its own. This means that exciting 360° flips or fast flights pose no problem. The integrated gyroscope always ensures a stable altitude. The innovative technology enables especially agile flight manoeuvres. Thanks to the built-in LEDs, it is always easy to tell back from front. The rechargeable Li-Po 3.7 V high-power battery provides for meteoric flight times of about five minutes. The flight distance amounts to about 30 metres. The battery can be recharged in around 45 minutes using the USB charging cable so that the flying fun can quickly resume. If there should be an unplanned crash landing, the rotor blades can easily and quickly be replaced with the substitute blades included in the delivery.

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

info@lehoff.de • www.lehoff.de

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www.prodir.com
open.prodir.com

FOR CUDDLING, PLAYING, AND AS A GIFT

This will soon become every child's favourite: the cute plush panda with glittery goggle-eyes which create a 3D effect. Fine workmanship and high quality are some of the features that make this cuddly bear so convincing. The supplier, Krüger & Gregoriades, also has many other cute little plush items on offer, as well as licensed plush merchandise (for example, Minions, Ice Age, Sponge Bob, Smurfs, Turtles, Hello Kitty, Mickey Mouse, Winnie-the-Pooh, Maja the Bee, Kung Fu Panda and the Muppets).

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



MODELLING AND PLAY

The new FIMO kids modelling sets called "form&play" combine modelling fun and games in one product; they promote children's fine motor skills, creativity, role play and fantasy. The attractive and kid-friendly instructions assist in quickly succeeding in arts and crafts with detailed step-by-step directions on how to use it. The different levels of difficulty, 1 to 3, aid in assessing personal abilities. Each set is made up of four FIMO kids blocks weighing 42 g each, a modelling tool, the handicraft instructions and a game scenery backdrop, which can be found on the inside of the packaging. The modelling sets are available with the following themes: farm animals, pets, butterflies, knights, fairy tales, robots, princesses, dinosaurs, ponies, and outer space. Advertising is placed on the set using digital printing labels.

41108 • Staedtler Mars GmbH & Co. KG • Tel +49 911 9365514
info@staedtler-promotional.de • www.staedtler-promotional.de





INDIVIDUELLE PRODUKTENTWICKLUNG



GERINGE MINDESTMENGEN



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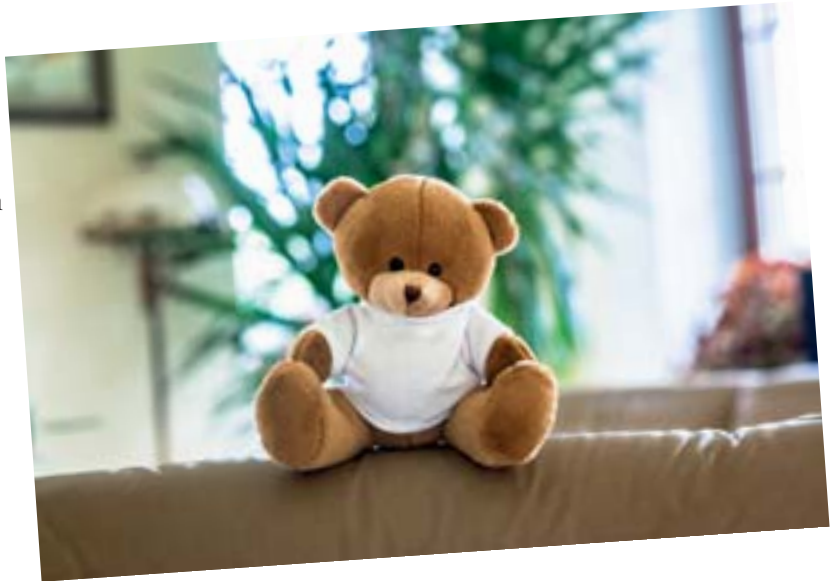
BREITES LAGERSORTIMENT

WWW.BRIXIES.DE

CUTE NICKY BROWN

Bestseller from Fofcio Promo Toys collection – Nicky Brown (HE235-16) – is an example of promotion soft to the touch. This cute teddy bear can be used in multiple ways, from becoming kid's best friend to bringing smile on adult's faces. Measuring 20 cm and equipped with cotton T-shirt suitable for printing (packed separately to streamline preparation for marking) will show the logo or other message in a friendly way. Available also in honey colour and smaller size (12 cm). It's the nicest way to advertise any company from kindergartens to international banks! More plush toys for promotional purposes on: www.fofcio.com

46204 • Axpól Trading Sp. z o.o. Sp.k. • Tel +48 61 6598800
info@axpol.com.pl • www.axpol.com.pl



NEVER STOP PLAYING

Have you ever wondered which positive effects does playing games have? There are more than you might think. It has been proved that playing games help children and adults to process information much faster and improve their fundamental abilities to solve problems. Moreover spending time with your friends makes your relationship durable; since there is a lot of free time to talk. When being equipped with Cube, one does not run out of games available so easily. Cube is set of 6 games packed in a plastic cube. It contains 10 playing dices, domino, backgammon, chess, 60 poker tokens and 2 packs of cards. Great choice for picnics outside or long summer evenings. CUBE is ready to print with silk-screen printing.

46051 • REDA a.s. • Tel +420 548131125
export@reda.cz • www.reda.info



FUN WITH FUZZBIES

Fuzzbies are funny ball creatures you can play all kinds of ball games with indoors and out. The six different characters each have a different colour and a different facial expression. But all have the same soft cloth cover which can be removed and cleaned. Any person three or older can thus choose their favourite Fuzzbie.

49371 • Goliath Toys GmbH • Tel +49 6103 459180
k.wanner@goliathgames.de • www.goliathgames.de



BOUNCING WITH JOHANN

Playing with the Johann yoyo from e+m Holzprodukte is a great way for young and old to have fun. This wooden toy with its classic design is made from FSC-certified, domestic beech wood and comes in red, yellow, blue, green and natural colours. There is plenty of space for printed or laser-engraved advertising on both sides. Apart from the yoyo, there are other traditional toys to choose from, such as wooden-handled skipping ropes and wooden tops.

42200 • e+m Holzprodukte GmbH & Co. KG • Tel +49 9181 2975-75
info@em-holzprodukte.de • www.em-holzprodukte.de



HAPPY
SUMMER
WITH THE FLAP TAG
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(TRA5011)



THE
PREMIUM
DESIGN
COMPANY

PLUSHY FRIEND

Erwin the Meerkat, with short-haired, super-soft plush, is extremely curious, stands on his own and likes to be cuddled. He measures roughly nineteen centimetres and can also be supplied ex warehouse with Sparkasse and Volksbank advertising. What is more, he has a little brother in the form of a key chain pendant. This and a head pillow with an embroidered motif are also available ex warehouse. If you would like information on other custom designs, am-d will be happy to provide it. For nineteen years, this company has been supplying a colourful range of toys. As a member of the German Toy Association, team-d GmbH takes part in the “Aktion fair spielt” campaign, which has been working together with partner organisations in Asia and Europe to improve labour conditions in Asian toy factories for more than ten years. Here it is largely a matter of participating in the so-called ICTI CARE process, the certification programme initiated by the International Council of Toy Industries for toy factories (primarily in China) for fair regulations in toy production.

44186 • team-d Import-Export • Tel +49 7181 989600
psi@team-d.de • www.team-d.de



LOTS OF FUN BUILDING AND PLAYING

Building sets from mic o mic have been a well-known building set toy for all ages in more than thirty countries for more than thirty years – and an ideal advertising vehicle. The mic o mic are high-quality building sets made of ABS plastic and consisting of various handy, colourful parts held together with buttons and tabs. Lots of fun building and playing for young and old alike, while enhancing fine motor skills and creativity. Each of the more than thirty models, with their clearly defined shapes and fresh colours, fits well in the hand and is a real eye catcher on any desk. Advertising can be applied at various places even on small orders. Specified colours for the models and packaging are also available on small lots. Schäfer Toy Company will be pleased to suggest individual design to its customers.

46903 • Schäfer Toy Company GmbH • Tel +49 2684 9570-291
info@schafertoys.de • www.schafertoys.de • www.mic-o-mic.com





ratten - scharfes



Hai - Light



FOR CREATIVE OPEN MINDS

What in the world can a clothesline have to do with a cat?! Well, thinking somewhat “out of the box” is needed to be successful at Silhouette – the game principle for creative open minds. How about “cat laundry”? The idea is to find a single term in two illustrations. The more creative the player, the more humorous are the results. For instance, a wave and a lamp become a “floodlight”, or a globe and an eye “world-view”. And when the teammates think a term is too far-fetched, you may find yourself under pressure to explain your association – heated discussions are predictable and even desired. Loads of fun for all work acrobats aged eight and older – available as a card, memory, pocket and coaster game. And: it can be customized!

49357 • Spielverlag Horst Pöppel • Tel +49 9195 9369219

info@poeppel-spielverlag.de • www.poeppel-spielverlag.de



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HIGH-VALUE 3D PUZZLE MODELS

Hamburg-based Dieser presents its Umbum-brand 3D puzzle model, which can feature any desired building as a 3D puzzle. Whether company headquarters or warehouse, new or old building, a high-quality, creative promotional product can be developed for every occasion (for instance, company anniversary or trade show appearance). The 3D puzzle models are made of high-quality cardboard with raised printing on both sides. No scissors or glue are needed to put the puzzle together. “Green – personal – specialized” are the three current megatrends in the promotional products sector. And just these trends are found at Dieser: “environmentally compatible, personal and individual” – this easily makes for even deeper and more authentic brand loyalty.

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

pawel.kogan@umbum.de • www.umbum.de



HAPPY CUBE PUZZLES

Finding the right promotional gift can be a difficult and confusing task. With so many often over-used ideas to select from, finding something original that can be tailor-made to suit your needs can be even harder. What about a unique, fun and award winning promotional gift for your clients? The Happy Cube as proven concept can't be excluded from your catalogue! The Happy Cube can be printed with your logo and any message that you want to put across. Made of soft EVA foam, it's fully customisable. You can choose the size, difficulty, colour and even design your own frame shape. We provide you the flexible promotional solution you're looking for! The Happy products are all about 'experience'; they keep the mind flexible and creative, and put a huge smile on everyone's face.

42765 • Happy bvba • Tel +32 3 3800650

info@happy.be • www.happy.be



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PRODUCTS MADE OF WOOD

Nemmer Holzspielwaren, based in Miltach, Bavaria, has been making quality wooden toys since 1952, and is now also a member of the PSI designing certified promotional products made of wood to reach specific target groups. These are items with a long service life which are used gladly and for long periods, and thus ideal for long-term advertising. The high-quality products can be supplied as natural, varnished or printed items, as desired. The in-house printing department offers a wide spectrum, ranging from simple screen printing to pad printing up to high-value special screens. The offer ranges from low-priced giveaways up to high-value design objects, all of which can be made in large and small quantities.

49548 • Nemmer Holzspielwaren GmbH • Tel +49 9944 863
rudolf@nemmer.de • www.nemmer.de

LOGOS PROJECTED

Now ballprint is offering an inexpensive variation of the 'Profi' flashlight in the form of a mini LED flashlight that projects a logo. With its length of eight centimetres and weight of only fifteen grams, this flashlight can also perfectly be used as a key chain pendant and is a useful, playful companion. The LED comes in various standard colours, special colours on request. Multicoloured logos can be printed and coloured logos projected, thus showing the advertising in the best light day and night. In addition, ballprint also offers flexible, quick delivery in only four weeks.

48636 • ballprint gmbH • Tel +49-(0)40-30059139
info@ballprint.de • www.ballprint.de



CUDDLING WITH QUALITY

MiniFeet is the quality brand for plush articles from mbw. The orange MiniFeet label indicates that the popular figures are safe and of high quality. The first Ökotex certified articles at mbw were also the most popular models from the Plushline. mbw offers the bears and elks in two sizes and up to five colours. There are now 30 different models in this segment. In addition, numerous other plush toys have been put through rigorous tests by renowned testing institutes. Matching accessories for all plush toys are available for applying advertising and are also made of Ökotex 100 certified materials. The Schmoozies create fun and good humour. With their 7 cm diameter, they lie great in your hand and are also useful thanks to their microfibre base. Phones and displays, for instance, can be cleaned in no time. A total of 37 different cute Schmoozies are available from stock. These are the first MiniFeets with a GS certificate. Advertising is applied on the sewn-in advertising banner, but an individual design is also possible after consultation. All models are subject to an EU-wide design protection.

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



TRINITY

Softtouch by 



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

UMA

SUCCESS IS ATTRACTIVE

Corporate Identity - this term is, briefly speaking, understood by promotional specialists to mean the “common approach” of a company. This in turn, depending on just how strong this orientation is, has a substantial influence on what constitutes a “brand. That uma is a really popular brand is nothing new and the “common approach” has also been consistently visible for a long time – after all, the traditional company has been playing in the first league of the promotional ballpoint pen manufacturers for many years thanks to its wide range of products and innovations. However, the fresh company outfit which the employees have been wearing recently is a new touch. Elegant polo shirts and soft shell jackets – very stylish in black and naturally displaying the uma logo – have been designed in cooperation with Erner & Euler, one of the market leaders in the high-quality corporate fashion sector. An aerial photograph using nothing less than a camera drone was taken of the whole team wearing the new outfit, just for the occasion. Even a human uma logo was created by positioning all of the employees in perfect formation directly in front of the corporate building, which meant that the fun factor was not neglected either. As a result, what has been true with regard to uma’s performance and products for a very long time already now also applies to the appearance of its personnel, too: Success is attractive in the truest sense of the word. www.uma-pen.com



A human uma logo was created by positioning all of the employees in perfect formation directly in front of the corporate building.

FALK&ROSS

NAKEDSHIRT NEW AND EXCLUSIVE IN THE RANGE

A new brand called nakedshirt now belongs to the range of Falk & Ross. The manufacturer nakedshirt offers selected basic T-shirts and polos that are optimally suitable for finishing and easily and quickly relabelled thanks to their tear-away label. The brand nakedshirt also stands for high quality, modern cuts, first-class print results, environmentally conscious materials and a fair, social production. In addition, all products are Oeko-Tex Standard 100 certified. “Nakedshirt offers a select range of premium basics with an excellent price-performance ratio. An ecological, social, high-quality and reliable production in and beyond Europe are clearly defined goals with the highest priority for nakedshirt. We have deliberately opted for this orientation of our brand and we are sure: In the end, especially our customers as well as future generations can benefit from our re-thinking,” says Tim Buschbaum, managing director of nakedshirt. www.falk-ross.eu



ABSATZPLUS GMBH

FURTHER OPTIMISATION FOR CUSTOMER SUPPORT

The absatzplus subsidiary in Schauenstein, Upper Franconia, has a new addition: Experienced sales talent Sabine Stütz recently became responsible for customer advice, customer support and sales for promotional products distributor absatzplus, in order to further optimise this division at the company which operates Europe-wide. Sabine Stütz has more than 30 years of experience in wholesale and retail. As a permanently employed sales advisor, she is the customers’ first point of contact for questions concerning products or orders as well as for finding the right promotional product for their target group and promotional purpose, or a suitable idea for developing a promotional product



Sabine Stütz

specifically for their company. Sabine Stütz possesses broad sales expertise, which covers both direct customer advice in stores and selling by telephone and at the point of sale, and customer support at the call centre. “There are in fact hardly any situations in the customer support area that I haven’t been able to get to know during my professional sales work so far,” says Sabine Stütz. “This experience is a huge help to me in expanding the absatzplus sales channels,” she further explains. Contact tel. +49 92 52 35077-91. www.absatzplus.com

BOFA

GROWTH OF THE TEAM

At the beginning of May 2015, Oliver Gaa joined the sales team at BOFA-Doulet GmbH. The Bonn-based company is a specialist for flags, indoor and outdoor communication, as well as events. Oliver Gaa is able to draw on many years of experience in sales. With a background in displays, he is particularly looking forward



Marius Ahlborn



Oliver Gaa.

to further developing and expanding this area at BOFA. The marketing team has also welcomed a new colleague. Marius Ahlborn, a qualified media specialist, will now be primarily responsible for the graphic design of all marketing documents. "We are pleased about this injection of fresh energy and look forward to many new ideas and suggestions", says Marketing Manager Lisa Pias. www.bofa.de

SPRINTIS

CHANGE IN PERSONNEL

As of the first of April, Nicolas Barklind is the new warehouse and logistics manager at Sprintis, the wholesale company for printing supplies and promotional



Nicolas Barklind

products. Before starting his new job, he worked for a DAX company in the "Warehouse Processes" department. At Sprintis, Nicolas Barklind will be responsible for process optimization

in the area of warehousing and logistics and will take care of the structural development in this area. www.sprintis.de

UNITED ASSOCIATION GWW

DEFINED MILESTONES

At its first meeting following the merger of the industry associations in Mainz, the GWW Board met in Frankfurt in its "old" composition. Until September, the various sections to replace the traditional style associations will be formed after a member survey. As part of the meeting to be held in summer, the spokespersons of the sections will have already been elected by their members. An annual general meeting is to take place in early December, which will then also select a new GWW Board. The current Board designed and enforced the merger, and is responsible for the reorganisation until then. Another new feature is that the PSI Sustainability Awards will be presented in the Classic Remise Düsseldorf in the evening of the Trend Trade Show in Neuss. The Classic Remise is a restored, round, locomotive shed full of vintage cars – one of the finest locations in the state capital. The merger of the business offices has already been completed. And as for short distances and working hand-in-hand, a lot has already happened. An advisory board that, where possible, is to be composed of representatives from all industry levels, still has to be set up. A working group for innovation and design relating to trade shows and events is also to be set up. The first months of the united association will focus on implementing the new orientation. A proud GWW Chairman Patrick Politze said in unison with all participants at the beginning of the Frankfurt session: "It's great that we have finally made it, but even moreso it is extremely important for the future of the industry."



The GWW Board from left to right: Klaus Rosenberger, Manfred Schlösser, Michael Freter, Chairman Patrick Politze, Hans-Joachim Evers.

KW OPEN

SUSTAINABLE FEATURE OF THE ESC

Promotional products made their grand appearance at the recent Eurovision Song Contest (ESC) in Vienna – sustainable and entirely without any competition. Participating for the industry was the Austrian agency KW open promotion consulting & trading GmbH, which was able to score in creating sustainable promotional products at the ESC. The ORF commissioned the company to provide the entire corporate fashion for 800 ORF staff and volunteers. Around 15,000 items – including, inter alia, T-shirts, shirts and jackets – were delivered in just three months. "With our overall concept of sustainable products and good service, we too were able to deliver a convincing performance in the nation's capital," says the Managing Director Karin Weinhandl. www.kwopen.com



Austrian expertise for the music event of the year: On behalf of the ORF, KW open outfitted the volunteers and ORF staff at the Eurovision Song Contest. (©: ORF)



Joy and pride for more than 25 successful years: company founder Edith Kettel and managing director Walter Berthold.

25 YEARS OF EDITH KETTEL MARKET SERVICES

TAKING OFF WITH FINE PRODUCTS

The company Edith Kettel Market Services has been active in the promotional product market for more than 25 years. This was reason enough to have this year's in-house exhibition held at a different setting – of course without giving up the familiar character that its customers and exhibitors have cherished for years.

Information, easy-going talks, a good mood and a special experience made the in-house exhibition for the promotional product specialist from the Franconian region in southern Germany an (anniversary) event which everyone in attendance will have fond memories of for a long time to come. The primary focus of this special occasion was deliberately placed on quality and longstanding business ties, even among the participating exhibitors. This was a decision which was well-received by customers.

FASCINATING EVENT LOCATION

The company chose a special location for the event: Becker's flight simulation centre in Nuremberg. While sitting inside an

original cockpit of an Airbus A320 and under the guidance of a real flight captain, every visitor could experience for himself what it means to start, manoeuvre and land this type of airplane. "All of the "pilots" confirmed to us that this was an awe-inspiring experience. Even visitors who had experienced flying a plane were fascinated by the very realistic flying experience in the simulator," explained the company's founder Edith Kettel. Kettel transferred control over the agency for advertising and promotional products to Walter Berthold two years ago, but has since continued to lend support to "her" company, suppliers and customers, many of whom have had ties to her company for many years.

INFORMATION AND ENTERTAINMENT

With this combination of information and entertainment it was no wonder that most of the visitors ended up staying much longer than planned. The fascinating ambience and the opportunity to spend time looking in-depth at the assortment of products being presented by the exhibitors in a relaxed atmosphere were very well-received. The exhibitors also used this opportunity to present their products with plenty of time and to give visitors details about their manufacturing process and finishing options in addition to informing them about topics such as sustainability. Walter Berthold comments, "Last but not least, it was an eye-opener for many customers. And some of them took the insight with them that a product's price should be an important factor, but not the only one, and certainly it should not be the most important criterion when making a decision either for or against using a promotional product."

DEDICATION AND PARTNERSHIP

Edith Kettel obviously had a lot of fun meeting her "old associates" among the suppliers and customers in person again, and she clearly enjoyed reminiscing about their shared experiences. Managing Director Walter Berthold stressed that when he looks back at the previous two years, he doesn't regret his decision to take over the management of Edith Kettel's company for one second. Berthold sums up the successful event by saying, "The fun of working together with our customers and suppliers has not waned one bit and it is a tremendously good feeling that our dedication and partnership-oriented way of thinking is perceived by customers and suppliers as such and is highly valued by them." At the end of the day the visitors, exhibitors and everyone who made sure things went smoothly were satisfied with this in-house trade show, which offered something quite extraordinary for those present yet again. www.edithkettel.de <

ARACO INTERNATIONAL BV

REVAMPED BRAND STRATEGY

The Dutch company Araco has established itself in the promotional product market as a full service partner. The brand strategy and philosophy has been revamped in order to increase awareness of Araco products and transparency. For this purpose, Araco subdivided its product line of about 300 products into four segments with their own



brand name: "Nilton's" stands for the main segment of caps, hats, scarves and other headwear as well as for textiles, polo shirts, T-shirts and fleece jackets or scarves. "Sophie Muval" is made up of terry cloth merchandise, such as towels and bathrobes. Two new brands were added to the product line in 2014: "Brickstone" (workwear such as aprons, cookery items, safety vests and jackets and other safety products) and "Seano" (leather and travel accessories such as money purses, bags, sun glasses and saddle coverings). Individual product groups, such as lanyards and seasonal products, round off Araco's product line. Nearly all products in the product range are finished at their own in-house embroidery and printing facilities in Romania and have short delivery times. In the meantime, 90 per cent of orders are personalised here. The machinery available includes ten embroidery machines with over 100 heads, two fully automated screen printing machines, two semi-automated transfer printing machines, a lanyard and transfer printing machine in addition to pad printing, laser and embossing machines.

info@araco.nl – www.araco.nl

SPS (EU) LTD

ACQUISITION OF HIGH PROFILE PLASTIC PRODUCTS

SPS (EU) Ltd, British manufacturer and supplier of promotional products, has taken over the company High Profile Plastic Products. Through the acquisition, SPS would like to further boost its range of "Made in Britain" promotional products. Following the successful management buyout in 2014, SPS has been experiencing steady growth driven by innovation, optimised operational procedures and new product development. SPS manufactures a wide assortment of promotional products, including drinking cups, mouse pads and keyrings. The range is complemented by a large selection of high-quality imported products, which are refined in the production facility in Blackpool, a building of more than 7,600 square metres. With ambitious plans for future growth, the management team at SPS sees the takeover of High Profile as a further important step towards manufacturing "Made in Britain", from which both companies will benefit in terms of experience, knowledge and business processes. Founded more than 25 years ago, High Profile, based in Banbury, produces and refines a wide variety of plastic products and has many years of specialist expertise in the manufacturing of custom products. Phil Morgan, CEO of SPS, comments: "Thanks to the strong portfolio of British-made products, the merger of SPS and High Profile is a significant



and logical step. We have been experiencing a massive increase in demand for our own products. As a manufacturer of custom-made plastic products, High Profile has a product range that fits perfectly with our assortment. The enrichment of our design teams, the tool-making experience, and the production expertise will be a great advantage for both companies. Furthermore, High Profile will benefit from the expertise in design innovation and the sales and marketing channels of SPS, enabling a greater presence in Britain and Europe. "This takeover will not lead to any changes for the customers of High Profile. Richard Wood and Richard Hope-Jones will continue to lead High Profile. Richard Wood sees a bright future for High Profile as part of the SPS group: "I am very eager to see how our shared ideas and our experience in the area of manufacturing will drive both companies forward." Phil Morgan concludes: "Both SPS and High Profile have great reputations in the industry, as well-established and trusted trade-only suppliers. We are confident that the synergy between our two companies will bring great benefits to the promotional merchandise market as a whole, as we continue to develop new and innovative products." SPS: Phil Morgan phil.morgan@spseu.com, Tel. +44 1253 340752 – High Profile: Tel +44 1295 267966 sales@high-profile.co.uk.

www.spseu.com



In Hamburg, Newsweek made a new appearance at the "Mehr!" Theater am Großmarkt.

NEWSWEEK 2015 IN LEIPZIG, BERLIN AND HAMBURG

SUCCESSFUL START

Even in the 13th year of its existence, Newsweek achieved a successful start. In the opening week, the mobile show for new products made its first guest appearance in Hamburg, Berlin and, for the first time, in Leipzig. In June, it then goes on to Wuppertal, Frankfurt am Main, Stuttgart, Nuremberg and Munich.

Split into two blocks of events, the 2015 Newsweek celebrated a premiere with the first venue of this year's tour: For the first time, the roadshow visited the city of Leipzig in eastern Germany on 5 May (since 2006, industry customers have also been invited through participating trade partners and promotional consultants). In the run-up, the organisers led by GWW Man-

aging Director Ralf Samuel managed to invite the organizers of the AHA – International Promotional Days Leipzig, the two agencies Abakus Riesa and Hallbauer Exklusivwerbung, to participate at the Newsweek and to forego participating at the AHA. "The participating consultants from the region and the exhibiting suppliers welcomed the decision to attend the



At the Newsweek premiere in Leipzig (left to right): Uwe Horstmann (nestler-matho) talking to Ludwig Schulze (Managing Director of Abakus Riesa) and Jürgen Hallbauer (Managing Director of Hallbauer Exklusivwerbung).

location in Leipzig, as well as the good visitor turnout at the event. The visitors were also full of praise," says Ralf Samuel in a first summary. A total of 87 exhibitors participated and showed new products and highlights from their product ranges. According to the organisers, 450 visitors attended Newsweek on the opening day.

LIVELY VISIT

After getting even livelier, the tour continued. On the following days, 616 people visited the Postbahnhof am Ostbahnhof in Berlin, so the result of the previous year (575 visitors) was topped again. At the event at "Mehr!" Theater am Großmarkt in Hamburg on 7 May, the organizers achieved a (slight) increase in visitors over the previous year (303 compared to 290). "However, the Hamburg location should be good for more," says Ralf Samuel who sees room for more potential over the coming years.

CONTINUATION WITH A VERY GOOD START

The continuation of Newsweek from 8 June with the trading day in Wuppertal, that is free for promotional product consultants, and the subsequent industry days in the cities of Wuppertal, Frankfurt, Stuttgart, Nuremberg and Munich, also went very well but Newsweek was still in progress when this issue went to print. For a final assessment of Newsweek 2015, check out the August/September double issue of the PSI Journal. www.gww.de <

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Jansen Verkaufsförderung held its twelfth in-house trade show on an excursion boat on the Ruhr, an offbeat idea which appealed to the customers.



Informative talks and high spirits on both decks.

JANSEN VERKAUFSFÖRDERUNG

FLOATING TRADE SHOW ON THE RUHR

A longstanding tradition and yet quite different: for the first time in Jansen Verkaufsförderung's twelve-year history of in-house trade shows, the event was not held on the premises of the Mülheim-based company, but instead on a trim excursion boat on the Ruhr. The organizers, exhibitors and guests all agreed that it was a delightful event with a great deal of information – in a maritime atmosphere and a great mood.

Everything just seemed to fit at the Waserbahnhof in Mülheim on 19 May: a trim white excursion boat softly swaying on the Ruhr, the “crew” of the host, Jansen Verkaufsförderung, and even some of

the guests in blue-white outfits with a maritime look, and even the weather imitating the capriciousness of coastal climes, with blue sky and sunshine, heavy grey clouds and rain showers passing in rapid

succession over the lush, verdant river landscape and the “Heinrich Thöne” with sixteen exhibitors and a total of 190 interested customers.

THE CHARACTER OF AN EVENT

The trim vessel was exactly the right size for the intended number of exhibitors and provided a cosy, pleasant atmosphere where exhibitors and visitors quickly got talking. The animated discussions and the casual, cheerful mood of the entire “ship’s crew” showed how excellently the combination of information session and event had succeeded. The organizers had, as usual, paid great attention to avoiding as far as possible any overlapping product ranges among the exhibitors. Customers were supposed to be inspired and stimulated, but in no case feel were they overwhelmed or even bored by too many products. “The trade show was intended to have a family atmosphere and remain easy to comprehend, just as our company is just the right size as it is at present,” said Heiner Jansen, getting to the heart of his strategy: a focus on cus-



Something special: Talking to customers on the river.



tomers care, which more growth would make difficult to maintain.

INDIVIDUAL CUSTOMER DARE

Heiner, Torsten and Christa Jansen and their team took care of their guests in person, showing them products and discussing a project or two right on board. Observers were treated to dealings between hosts and customers that were as professional as they were friendly. Many long-standing relationships with customers have developed in the more than 25 years that Jansen Verkaufsförderung has been on the distributor side of the market – for instance, with the city of Mülheim, for which Jansen has been supplying all promotional products for years. “We have many regular customers and suppliers. We have to be creative if we want to keep them interested, so we organized this year’s trade show away from our premises. That is how we came to the White Fleet, whose excursions through the picturesque Ruhr Valley are an attraction of the ‘City on the River’ and the entire region,” Torsten Jansen explained. He

could well imagine that the in-house exhibition on the “Heinrich Thöne” could give other companies the idea of using one of the boats as a location for an event.

TOP CUSTOMERS WERE ON HAND

The concept proved effective and the floating trade show was very well frequented from the morning on. Trips on the river were offered as a supporting program and this idea was also very well received. “By afternoon, more than thirty visitors had registered for the two-hour round trips,” said Jansen, pleasantly surprised. Out-of-town customers had come the previous day and used the trade show to take an excursion to the countryside or enjoy some rest and relaxation. “All our top customers were on hand,” exulted Jansen, who was obviously very relaxed and good-humoured that afternoon. Even the organization went off without a hitch. Considering the rather low ceilings in the boat, he had expected difficulties setting up the exhibits, but this worry proved unfounded.“

www.werbeartikel-jansen.de





The look of the first marke[ding] in Switzerland was also visually harmonious.

MARKE[ding] WITH A LIVELY START

PREMIERE IN LUCERNE

The concept of the well-known promotional product trade show from Austria known as marke[ding] has now been launched for the first time in Switzerland. On May 19 and 20, the marke[ding] opened its doors for the first time in Hall 3 of Messe Luzern in Lucerne, Switzerland for a day and a half and got off to a lively start.

Under the auspices of the organizer, promoFACTS, 75 exhibitors displayed their new products and developments in the area of haptic advertising and multi-sensory communication. Apart from well-known suppliers and producers, the stands

of seven Swiss promotional product specialists functioning as support agencies were also on hand, which welcomed visitors personally at the entrance and got them ready to find their way around the hall. Inquiries and orders made there were

assigned to the appealing promotional products agencies by way of supplier partners – this was the modus operandi of the trade show, whose aspiration was “to orchestrate a new, optimal trade show platform with a clear focus on promotional products and the versatility of haptic advertising.” As far as visitors are concerned, the first marke[ding] in Switzerland focused both on interested parties from industry (at the invitation of the promotional product agencies taking part) as well as promotional product distributors.

POOLING FORCES

“The Swiss marke[ding] intends to function as an innovation and information platform and be a meeting place for the industry, a provider of stimulus and a symposium for the Swiss promotional product sector. It demonstrates the manifold potential of visual and haptic advertising and offers visitors a broad overview of the portfolio of the industry’s products and services, how to use promotional products,



All pulling together. The organizers hope that suppliers and distributors will also benefit customers like this magic emcee during the trade show.



The stands of the support agencies were located right at the entrance. Here the visitors were welcomed with a fashionable promotional cup and prepared for their walk around the trade show.



Here (at the exhibitor Skarpeta) advertising literally takes off "in stocking feet".



How do promotional products work? Here users could get a vivid impression at first hand.

examples of best practice and innovative concepts. As a trade show platform, it intentionally highlights all the facets and ways to make use of promotional products," says Michael Mätzener of promoFACTS. "The concept of the marke[ding] in Switzerland is, among other things, also aimed at Swiss support agencies and dis-

tribution partners. They can use the platform under attractive terms and invite their corporate customers to the trade show. Thus they make a valuable, even indispensable contribution and provide a corresponding visitor frequency and quality," said Mätzener, explaining more concretely the idea and concept of the

marke[ding] trade show, which is already well established in Vienna and Wels, Austria, and is now adapting to the specific requirements of the Swiss promotional product market.

GREAT PRAISE AND THANKS

"The 778 visitors fulfilled our expectations and thus provided us with a very gratifying

premiere,” was Michael Mätzener’s initial assessment of the trade show, and he added, “The feedback was nearly all positive, both from exhibitors as well as visitors. Apart from many well-known promotional product suppliers, there were also visitors from nearly all companies of note in all parts of Switzerland. Many of them expressed their thanks for an interesting and successful day right after their visit, and commended the orientation of this first Swiss promotional product trade show for industrial customers.” There was also great praise for the size and organisation of the trade show, whose hope is to bring together all three sides of the promotional product business in a meaningful manner for the benefit of all involved. “The focus here is to show off promotional products and their potential,” said Mätzener. The visitors were able to experience this very impressively at the “Point of Haptic”, where manufacturers reported on specific uses for their products, using examples of ‘best practice’. This incentive was also integrated across various media by way of a smartphone app which lists examples of creative ways to use promotional products. Moreover, many exhibitors used infotainment to demonstrate the tangible benefits of their product ideas.

EFFECTIVE PLATFORM

The harmonious impression of the marke[ding] was also externally noticeable in the look of the uniform stand system. However, the heart of the trade show was the effort made “to further enhance awareness of the three-dimensional advertising medium and show the long-lasting value added that promotional products can generate when a company puts them to clever use in its marketing,” as Michael Mätzener summed up. To further strengthen this awareness of the potential of promotional products, promoFACTS intends to continue pursuing the path it has started out upon this year in order to offer an effective platform for suppliers, distributors and customers in the coming year at the next marke[ding] in Switzerland, to be held at the same venue on June 1 and 2, 2016. www.marketing-schweiz.ch <

At the marke[ding] in Switzerland, we talked to Martin Zettl, the initiator and organiser of the marke[ding] in Vienna and the marke[ding] plus in Wels, which have already become firmly established in Austria as trade shows for haptic advertising.

Mr. Zettl, could you explain the concept of the marke[ding] to us in a few words?

The marke[ding] trade shows see themselves as independent trade show forums which we organise together with major players in the promotional product business (support agencies). They serve decision-makers in the industry both as an information platform as well as a place to exchange ideas. At the same time, they are a meeting place and country-wide provider of stimulus for the promotional product industry. Manufacturers present the professional public their new products at first hand and obtain information on the variety and creativity of ways to use haptic advertising. The marke[ding] is a symposium with an increasing focus on conveying knowledge and information. We would like to demonstrate the versatile potential of haptic advertising and put the spotlight on promotional products – also using examples of best practice and innovative concepts.

How did you come up with the idea of holding a marke[ding] in Switzerland?

The wish and the idea for an industrial trade show focusing on haptic advertising came in the end from Switzerland. A trade show like the marke[ding] in Lucerne is therefore the logical product of a collaboration of industry players whose visions and goals are similar in many respects.

Why Lucerne?

Lucerne is situated in the middle of central Switzerland and has its own trade show centre with a committed team. Thus the location, the accessibility and the infrastructure were what made us decide in favour of Messe Lucerne.



Martin Zettl, initiator and organiser of marke[ding] Wien and marke[ding] plus, Wels.

Does the orientation of this Swiss trade show differ in essentials from the Austrian prototype?

Like the trade show in Vienna, the marke[ding] in Switzerland is for support agencies, but it has its own character. There are exciting details which the organiser, promoFACTS along with the sponsors, allowed to influence the concept. The marke[ding] e.U. supports the new event with its brand name, which has in the meantime gained an excellent reputation in the market. The target groups – manufacturers, promotional products agencies and users – are the same.

What do you think of the marke[ding] start in Switzerland?

At any rate, the premiere created a good foundation which can be used to build on steadily in the future. The trade show was evaluated with the aid of the exhibitor and visitor survey and, of course, there is upward potential. In principle, the mood among the exhibitors and supporters is positive, and among visitors it is even outstanding. Our joint efforts should enable a qualitative and quantitative advance and thus some handsome growth in the coming year.



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Sourcing City Marketplace is the exclusive VIP Networking Event for the senior players from the industry's top distributors, at which they meet with the industry's leading suppliers from the UK and across Europe. In October this established and universally acclaimed industry VIP Networking Event will be held for the fifth time.

Sourcing City Marketplace 2015 is taking place on Wednesday 7th & Thursday 8th October 2015, close to London at FIVE Show Centre in Farnborough. The event provides an excellent opportunity to meet major distributors in the UK, and it is simple to join the numerous other European based suppliers already coming to SC Marketplace. The two day trade event is exclusively for individually invited promotional merchandise industry VIP's from professional distributors with a turnover in excess of £10m+ and no less than £250k. To enable effective meetings and maximum discovery, the days are appointment based together with 'Runaround Sessions'. Sourcing

City even provide a service to assist suppliers gain appointments with distributors that can really benefit their business.

VALUABLE CONVERSATIONS

Sourcing City Marketplace was conceived on the basis that traditional exhibitions tend to focus purely on product, and some would consider that conversations have become repetitive for experienced exhibitors and visitors alike. Suppliers have a more important story to be told. The reality is that every supplier has services & processes that can help a distributor be more efficient and profitable, but the distributors do not always know. So, SC Marketplace provides the opportunity to explain 'all' of

the reasons why distributors should do business with the suppliers attending. Conversations in packed halls are generally fleeting, however a formal appointment with handpicked invited guests allow valuable and focussed conversations to take place.

ATTRACTIVE BENEFITS

All invited distributor VIP's and participating suppliers enjoy Free Pre-Show Speakers, Free Breakfast, Free Roaming Tea Trolley, Free Lunch & Drinks, Free Sweets, Purple Club Free Drinks Reception, Free Parking and Free WiFi. VIP's also receive Hotel Vouchers, Travel Vouchers & Free Transfers. Distributor VIP's from over £1m Distributor companies are also invited to the "Platinum Networking Dinner", and over £500k Distributors to the "Diamond Dinner". The dinners are hosted by a group of sponsoring suppliers on the evening of Day One at SC Marketplace. The evening provides further opportunities to network, and to meet and build relationships with suppliers and fellow VIP's.

EVENT FOR BOTH SUPPLIERS AND DISTRIBUTORS

Sourcing City Marketplace is the place for both suppliers and distributors to both meet new potential partners, and to spend valuable time reinforcing existing relationships whilst planning how to work together in the future. The environment is relaxed, and conversations are focussed on the event theme of 'Let's do business'. Suppliers' present added value services, late season new products, product range overviews, and companies can develop and review individual trading partnership plans. VIP's make appointments for supplier meetings prior to SC Marketplace, and suppliers can also contact top distributors to make key appointments prior to SC Marketplace with support from the Sourcing City team.

FOR MORE INFORMATION PLEASE CONTACT:

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BWG FORUM 2015

COMMUNICATION AND NETWORKING

On the theme of “By colleagues – For colleagues – With colleagues” the Bundesverband der Werbemittel-Berater und Großhändler e.V. (Federal Association of Promotional Product Consultants and Distributors – bwg) invited managers and employees from the promotional product industry to the Forum 2015 at the end of May to establish new contacts and share ideas.

Münster had been chosen as the setting of this year’s forum event. This time again the focus was on advanced training and a mutual exchange of information, which turned the Forum 2015 into an informative mix of communication, knowledge and networking. Organized by the “old” bwg for the last time before joint

work begins under the umbrella of the new Gesamtverband der Werbeartikel-Wirtschaft (GWW), the forum brought together members of all parts of the industry – irrespective of association membership. On the agenda were a factory tour at the towelling manufacturer Dyckhoff in Rheine and an intensive advanced train-

ing programme with two experienced speakers whose topics revolved around the catchwords “communication” and “spontaneity”. This was rounded off by an exciting whodunnit tour through Münster, setting of the detective series “Tatort”, in which the participants also had the chance to test out their investigation skills.

TOWELLING PRODUCTION COMES ALIVE

The forum began very informatively on the afternoon of 28 May at the Dyckhoff plant in Rheine. Accompanied by Dyckhoff employees Klaus Fisch, Gerhard Grünke, Jens Albachten and Lars Wiggenghorn, the participants were given interesting insights into the pre-processing operations, the weaving mill and the high bay storage area of the textile manufacturer that produces high-quality towelling products in all kinds of colours and designs, covering everything from washing mitts, hand and bath towels to bedcovers and bathrobes. The practical demonstration was followed by the theory, where many interesting facts were learned about fundamental textile principles, tex-



The interesting production details to be heard included those about the manufacture of (promotionally effective) towels.



Speaker Ralf Schmitt described the “art of acting on instinct” and gave training in this.



Education at the towelling specialist Dyckhoff: Here one of the speedy weaving looms.

tile surface creation, woven/knitted towelling fabric, finishing (dyeing, printing, embroidery, etc.), certification (eco-standards) and towelling. After an opportunity to shop at the factory outlet, Dyckhoff invited the participants to dinner in Greve.

MULTIFACETED ADVANCED TRAINING

May 29 was almost entirely devoted to the training. At the beginning of the round of lectures at Mercure Hotel Münster, the participants were split into two seminar rooms in which the speakers expanded on their multifaceted topics. During the breaks there was an opportunity to switch speakers. However, even after the first lecture of the two speakers, the participants were so delighted that they were barely able to choose between them. Since Isabel García, who works as a radio presenter, university-trained speaker, author and singer, and the speaker, presenter and improvisation performer Ralf Schmitt know each other well and have often worked together before, they decided to merge their similarly themed afternoon lectures – much to the applause

of all participants, who now benefited from the pooled expertise of these two communication specialists and were able to take home with them plenty of mental know-how for the demands of their work and their contact with customers.

THRILLING EVENING

The evening began with a whodunnit tour through the attractive city of Münster. Here, as part of a quiz, there was much to learn about the detective series set in the city as well as historical and current facts about Münster. The forum closed with an evening meal together, where an entirely positive conclusion was drawn. The organizational team, comprising Eva Hassenbach, Ronald Eckert and Judith Metzler, also received much praise for the successful running of the event. “All the participants were highly satisfied with the chosen agenda and delighted by the plant tour and the lectures. For the distributors it was once again fascinating to be able to visit a manufacturer. As in the past, the exchange of ideas between the industry participants also proved



A woman who has mastered communication and can convey how to communicate well and wisely: Isabel García.

to be enormously important,” branch manager Judith Metzler summarized and added: “All the participants hope that this event will be continued. But since the forum has had a significant place in the association’s calendar for years now, I am assuming that it will be continued and be able to take on an appropriate position within the new GWW association. The participants from 2015 have already signalled that they will be there again next year and have made suggestions for a factory tour.”



New location – more space: For the first time, the PSF Forum was held at the Eiszentrum in Lucerne.

PSF FORUM 2015

TRADITION MEETS INNOVATION

On 21 May Lucerne once again became the showplace for the PSF Forum, the promotional product trade show by Promoswiss, the association of the Swiss promotional product industry. During the event, the sought-after Promofritz Awards were again conferred.

The event took place in the same city, but the trade show was held at a new location. After four events at Schweizer Hof, the Swiss promotional product association Promoswiss moved its PSF Forum to a new location: the Eiszentrum in Lucerne. Here the exhibitors had more presentation space at their disposal. Another

advantage was the modern infrastructure, and the venue is easy for visitors to reach, with free parking.

“A SMASHING SUCCESS”

This year, exactly 63 European promotional product manufacturers and suppliers took advantage of the opportunity to show a professional audience of Swiss promo-

tional product distributors and agencies a varied spectrum of effective advertising innovations. The first response to the PSF's new showplace was positive. Many of the exhibitors applauded the conditions of the locality, which was used for this purpose for the first time. As always, however, Promoswiss is going to undertake a detailed survey of the exhibitors taking part, whose number was roughly the same as in previous years. The number of visitors was also similar to previous years, amounting to 188 guests from 94 companies. Hence the level of interest continues to be high, which is very satisfactory for Promoswiss President Roger Riwar and the recently restructured association board, now limited to five members. Riwar's initial interpretation was therefore quite gratifying, “This year's PSF Forum was a smashing success!”

LUCKY WINNERS

The now highly esteemed trophies of the Promofritz Awards were presented during the well-established event celebrating new products, trends of tomorrow



Group picture of the lucky winners – the victors of the Promofritz Awards beaming at their good fortune (left to right): Jörg Sons (Schärfer Werben), Robert Scheidegger (E7 Promotion), Tobias Köckert (Mahlwerck Porzellan), Dominique Magnin (LaCoray by comTeam), Herbert Heuscher (Hervorragend), Beat Nolze (cadolino by comTeam).



Guest of honour from Austria: VÖW President Konrad Godec (right) also assessed the new products being presented.

and useful as well as beautiful examples of promotional products whose use promises success. During a ceremonial dinner to which the organisers had invited all exhibitors and visitors, Members of the Promoswiss Board Christoph Zindel and Adrian Schmidhäusler moderated the ceremony. The winners in the “Promotional Product of the Year” category were: “Magnet Meter” from Meterex (gold), “Sektbombe” from Schärfer Werben (silver) and “3D Pop Up Karten” from Hervorragend (bronze). Among the victors in the “Campaign of the Year” category were: “Bommelmütze 1280” from LaCoray by comTeam (gold), “Morphis Blutspendeaktion” from E7 promotion (silver) and “Erne Challenge” from Cadolino by comTeam (bronze). The Promofritz for “Innovation of the Year” was awarded to Mahlwerck Porzellan for the “Coffee2Go” cup with gold chip. But one of the guests was also able to call themselves lucky: Fritz Fuss, Swiss distributor of the WBF Wolterau Company, won a brand-new “Star” motor scooter.

ASSOCIATION MEETING AT THE PSF FORUM

At the beginning of the evening event, Roger Riwar first extended his thanks to the exhibitors and guests for an “eventful day” and, speaking for the PSF Forum, formulated the “goal of continuing to develop and advance this event”. In addition, he thanked the PSF organisation team, headed by Thomas Oester, for their efforts at making the event a success, then also welcomed Konrad Godec, Chairman of the Austrian promotional products association VÖW and his wife Marion, who were present as guests of honour. Godec in turn extended thanks for the invitation and spoke of an “initial step” in bringing the promotional product associations of the two neighbouring countries closer. Together it would be possible to better strengthen the position of promotional products, bundle interests and thus push them through more effectively, said Godec, who had also come for an official meeting of the association leaders of Germany, Austria and Switzerland being held during the PSF Forum.

For the first time, these talks mentioned possibilities of collaboration between the promotional product industries in the German-speaking countries. The Swiss trade show began in keeping with tradition on the previous day with an exhibitors’ evening above the roofs of Lucerne in the Suite Bar of the Monopol Hotel. Enjoying the high spirits provided by the buffet, beer, wine and prosecco, those attending were able to spend a few entertaining hours networking in a relaxed atmosphere.

www.promoswiss.ch



Culinary and communicative accents were set by the traditional exhibitors’ evening.



The first top display tour can begin.

TOP DISPLAY ON TOUR

A TRAINING IDEA TAKES OFF

More consulting – more service – more efficiency – more individuality. These four components are the cause taken up by the team of Hamburg-based top display promotional product specialists for 2015. The first step toward their goals was an educational tour by the top display team in the south of Germany where they were hosted by two manufacturing partners.

The development toward more professionalism and benefit for customers is given top priority by top display, the Hamburg-based promotional product specialist which has been well established for nearly thirty years. The centrepiece of the corporate concept is enthusiasm for the medium of the promotional prod-

uct. However, in order to be able to kindle true enthusiasm among customers, you must be enthused about the profession yourself. And this means above all qualification and expertise in the area of this profession. Two important elements on the way to further strengthening the trust of customers in the capability of the

promotional product consultant. In order to further strengthen the role of top display as a faithfully caring and competent link between customers and suppliers, the employees took the time to visit two manufacturing partners in order to examine in detail production processes, material science, finishing techniques and the feasibility of special wishes, under the motto “top display on tour”. We talked to Hans Thiele, who has been taking care of strategy and business development at top display since 2009 and also recently began managing the company as managing partner, about his experience with this approach of combining visits to manufacturing partners with intense periods of training.

Mr. Thiele, what is the context of this initial team visit to two of your manufacturing partners?

“Following our anniversary in-house trade show last February, the motto of which was ‘intersection 2.0’, we continued to pick up speed. The focus was on ‘intersection – practical knowledge’, a new facet of our



commitment with interesting possibilities, and we are beginning to put life into them step by step. For us, this means advising customers more pointedly with detailed information from daily practice. We took the first step in April 2015 by turning our attention inward and initiating our ‘top display on tour’.

How and when did it start?

“The starting point was Hamburg on 23 April 2015. We flew to Stuttgart and continued from there with the tour bus to Otterdingen, headquarters of Jura Textilgesellschaft mbH. Jura has been one of top display’s partners since 1987. Today the company, which was founded in 1928, is headed by the third generation of the founding family and has grown to be one of the most capable service partners for finished promotional textiles, corporate fashion, sportswear, work clothing and other textiles. After being welcomed by Ulrich Mehl, Philipp Mehl and Ayhan Ipek, there followed an extensive tour through all of the company departments. Work procedures from the receipt of the order to finishing up to

quality control and shipment were shown to us in detail.”

So it was hands-on product training. What exactly did you learn?

“In the course of the tour, our theoretical understanding of the work processes and required steps grew. Various materials and finishing techniques and possibilities play a decisive role and have a very particular influence on the final product, ‘branding’ in the form of embroidery, transfer printing, laser engraving, weaving in, screen printing, digital printing or labels and QR codes.”

Experience which in the end benefits customers.

“Precisely. Customers expect quality and precision, no matter whether they are buying polo shirts, fleece jackets, windbreakers or terry cloth. In all cases, the recipient is supposed to be delighted by the product and feel good about it. It is a very special kind of advertising vehicle, at work and at home. We can credibly pass this on to our customers from our own experience.”

And were you able to deepen this experience?

“Yes, indeed, because the second half of the visit was dedicated entirely to practical experience in implementing the theoretical content. Various finishing techniques were practiced by each top displayer on a personalised polo shirt. Thus it was possible to gain practical skills on our own and with instruction, skills which in many ways help to analyse processes and possibilities in more depth and to present alternative solutions more quickly during consulting. At the end of the day, personal contacts were also deepened and new ideas for future possibilities of collaboration discussed.”

And what happened then?

“The variety of impressions grew. Our team headed for the next station, Fischerbach, with renewed vigour. The region’s countryside, industry and culture leave a very particular impression. In any case, it makes you want to stay, and you soon get the feeling that you are finding peace or being ‘slowed down’ in a very charming way. During a hearty snack at the Ramsteinerhof restau-



A pad printing press for multicolour prints on writing utensils.

rant near our domicile in the Black Forest, we had time to further strengthen the team experience in a convivial, relaxed atmosphere. April 24 was then devoted entirely to visiting the writing utensil manufacturer UMA. Our partner for more than two decades, UMA is one of the biggest writing utensil manufacturers in Europe and a company in which the family is a central element, embodying both tradition and the future.”

And were there many useful, instructive details to discover here, as well?

“Definitely. The programme was varied and started with a comprehensive presentation of the company by Alexander and Jochen Ullmann. Finishing at UMA means creating individual values. This ambition is visible in many areas: in the design of the company headquarters and products as well as in the open arrangement of the work stations with a view of the natural surroundings and the way people get along with one another. How does a ballpoint pen become an advertising vehicle? We were able to trace this entire path at a large number of work stations. The most mod-

ern screen and pad printing methods on the one hand and innovative laser technologies, etching and high-tech engraving on the other offer a wide variety of ways to put the advertising message in the best possible light and thus set an example. However, it also became clear why some orders cannot be finished overnight. Some of the production steps call for long drying or hardening periods, or can only be performed when the writing utensils are not yet put together. Then each writing utensil has to be assembled by hand, singly and at uniformly high quality.”

In order for a professional promotional product consultant to successfully facilitate products, each member of your team has to be able to distinguish good products from those which would be less effective in the long term. And thereby also make it clear to customers that high-quality products are better than items which may be cheaper but cannot serve as credible promotional products and may damage the reputation of the company using them for its advertising. Was the visit to UMA also useful in this regard?

“Absolutely. For instance, we were confronted with the question of what makes the ‘invisible’ difference when it comes to writing utensils. To find an answer, we were asked if we would like to try an experiment. Seven writing utensils and one notepad were before us. ‘Write down a few words and experience the differences between the writing utensils’ was our task. This test impressively demonstrated to us how different not just the feel of the product itself can be, but also the feeling of writing with different products and refills. This experiment also made it clear to us that individual writing style is something unique for the UMA employees because no one except yourself can put letters on paper in just this way. There is no simpler way to get to the heart of individuality and consultancy.”

How would you sum up the two-day tour?

“The two days of ‘top display on tour’ were filled with intense moments, comprehensive information and many practical experiences in how to use and finish products. We saw that we are tied to Jura and UMA through the traditional values of quality



Film material for all-round finishing on barrels.



top display – four aces in your hand with a one-stop shop. More consultancy. More service. More efficiency. More individuality.

and reliability. They are an obligation and a vision with which we will continue to set an example in the future, as well.”

What was the most important thing you learned on your trip?

“We learned that insights into production processes, material science and finishing techniques are indispensable for the consulting we want to give our customers, consulting that makes a difference. And we also think about the ‘how’ of a future-oriented collaboration with our customers. ‘Intersection – practical knowledge’ therefore has many interesting facets for us. When our manufacturing partners present themselves on site and show our customers their qualifications and values in the future, this will result in a personal experience, growing competence and familiarity and value added. This will give products a whole different significance. We are working creatively and decisively on new content and a common objective with our manufacturing partners. The best way to predict the future is to shape it. A brisk wind brings movement!”

And what are the plans for the further development of your concept of ‘intersection – practical knowledge’?

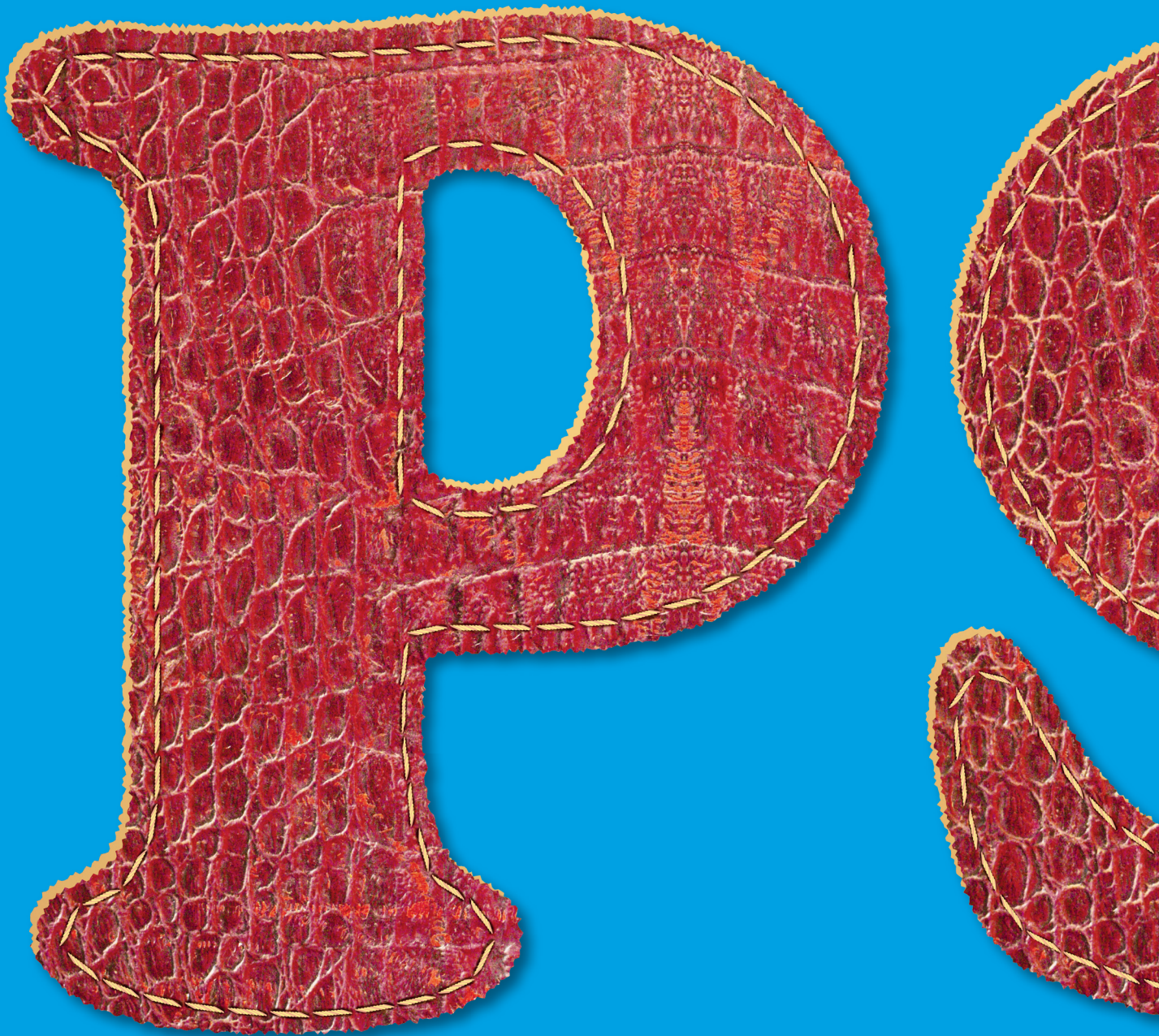
“The second step will be to present the value added in the form of ‘first-hand practical knowledge’ to select customers in June 2015 and at the same time to bring to life a platform for sharing information and opinions. More steps are projected for 2015 – with a view to our objectives and our promise: top display – four aces in your hand with a one-stop shop. More consultancy. More service. More efficiency. More personality!” www.top-display.de <



Hans Thiele, Managing Partner of top display.

1 ADDRESS. THOUSAND

► PS

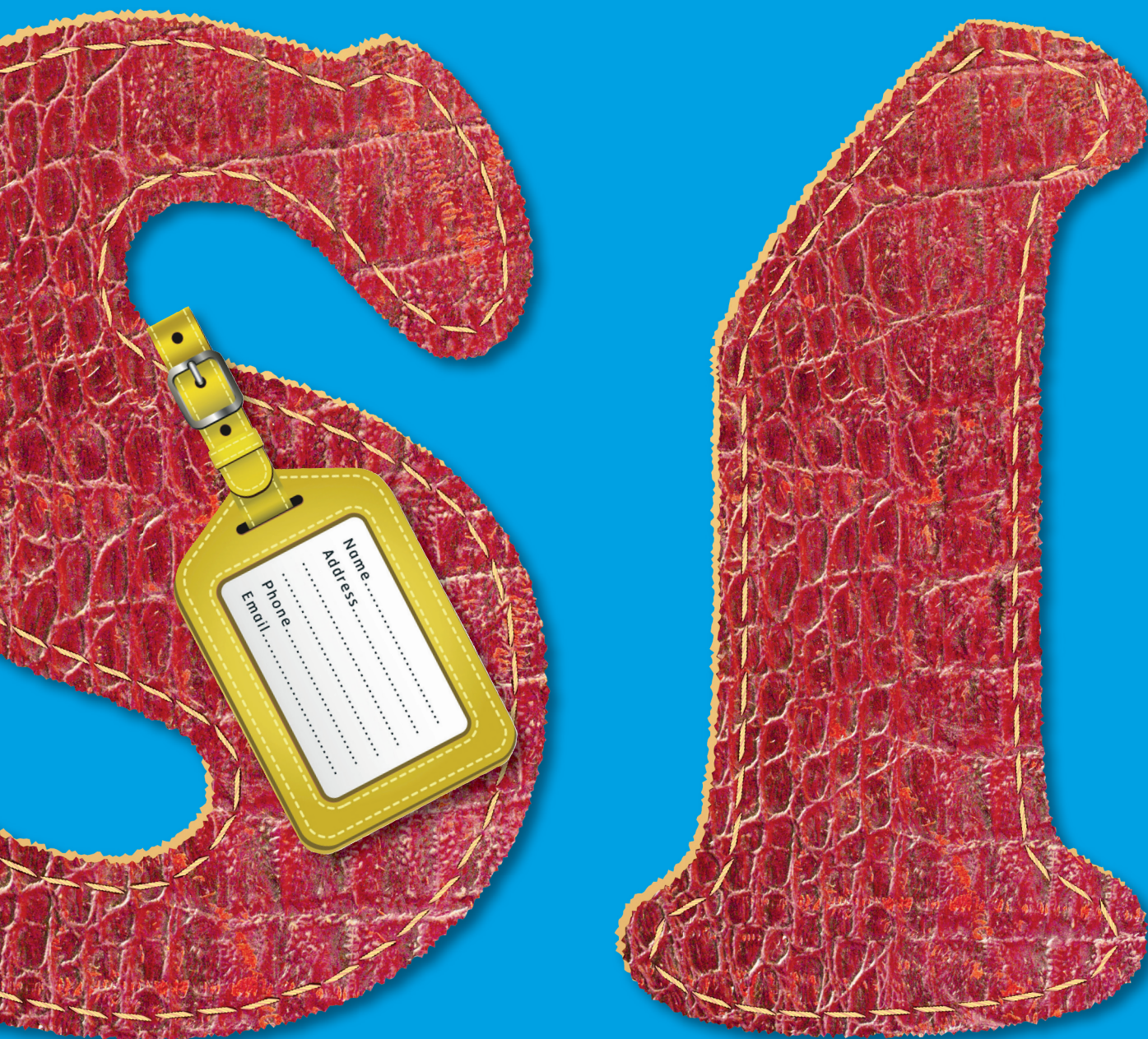


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1

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BAGS, LUGGAGE, TRAVEL MESSAGES WHEN ON THE MOVE

When someone makes a journey, he gathers stories to tell. Such is the old adage. The fact that advertising can also be very effective when travelling is demonstrated by the products on the following pages. In addition to useful travel companions, we also present bags for a variety of purposes.

A clever mind once said that all the ills of the world are solely due to the fact that man simply cannot sit still at home. Of course, there's an element of truth in this tongue-in-cheek statement. Yet the history of our species teaches us that the desire for mobility has been one of the driving forces behind our development. Today's globe is densely covered by all kinds of transport routes, which people use constantly for the most diverse reasons, whether it's for business or private purposes, with specific intentions or simply for pleasure. The products from the areas of bags, luggage and travel are always at hand as attractive and/or practical companions – and thus also make incredibly effective advertising tools. Whether it's a memorable premium product or an eye-catching personalised give-away, they remain in the user's constant view due to their indispensability. The promotional effect is raised even further when the handling, practicality and design unite to form an attractive whole, ensuring that the owners will enjoy using the products for a long time to come. <



LOOK FORWARD TO PACKING SUITCASES

Summer, sun, style – now is the time for colour. When cases are being packed there's no getting round the cool best-of parts of the collections by James & Nicholson and myrtle beach from the house of Daiber such as: polos, T-shirts, panel caps and military caps. Thanks to the appeal of sunny yellow, royal blue, lime green and the variety of other glowing colours from Daiber's range, summer 2015 is showing itself from its most brilliant side. Lots of style and quality along with high availability and entry-level prices make the decision easy for several products. Even in a fresh wind, customers are optimally fitted out with the James & Nicholson range because sweatshirts, hoodies, fleece pullovers, cardigans and jackets are available in a variety of models and colours. All important trends are presented by Daiber in its new special interest catalogue Best Of. Print copies can also be individualized with address and logo impressions from 100 pieces. There is also a download service provided at www.daiber.de. Besides the ideal price performance ratio, all styles stand out for their high degree of customizability. Not only as a supplier but also as a competent partner, Daiber offers many transfer technologies and embroidery variants as creative possibilities of refinement technology.

42819 • Gustav Daiber GmbH • Tel +49 7432 70160

info@daiber.de • www.daiber.de

KEEPING YOUR HANDS FREE

The "Armant" bag holders for trolleys from the Easy Gifts product range let you keep your hands free. This practical hook is certain to become a welcome companion of the customers who receive it. It can be easily attached to the hand of a trolley, for instance, and offers additional space to hang another bag on it. A real relief on any trip. Easy Gifts will print advertising as desired in the middle of the broad area on the hook.

47300 • Easy Gifts GmbH • Tel +49 911 8178111

info@easygifts.de • www.easygifts.de



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FUNKTIONALITÄT UND
STRAPAZIERFÄHIGKEIT
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Tel. (+49) 9 21/7 89 52-0 · Fax (+49) 9 21/7 89 52-40
www.eurostyle.eu · info@eurostyle.eu



A NEW GENERATION

They are fully heat resistant, frost-proof and now even better: the new generation of Emsa's Clip & Close containers for storing food are made out of borosilicate glass. They combine an oven-proof tray with a one-of-a-kind special seal for the lid, which does not leave any gaps and thus is absolutely hygienic. These glass containers are the perfect additions to the plastic containers in the popular Clip & Close series. The borosilicate glass is not only 100 per cent ovenproof, it is also suitable to use for freezing, cooking and heating up food in the microwave. Like all of the Clip & Close food containers, the models made out of borosilicate glass are dishwasher safe. They are resistant to discolouration and the lids are BPA free. These containers for storing food are "made in Germany" and are commercially available in five different sizes. What is more, they also come in three sets, which are ideal for storing food while you are on the go.

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

STURDY AND ELEGANT START TO THE WEEKEND

On the one hand, the new Weekender from Nihao was designed for city or weekend trips. On the other, the bag enhances the sporting experience in the gym, club or when relaxing in the wellness oasis due to its distinctive visual and straightforward style. The charming and fashionable travel companion is made of durable truck tarpaulin (matt or glossy) in the standard version. Upon request, it can be fitted with high-quality YKK brand zips. Both long sides of the eye-catcher provide space for applying large prints. The individual features and the size can be freely chosen by the customer and, thus, also influence the price.

46356 • Nihao GmbH • Tel +49 711 6336541
stuttgart@nihao-bags.com • www.nihao-bags.com



GETTING SMALLER AND MORE UNIVERSAL

The new mini Stamp & Smart pen from Heri-Rigoni gets lots of attention these days with its specially added features, which turn this pen into a multi-functional device. The multi-functional pen is extremely short and combines writing, stamping and touching function in one device. The high-quality materials, varnishing and the special finishing of the surfaces turn this little guy into a real eye-catcher. The sophisticated, soft touch feature and shiny varnish can be personalised using CO₂ lasering in order to leave a lasting impression. The engraving automatically comes in silver. Heri-Rigoni delivers all of its stamping products with an online voucher with a QR code, which can be redeemed on the company's service website www.Stempel-service.com, or alternatively, it can deliver its products with unchanged stamping texts and motifs.

41016 • Heri-Rigoni GmbH • Tel +49 7725-93930
mail@heri.de • www.heri.de



reisen^{thel}.

Keep it easy

I am
Original



travelbag 2

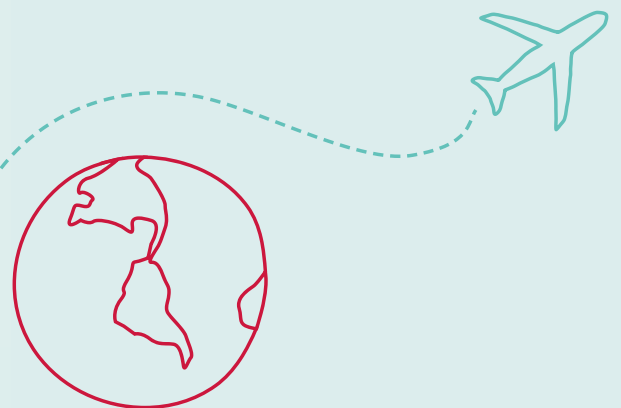


Individuelles
Branding

If you make a gift,
make it a reisen^{thel}



allrounder L



RELAXATION FOR YOUR HAND LUGGAGE

No one should have to do without a relaxing and pleasant bath. With the bath tea sachet called Relaxing, Multiflower is introducing a lovely way to enjoy a bath with a sachet that can fit into any hand luggage. The sachet comes with a gift card and the contents can be added directly to the hot bath water, where it will give off a scent that reminds you of holidays and sunshine. There is space for advertising messages on the card's standard motif. Alternatively, the gift card can be given a custom-made design for a minimum order of 250 units.

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



THE PRACTICAL TRAVELLING COMPANION

Having well-shined shoes is important when travelling. The company Frank Bürsten has a large selection of products for sale which are related to shoe shining. The latest shoe shining set called 460 is a valuable travelling companion. Inside 460's classy bag you will find a high-quality shining brush, which features 100 per cent horsehair, a high-quality neutral-coloured shoe cream and a polishing cloth. This practical shoe cleaning set will find its permanent place in any bag or in any suitcase. Upon request, a personalised company or advertising logo can be placed on the brush and/or on the polishing cloth.

41853 • Frank Bürsten GmbH • Tel +49 7673 888650
info@frank-brushes.de • www.frank-brushes.de

FOR THE IPAD THAT LIKES TO TRAVEL

Troika has just the right iPad cover when customers' iPads are just as excited and fond of travelling as the customer himself. "Travel + Stand 10.1" (for tablets made by all manufacturers with a maximum diagonal length of 10.1 inches) is a travelling companion made out of durable nylon material with very soft interior padding. On the outside there is an extra zipper compartment for more storage space which can store a whole lot. The cover can also serve as a sturdy holder so that the user has his hands free for his next big adventure. Advertising can be imprinted on the cover by printing directly onto the product or by engraving a message onto a small plate. Engraving is free of charge for orders of 100 units or more.

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



RELAXED AROUND THE WORLD

Anyone who takes a trip likes to be relaxed while on the go and doesn't want to do without luxuries. The Travel Light Sets from Trendfactory will help with their Rituals wellness sets. These travel sets were designed to be taken inside your hand luggage and offer you Ritual's high-quality products while on the go or on holiday. There is a version for men and for women for sale: Travel Light for "him" contains shower gel, shampoo, deodorant and shaving gel. The Travel Light Set for "her" includes a compact and luxurious toilet bag with shower gel, shampoo, body lotion and deodorant.

41941 • Trendfactory BV • Tel +31 252 622233

info@trendfactory.eu • www.trendfactory.eu



WEEKEND

Do you know, that for a one-week trip a man takes 18 pieces of clothing while a woman takes 36? That is why, while creating Weekend series, the company Boogie designed weekend bags available in two sizes: women's (big) and men's (small).

49348 • Boogie • Tel +48 668 117733

boogie@boogie-design.pl • www.boogie-design.pl

-Advert-

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im Vierer-Bob

Der Rahmenkoffer.

www.titan-bags.com

A FASHIONABLE ITEM WITH RETRO-LOOK

Old-fashioned bags certainly don't look like this. The bag series from Inspirion called Vintage will impress people with its understated fish bone pattern and will catch everyone's attention as a fashionable item. Even outside of a fitness studio, this sports bag will prove to be a reliable companion, for example, on weekend journeys, because it can hold a lot of things inside the roomy, main zipper compartment. The shoulder bag is appropriate for both leisure activities and taking it along to the office. Thanks to the adjustable shoulder strap, the bag can be carried across or over the shoulder. The rucksack in the series will please anyone who prefers to carry a bag on their back. The reinforced back area and the padded shoulder strap guarantee that it is comfortable to carry. What is more, all Vintage bags feature an insert compartment on the front for small items, like smartphones and wallets.

42907 • Inspirion GmbH • Tel +49 421 52270

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



A STRONG (SHOPPING) DUO

Shopped goods will be brought home safely with these two new bags from elasto form. The two non-woven carry bags feature water-resistant lamination for added stability. The extra bottom fold provides more space for contents and helps to create order. The two durable handles are not laminated for improved carrying comfort. The large bag has a size of 330 x 370 x 120 millimetres, the smaller version a practical size of 255 x 330 x 110 millimetres. Both bags are available in the colours blue, red, green, black, white and orange and offer a large space for the application of advertising via screen printing.

41369 • elasto form KG • Tel +49 9661 8900

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



TAKE TO THE AIR IN STYLE

Frequent flyers and other keen travellers always carry this key ring from Troika with them. With its three typical travel charms in the style of a plane, suitcase and baggage label with airport code for Berlin, the Next Destination key ring made of quality cast metal immediately shows where the journey is heading. The product is optically enhanced through shiny chrome-plating. Advertising can be applied via engraving on the back of the domed charm, free of charge for orders of 100 pieces or more.

46311 • Troika Germany GmbH • Tel +49 2662 95110

a.bauer@troika.de • www.troika.org





STYLISH LABELS

The company Elite from the Italian city of Piacenza, established for more than 20 years in the advertising accessory and sports awards product segment, offers a wide range of useful and attractive metal and silvered articles which can be personalized on request and are available in one to two days thanks to a large warehouse capacity. For our travel theme, Elite presents a stylish silvered luggage label in golf design with a green strap from its Capital collection series under article number 484. The size is 48 by 70 millimetres.

44736 • Elite Srl • Tel +39 049 5940044

info@elite.it • www.elite.com • www.mypresentgift.com

FINE DESIGN

Bühning's product range includes the leather and nylon TZ Traveller travel document bag. The standard product has a large main compartment whose contents are secured by a turn-up with magnetic fasteners. The company's team are pleased to fulfil special wishes, such as a flat pocket for the passport or a compartment with a zip. With the nylon version it is recommended to sew on a leather label on which a blind embossing can be unobtrusively placed. The bag was designed by PSI designer Manfred Makedonski. The delivery time is about 4 to 6 weeks depending on model and logo approval.

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

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WELL BALANCED LUGGAGE

Those who love their luggage know the importance of weighing. Topico is aware of this and recommends the luggage scale Carl, particularly for air travellers. During packing, passengers can determine whether their luggage exceeds the maximum allowable weight limit. Hence, never again will travellers need to pay additional costs for excess baggage. To prevent the arm from becoming tired when holding the suitcase, Carl comes with a hold and tare function. The digital display shows the weight in 0.01 kg steps and is easy to read. The scale has a maximum capacity of 50 kilograms with accuracy up to 30 grams. The robust ABS handle with finger grip recesses ensures secure handling and is attached to a stable nylon loop with safety fastener.

44327 • Topico Handels GmbH & Co. KG • Tel +49 421 52270
sales@topico.de • www.topico.de

DISCOVER THE WORLD OF COLOUR

The truck tarpaulin bag Truckz Style from Trendbagz is available in an amazing 625 colour combinations. The colours of the different bag elements, for example the basic material, edging, strap and strap padding, can be individually selected for orders starting at a mere 100 units. The colour options are black, white, silver-grey, blue and red. Sophisticated workmanship, sturdy material and practical organiser elements round off this trendy version of the truck tarpaulin bag. Further information on the almost endless range of possibilities is provided on the manufacturer's homepage.

48336 • Trendbagz GmbH • Tel +49 201 8993650
info@trendbagz.com • www.trendbagz.com



SKIN PROTECTION AND CARE WHEN TRAVELLING

It is especially difficult to protect yourself from germs while travelling. The SaniStick, a hygienic hand disinfection spray from KHK, is very effective against a wide array of microorganisms and thus is ideal for quickly cleaning and disinfecting your hands hygienically. The patented click fastener makes it really easy to use the spray with one hand. It has been inspected according to DGHM and EN 1500 and has been rated as being "well-tolerated by the skin". Because the spray has up to 200 pump strokes of the finest spraying mist, the advertising message placed on the bottle will be kept in sight for a long time. The optionally available card that comes with the stick can be imprinted on both sides in 4 colours, and the stick can be furnished with an all-round label in 4c digital printing.

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

TRAVELLING IN COMFORT

Eurostyle offers luggage series which combine elegance, functionality and durability in a trendy collection. First-class workmanship and quality materials make travelling easy and enjoyable. Whether you are travelling on business or for pleasure, the Travel Series offers comfort and safety in all areas. A large part of the trolley is equipped with a TSA lock, thus ensuring a carefree trip on international flights. All trolleys have four wheels or double wheels so that the luggage can be transported without any hassle. The business trolleys are robust, wear-resistant and equipped for a perfect organisation. Other highlights at Eurostyle are the trolleys and the backpacks with individually replaceable front covers. From just five pieces, the front cover can be designed specifically to customer requirements. The trolleys are available in two sizes. The backpack has a great interior layout, a padded back and adjustable straps. New this year is the business trolley, the front cover of which can also be customized. Whether it be corporate logos, images or personalisation: When it comes to customising the front, the imagination knows no boundaries. There are even numerous possibilities of personalisation for the other cases in the Travel series. For details, contact Eurostyle directly.

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



INSPECTION WITHOUT DAMAGE

The patented TSA luggage strap with numeric combination lock from Spranz now provides greater security and comfort during baggage checks on flights, particularly in the USA. Pieces of luggage are no longer forced open, as the security authorities can open the standardised TSA lock with the help of a universal master key held by security officers. The numeric code can, of course, be set to a desired combination that's only known by the owner. The luggage strap comes supplied in an attractively designed carton. Prospective customers can find more "designer products without the designer surcharge" in the current Spranz collection.

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



RELAXED TRAVELS

Nothing is more time-consuming when travelling than constantly searching for belongings in big suitcases and rucksacks. The Zipper Box from Vim Solution puts an end to this, at least when it comes to the technical equipment. Charging cable and power bank find a convenient and orderly place in the box. Having everything in one place makes the search easier and, at the same time, prevents scratching of the products or tangled cables. The box can be refined with advertising using pad printing starting at 25 units.

47555 • Vim Solution GmbH • Tel +49 7661 9094970
info@vim-solution.com • www.trader.vim-solution.com



FANCY THE COUNTRY?

The response of the advertising bag specialist Halfar to the trend towards escaping to the country is its Country range of bags in the popular retro and vintage style. Rucksack, shoulder bag and sports and travelling bag are visually defined by an exciting materials mix of easy-grip polyester and velvety velour. Classic navy, beige, green or black pair with harmonic earthy brown. Additional details like metal clasps, zips edged with woven band and zip-pullers punched out of velour provide a classy appearance. Customers will be impressed by the sports and travelling bag's padded bottom and large main compartment and offers a lot of room for sport and weekend trips. This versatile bag is easy to carry thanks to a length-adjustable, padded shoulder strap and handles with grips. For free time and the office, the shoulder bag is additionally equipped with a main compartment suitable for A4 at the front. And the sporty rucksack has a 2-way zip and a conveniently placed front pocket.

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



THE COMPLETE PACKAGE FOR "HER"

The "Chique Deluxe" product from MM Brown brings together everything that today's modern woman takes along with her. First and foremost, it is a modern bag which will spruce up any outfit. But the contents are just as refined. The owner of this bag gets three hand-made chocolate creations fit for a queen, a lipstick and a blusher brush made out of milk and white chocolate that will melt in her mouth. The packaging of "Chique Delux" can be customized according to the customer's wishes. For an order of only 50 units, the box can come with your own specially designed sticker. And for a minimum order of 300 units, the entire packaging including the inside contents can come with your own special design.

48316 • MM Brown Deutschland GmbH • Tel +49 69 25427127
 info@chocolissimo.de • www.chocolissimo.de



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EFFECTIVE AGAINST EXCESS WEIGHT

Frequent travellers will be familiar with that feeling of anxiety when checking in, hoping that their luggage is a moderate weight. Travellers who check their suitcase with the Reflects-Vesoul digital suitcase scales from LM Accessoires before setting off face good prospects of not being confronted with excess weight and additional charges at the airport. The strap of the mobile luggage scales is pulled through the suitcase's handle and the result is simply read off the display. The weight (up to 50 kg/110lbs) stays readable on the display after the suitcase is removed, until deleted manually. A built-in thermometer also reveals temperature.

42487 • LM Accessoires Werbemittel & Exklusivanfertigungen GmbH • Tel +49 2234 99000
info@lm-accessoires.com • www.lm-accessoires.com



SPORTY ON THE BEACH

To make sure there's plenty of sporty fun even on vacation, the small foldable throwing disc from Global Innovations fits perfectly in your bags. The discs are completely customisable in full colour from a quantity of just 5000 pieces. Delivered in a small bag, this promotional product guarantees fun for big and small. The high-quality nylon material captivates with great flying properties and offers a large promotional surface for one's own design. An appealing giveaway that, thanks to Express production, can be enjoyed this very summer.

46626 • Global Innovations Germany GmbH & Co. KG • Tel +49 6502 930860
info@globalinnovations.de • www.globalinnovations.de

A FINELY HONED MATTER

The nail file booklets from Hermann Flörke are ideal little helpers for travelling, on vacation, in the office and during sport. As the manicure kit is usually out of reach at home when a split nail occurs, this nail file booklet fully shows its strength as an emergency assistant. The useful giveaway is available in various formats, as a set of three, four, six and ten. It offers a generous promotional surface on the booklet and files. Thanks to their minimal weight these sets are ideal on-pack and mailing items. The promotional message therefore stays intact with the user for a long time.

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





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www.psi-awards.de

Join now!



THE BAGGAGE BELT BAG

The variety of luggage accessories keeps growing. During the trip it is important to verify your luggage from others and also keep it safe from thieves. In such case the luggage belt is a great help. Dragon Gifts would like to attract your attention to the baggage belt bag. It will not only prevent the risks of opening of the bag if the zipper is broken but also if your luggage is overweight, since you just need take off the belt, roll it out and put some things in it and take the bag on the board. Belt is made from high

quality nylon, which is durable and tighter weave let you to safely fix the suitcase, and design helps to make the difference from other suitcases. Your customers will be grateful for your company. Present useful gifts and Dragon Gifts Company will produce the best of it.

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

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

AN EXTRA-LIGHT HOLIDAY COMPANION

Whenever we travel, we are always confronted with size and weight limits. Hence, it is helpful to combine comfort with practicality, just like the microfiber towels from Arpe do. On the one hand these towels are about 70 per cent more compact than normal towels, and on the other hand, they will stay in the recipient's line of focus for a long time as a high-quality imprinted advertising medium. This product also has other benefits: they absorb four times their own weight, they dry five times faster, and they will last three times longer according to the manufacturer's statement. The towels are not only a great brand messenger with their one-sided or two-sided customized imprints in digital printing, they can also be used universally.

48309 • Manufacturas Arpe, S.L. • Tel +34 937 937677

info@arpe.es • www.arpe.es



MULTI-TALENT SAVES MONEY

The suitcase scale from Spranz is a true multi-talent when preparing for trips. Never pay for excess baggage again, promises the supplier. The extremely light suitcase scale ensures comfortable travelling through its comfort handle, strong carry strap and pleasant form. Thus, the exact luggage weight can also be determined prior to the homeward journey, without needing to haul unnecessary baggage. Large advertising space and a useful LED light complete the features of the handy travel helper. Prospective customers can find more "designer products without the designer surcharge" in the current Spranz collection.

41462 • Spranz GmbH • Tel +49 261 984880

info@spranz.de • www.spranz.de





WITH “BAGGI ON TOUR”

This is the slogan for the sharpener from Promowolsch. This little sharpener in the form of a suitcase comes in various travel bag colours. This way, you always have the “best season of the year” along with you. There is enough space in the suitcase for various small items, such as coins, notes, pills, adhesive bandages. Hence for everything you can really use on a trip. The large advertising space on “Baggi on tour” draws the eyes directly to the personal advertising message. Travel agencies, transport companies, retail and wholesale businesses and many other will be especially glad to have this little helpmate. Promowolsch will be glad to help anyone who would like to go on a (promotional) trip with “Baggi on tour”.

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

IMPORTANT FILES ALWAYS AT HAND

Everyone knows how cumbersome carrying files under your arm or on the luggage rack of a bicycle can be. The Stylofile file carrier from Kreitmeier knows how to alleviate this situation. Because of their format, files don't fit into most bags and are usually quite heavy because of all their contents. With the Stylofile file carrier, your hands will be free for handling smartphones or other similar devices. Stylofile features a sturdy waist band and is carried like a bag over the shoulder. Furthermore, it can be adjusted to a person's physical size or the width of the files. Stylofile comes in pink, green, orange and blue.

49558 • Kreitmeier-Valina Design & Produkte GmbH • Tel +49 871 4306877
iv@kreitmeier-valina.de • www.kreitmeier-valina.de



SURGING POWER

The forces of nature of a gigantic waterfall give the smartphone powerbank from KMS Kafitz its name: Niagara. Thanks to its power capacity of 8000 milli-amp, this powerbank, which comes in many different colours, can be hooked up to any smartphone, mobile phone or tablet. It can be easily connected to these types of devices using a USB cable, and then it can be used for many hours to give you the power required. This powerhouse comes in silver, green, red, blue and brown. A surface of 50 by 80 millimetres is available on the device for branding or advertising using pad printing or laser engraving. A plastic box and a USB connector cable come included.

48108 • KMS Kafitz Medienservice • Tel +49 2234 99080
rk@kms.eu • www.kms.eu

NEED SOMETHING ATTRACTIVE?

With the latest promotional products from Asia Pins' product line, you will find the perfect companion for your customers to take with them on holiday. At the same time, the individualised branding on the products will travel the world. The selection includes high-quality luggage straps made out of nylon, tetoron fabric with satin finishing, or polyester, customized luggage tags made out of flexible Rubber Badge, and many other interesting travel accessories. Asia Pins also offers colourful bags in a wide variety of sizes and variations which are suitable for nearly any purpose, regardless of whether they are to be used on the beach, while shopping or on a tour. All of its products are fully custom-made products.

45428 • Asia Pins Direct GmbH • Tel +49 30 720200400
info@apd-gmbh.de • www.asiapinsdirect.eu



NEVER AGAIN EXCESS BAGGAGE

The baggage scales Travel from the house of Soehnle are handy, mobile and can be used anywhere. Whether at home or on the road, for school bags or travel baggage – Travel is at hand and simple and uncomplicated. The winner in many field tests, it has a robust carrying strap with metal hooks and due to its compact design it is easy to stow away. Its stainless steel front has an easy-to-read LCD display and a practical additive weighed function. As a brand manufacturer, Soehnle offers a 3-year guarantee on this article. Further information is available through the exclusive agent Nientiedt.

49565 • Handelsagentur Nientiedt • Tel +49 2574 2260465
info@handelsagentur-nientiedt.de • www.handelsagentur-nientiedt.de



TRAVELLING WITH FRENCH ROSE

The French Rose wellness set from the customer care company Wellness & Care excels not only through its high-quality vanity bag. Its contents of 50 millilitres of hand and nail cream in a fine aluminium-look tube, 50 millilitres of hand exfoliant and a nail file ensure well-groomed hands – no matter where the journey takes you. Other creative wellness sets, along with promotional gifts can be found on the company's website.

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





NEAT BAG PENDANTS

Goudsmit Magnetic Design has taken a practical bag pendant into its range. This rollable bag pendant allows bags to be hung so that they are always visible and within easy reach e.g. on the edge of a table. This keeps the bag clean and gives thieves no chance. The bag pendant fits into any

handbag, is fitted with magnets and has room for a big, glossy, three-dimensional logo. It can also be individualized by pad printing. This makes the pendant into a permanently effective giveaway. The bag pendant can bear weights of up to five kilos and is still small and light and therefore ideal for mailing – this in special gift packaging. At the same time the glossy 3D doming with logo is directly visible. A dainty and practical promotional gift for ladies of all ages. Available in a variety of models. Available from 2000 pieces.

43808 • Goudsmit Magnetic Design B.V. • Tel +31 40 2212475
design@goudsmit-magnetics.nl • www.goudsmit-design.com

ADVERTISING GOES MOBILE

The Gaffy suitcase cover from Artos Productions GmbH can take any advertising on a trip. This suitcase cover gives the suitcase a unique, fashionable styling. The standard version is made of light-weight nonwoven material with an integrated luggage strap and not only protects the piece of luggage, but also provides it with a new kind of large advertising space. In the carrying case that comes with it, the Gaffy suitcase cover is always neatly packed away and ready to be handed over as a bonus or present. The item comes both in the standard nonwoven version with screen transfer printing as a bonus item or mailing insert, as well as in the more exclusive design, for example, with imitation leather or velour with branding.

49333 • Artos Productions GmbH • Tel +49 40 41920148
artos-productions@t-online.de • www.gaffy.de



POWER AROUND THE WORLD

The 6-port USB charger from the range of Nestler-matho (item N-m 267) is the perfect all-rounder for travel, home and office. It charges up to six USB devices (max. 6A) at the same time and has adaptor connectors for most countries of the world. An advertisement can be effectively affixed to the white body of the charger. This high-quality product is supplied in a practical pouch and individual packaging.

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



SUPER-LIGHT BUSINESS CASES

Business cases have to withstand a lot. Laptop, tablet, documents and other small things already weigh a fair bit. Added to this there is the weight of the leather case itself. The business cases of the SOCHA brand – supplied by Mobile Fashion – are made of Nivodur, a particularly light and robust synthetic material. The Black Diamond model not only looks classy, but also provides plenty of room for tablets and laptops up to 15.6". A number of inner compartments, plus two 'secret' compartments provide additional storage for all sorts of accessories. The measurements: 43 cm wide – 33 cm high – 13 cm deep. From 300 pieces the pocket models can be produced with individual customer logos. The complete SOCHA collection can be seen at: www.sochadesign.com

48021 • Mobile Fashion • Tel +49 234 4179920

info@mobilefashion.com • www.mobilefashion.com



ALWAYS CLOSE AT HAND

Always close at hand when you need a bag quickly – the Pocket-Bag. This helps make a small but significant contribution to a clean environment. The advertising message is effectively transported along with the clear conscience of the user. On trips, Pocket-Bag is perfect for any kind of waste, or even a wet swimsuit, fruit and much more. The universal plastic tube enables flexible bag sizes as needed. Orders of 250 or more can be provided with an individual label in four colours. The Pocket-Bag's "little sister" is the Pocket-Bag Mini. This useful companion also has lots of space for advertising and is environmentally friendly. Three plastic bags at a time are found in the box, which can sport printing all around, and are always at hand when a bag for any sort of purpose is needed on trips. The box can be supplied with four-colour digital printing on orders of 250 or more.

45997 • emotion factory GmbH • Tel +49 7042 81550

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



LUGGAGE WITH LIFESTYLE CHARACTER

Functionality and utility were paramount in the creation of the travel and business cases from Victorinox. But not only that, because this Swiss company is well-known for its restrained but extremely effective design, paired with quality down to the details. This has given rise to a broad and unmistakable range of travel and business cases with clear lines in premium quality: trolleys in a wide range of designs, pockets for boarding, cosmetics, messengers and laptops along with rucksacks and travel accessories. Victorinox' emblem, a cross on a shield, is always the visible trademark standing for quality, multi-functionality and variety.

44281 • Victorinox • Tel +41 41 8181211

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



REDA a.s. - Polyester rucksack Melvin

The world is speeding up. Buying a flight ticket, boarding a plane and travelling to a desired destination are simple like never before. Surprisingly, choosing the right hand luggage can reduce time spent at airport before departure of your airplane significantly. How? Polyester rucksack Melvin has 1 main and 9 side pockets and is designed for tech-people who need their laptops constantly. Pocket with laptop can be easily unfolded, what reduces risks of random scratches or delays at security checks. Volume of 30 liters provides you with enough space for any necessities. Novelty in catalogue Excursion 2015. Logo of company can be imprinted by transfer printing with size up to 100 cm². Brand Santini.

46051 • REDA a.s. • Tel +420 548131125
export@reda.cz • www.reda.info



Jung Bonbonfabrik GmbH & Co KG - Vacation Products 2015

At the start of the 2015 travel season Jung Bonbonfabrik presents tasty and cost-effective giveaway ideas for all target groups from the travel and tourism sectors. Holidaymakers and guests are always delighted to find small courtesies from their hotels, travel agents, tour bus companies or tourism associations. A few examples of these are the single fruit gums in the shapes Bus, "Servus", "Gruezi", Smiley or Heart. Their ideal use is as giveaways on booking, as enclosures with flight or travel tickets, and directly on site at the travel destination. For trade partners Jung offers a neutral "Vacation Products 2015" product PDF listing industry prices, which dealers can use to launch a promotional e-mail campaign.

41545 • Jung Bonbonfabrik GmbH & Co KG • Tel +49 7042 9070
zentrale@jung-europe.de • www.jung-europe.de



Penlights - Mini Taschenlampe

In the Penlight Magic mini pocket torch, specialists at R. Cermak are offering an extremely handy and exceptionally bright device. This mini pocket torch is equipped with a very bright white light diode, or LED for short. Due to its compact size Penlight Magic is a useful addition to travel luggage, but naturally also has a place in every handbag and is available in a variety of fashionable colours. The company Cermak stands for durable, high-quality products 'Made in Germany'. All production processes are carried out according to environmentally-friendly standards.

44668 • R. Cermak - Minitaschenlampen • Tel +49 7231 106105
info@penlights.de • www.penlights.de



TRAVEL-SET

clever combination



Power Bank Classic



electroniKey Caja



Zipper Box



phone: +49 7661 90949-250
e-mail: sales@vim-solution.com

UNMISTAKABLY ON TOUR

Any time is travel time. With suitcase luggage labels and plane ticket wallets from Göckener, 'Made in Germany', advertisers are very memorable for customers. The organizational resources are available in many different materials from classy ones in flocked velour film and leather-look to hip ones in glowing colours, and animal and flower prints. The materials used repel dirt and damp as well as being tear-resistant, giving them a long life. Nearly any format is possible. What is more, all suitcase luggage labels and plane ticket wallets can be individualized in many colours and thus become a travel set in an unmistakable design.

43242 • Göckener GmbH • Tel +49 2561 9829-0

info@goeckener.de • www.goeckener.de



REFRESHER FOR EVERY SMARTPHONE

A lot of power banks are considerably bigger and heavier than the smartphones they are intended for. However, it is proven that additional energy can also be light as a feather and flat as a coin by the new HEJU card from KMS. This 2,500 mAh energy source, which can be used for practically all mobile devices, weighs just 43 grams. The advantages are that the matching micro USB cable is already built in and therefore doesn't have to be brought along, and it cannot get lost. The especially flat construction guarantees a very low weight and scores additionally with an especially large printable advertising space – ideal for large-format claims or logos.

48108 • KMS Kafitz Medienservice • Tel +49 2234 99080

rk@kms.eu • www.kms.eu

HIGH VALUE FLYCARE TRAVEL SETS

Do you know the feeling when you are looking forward to your flight but discover at check-in that the cosmetic items are not "suitable for carry-on luggage"? Only a few cosmetic sets for carry-on luggage are available on the market – and these usually consist of expensive individual bottles or are inadequately stocked. The flycare items appeal thanks to their modern design, enhance customer loyalty and are made of high-quality ingredients – made in Germany. The flycare travel set comes in various versions and can be individually adapted to your corporate design. The team at Haug und Partner will be glad to give you detailed information on all flycare possibilities.

48701 • Haug und Partner • Tel +49 711 420 900-0

info@flycare.de • www.flycare.de





Mit der Seminar-Allianz zum nachhaltigen Messeerfolg

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

Seminarangebot 2015:

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Steigern Sie Ihren Messe-Erfolg durch professionelle Planung und Durchführung!
- **Online Besuchermarketing**
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- **Erfolgskontrolle Messe**
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- **Crashkurs: Standbau und -design**
Lösen Sie den Spagat zwischen Design, Kreativität und Kostendruck!
- **Das perfekte Messengespräch**
Gehen Sie bei der Besucher-Ansprache methodisch und konsequent vor!

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

VERSATILE CUPS

A special highlight in the wide array of advertising mediums on offer from Promo Catering is the “to-go cup” with its interchangeable design. The travelling cup is made out of double-sided plastic, and thus can be designed according to individual preferences. An imprint of an advertising message can fit in between the interior and exterior cover, and the cup has a screw-on lid, which ensures that your beverage will not drip under any circumstances. The cups with the interchangeable, full colour inset have a liquid capacity of either 340 millilitres or 230 millilitres and come in a wide variety of colours.

42762 • R&JP International Limited • Tel +44 1296 436565

sales@rjpint.com • www.rjpint.com • www.promocatering.co.uk



DOUBLE THE FUN AT KINDERGARTEN

A funny hippo or lop-eared rabbit on one's back makes the morning journey to the kindergarten all the more fun. The new mini rucksacks from Sigikid offer ample space for a lunchbox and water bottle, despite the convenient size measuring only 24x22x10 centimetres. Lightweight and easy to handle, with adjustable shoulder straps to ensure that the cute kindergarten rucksack also sits well. The funny animal head on the outside is always an attention-grabber and is further accentuated by the jiggling ears and applications.

48311 • sigikid - H. Schnarrer & Koch GmbH & Co. KG • Tel +49 9201 70129

anja.deroni@sigikid.de • www.sigikid.com

EFFORTLESS EXPERIENCE

Gino Ferrari is a long established and respected European brand. The Titanium range has been successfully launched in the UK, Germany, Eastern Europe and North America. With the main focus being high quality and lightweight construction, Gino Ferrari is understandably a leading brand in the business and travel luggage market. Part of the Titanium range, the Attis is a new and innovative product that offers an array of features to the busy travelling professional. The Attis can comfortably fit up to 17" laptops whilst preserving its sleek style. Ergonomic carry handles and back padding provide the user with an effortless experience. The hide-away telescopic trolley feature and wheels allow for heavier loads to be carried when required. Dimensions 38 cm x 24.5 cm x 56.5 cm weighing just 3 kg.

44651 • Modrec International • Tel +44-191-2584451

sales@modrec.co.uk • www.modrecinternational.com





LIFESTYLE FOR THE ENTIRE DAY

The new bags from the company Pruner Werbemittel's mondo pazzo series are upbeat, fresh and very chic. It is an accessory with a trendy design that you simply can't afford to be without this summer. What is more, this bag series is sure to be used the whole day long: it is hip enough for shopping trips, sophisticated enough for the office, and glamorous enough for the evening. The dynamic bags made out of the original material with a metal appearance will catch everyone's attention and thus put any advertising message in the spotlight. For a minimum order of 250 units, the bags can be custom-made to come in various shapes and sizes, and of course, in a variety of different trendy colours for the summer.

42634 • Pruner Werbemittel • Tel +49 7644 1063

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

FAMILY TRAVEL

This high-quality three-part Comfort travel bag set from Lehoff consists of a trolley, a shopper and a cosmetics bag. This makes it the perfect family travel companion. The trolley can be folded and the removable and steplessly adjustable pull-out handle is very convenient as it is easy to use. A carry handle and the all-round zipper complete the trolley's functions. On the inside there is a large main compartment containing a stretch luggage strap and a further zipped compartment. The versatile shopper has two interior pockets and a zipped pocket and can be secured with a practical magnetic clasp. The cosmetics bag with carry strap has three practical interior pockets.

41259 • Lehoff Im- und Export GmbH • Tel +49 40 5296070

info@lehoff.de • www.lehoff.de



PAPER BAGS – FULLY IN VOGUE

The debates about the use of plastic bags have recently become more and more noisy and EU politicians even want to enable member states to ban the bags to a large extent. More and more frequently plastic bags are being regarded as a symbol of our throw-away society and a danger to the environment, and thus as promotional products no less than counter-productive. As an alternative, the company Premo b.v. from the Netherlands is offering printed paper bags in a variety of sizes and colours from a minimum quantity of 250 pieces. In this way, customers are being offered the opportunity to show that they are greatly concerned with the environment. As with their cotton bags and non-woven bags, Premo is offering an attractive price structure here again.

44119 • Premo b.v. • Tel +31 546 581212

sales@premo.nl • www.premo.nl



The picture calendar's individual pages are mechanically combined into a complete work.



In addition to "Junior-5", Eckenfelder meanwhile offers "Junior-6", the 6-month calendar.

ECKENFELDER GMBH & CO. KG

COMPANIONS WITH ADDED VALUE

The Eckenfelder family has been making calendars for more than 40 years. Gisbert Eckenfelder started producing in his garage in 1969. Today, under the management of his two sons Christof and Daniel, the company produces several million calendars every year. The product has remained, but the company looks different in its second generation.

Looked at quite straightforwardly, a calendar is an overview of the days, weeks and months of a year. If it is used as a promotional product, its benefit is enhanced and it offers added value. "Calendars continue to be a strong medium," says Christof

Eckenfelder, who is joint and equal managing partner with his brother Daniel of the eponymous Eckenfelder company. As producers of calendars – exclusively for the promotional product trade – the two brothers also know all about this medi-

um's promotional advantages: 365 days of the year in the field of vision of the owners. Targeted and target-group-oriented promotion, 365 days a year. Daily companions of high utility value, an entire year long. Calendars need to appeal right across the board, be universally pleasing. What mustn't they do? "They mustn't be boring and yesterday's news," is Eckenfelder's motto. In short: Calendars must make an impact.

LOTS OF TIME FOR PERSONAL DISCUSSIONS

Eckenfelder has realised this impact in more than one way over the past four decades. Be it a picture or date calendar, week-to-view or special format – Eckenfelder offers fully integrated calendar production. And this means none other than everything from one source: from design via printing on ultra-modern offset presses, production on the automated calendar line through to multiple shipping options. For all their diversity, though, the products always have one thing in common: They are the result of



A varied range of picture calendars is kept in stock in semi-finished product form.



Christof (left) and Daniel Eckenfelder are second-generation joint managers of the Eckenfelder company.

in-depth conversations with the respective customers. These personal discussions are of utmost importance to Christof and Daniel Eckenfelder. And so much so that their philosophy is visible to all customers and employees in big letters at their company's entrance right at the start: "Know about one another, talk to one another – know what's expected!" Words that the two managing directors consistently put into practice with their team. "It's crucial for us to deal intensively with our customers, to individually and personally take the time that's needed," says Christof Eckenfelder, explaining the basis of each contact. Talking about sales strategies with customers, jointly discovering ways of making calendars fit into a portfolio. For the Eckenfelders, part of this is also opening the doors of their production shop to customers, letting them take a look behind the scenes. As they do so, they explain the processes that are relevant for the promotional product distributor, be it graphic design, the processing of customers' print data, or the relevant

procedure at the pre-press stage – and of course, the full production process.

A VALUABLE MARKETING INSTRUMENT ALL ROUND

Daniel Eckenfelder is thrilled to provide a guided tour of the production shop in Wenigenlupnitz, a district of Hörselberg-Hainich in Thuringia. The municipality adjacent to Johann Sebastian Bach's native town of Eisenbach was carefully chosen by the Eckenfelders more than 20 years ago. Their father's company had been in Mössingen, Swabia. It had all begun there, little by little, in 1969: initially as a part-time occupation, then as a publisher, later added to by production – initially without, then with printing. Other the years, however, space became too tight and after some consideration and in consultation with their father, the decision was taken to move. "Wenigenlupnitz is a central location," explain the two brothers in unison. "Eisenach is Europe's interchange. We have a great connection in all directions here" – and a whole lot of space. Space for an operation that is

not simply a printing shop, but a highly specialised calendar production shop. For Christof and Daniel Eckenfelder, this also means developing technologies. Mechanical modifications that were undertaken in their own lines years ago have endured to this day. Being one step ahead technologically is indispensable for the company. "If we're going to make calendars, then we're going to do it right," say the two managing directors, who learned the business from the ground up – voluntarily. Their father never forced them to go into the business and never put them under pressure. It was their own decision. Even as children and youths they enjoyed helping in their father's factory and getting involved there. The two sons therefore had a hand in the whole development process from an early stage. Subject-related studies deepened and refined their knowledge and abilities. The result is an owner-managed company with comprehensive know-how, a clear structure and precise ideas. And Christof and Daniel Eckenfelder are highly satisfied with this result. "We've done our homework and get good feedback from our customers in return." This is recognition enough for the pair. They prefer to take a backseat and consider the interplay of supplier and distributor as a common goal. "We want to support distributors in their calendar communication. A calendar is not simply a calendar, but a marketing instrument."

Anyone who takes that to heart has made the right choice with Eckenfelder.

ALL CALENDARS FROM A SINGLE SOURCE

A visit to the production shop will clarify what makes a calendar a marketing instrument. From the sketch to the graphic design through to the finished product: At Eckenfelder, all calendars originate from one source. And these run to several million each year. The range comprises 26 product groups: 168 articles in more than one thousand designs. This multitude of product variants allows not only an industry and customer-specific selection which can be underlined by a suitable, custom promotional message. Daniel Eckenfelder takes plenty of time to precisely explain the processes of calendar production. With Eckenfelder, customers are in professional hands from the outset. Permanent, reliable contact partners make sure that all orders are steered into the right channels. These channels lead straight to the pre-press stage. Whether the customer provides full or partial data – the graphics team is something like an ideas centre, for Eckenfelder also offers a design service in case the customer does not yet have an overall picture. Individually requested promotional messages are also worked on at the pre-press stage. A closing quality check guarantees correct print data, which are



No monthly calendars without date marking. The small, red rectangles for manual date setting must be present.

then forwarded to plate production. At this point Daniel Eckenfelder particularly emphasises the so-called process-free printing plates. “We started working with process-free printing plates very early on. Ecologically they help a whole lot, as they produce no chemical waste.”

AT ECKENFELDER THERE IS NO SUCH THING AS “SOLD OUT”

From plate manufacture the process continues into the printing shop. “Printing is a very important topic,” emphasises Dani-

el Eckenfelder. And this essentially includes intelligent housekeeping, which starts with the raw material. Eckenfelder reserves 80 to 90 tonnes of paper for printing. According to Daniel Eckenfelder, this is sufficient for a period of approximately four to five weeks. At least 1500 tonnes of calendar paper are needed every year. And this is initially used to make semi-finished products, i.e. the “straightforward” calendar without promotional message. The ingenious planning system allows the company to stay flexible and be able to react to customer queries and requirements straight away – and to do so at a delivery deadline rate of more than 99 per cent. “There’s no such thing as ‘sold out’ with us,” emphasises Daniel Eckenfelder. The main production period is the summer months. Whereas other sectors switch back a gear at this time of the year, at Eckenfelder, not least due to special formats, the printing machines are running at full speed. Consistent throughout the year, by contrast, is humidity across the whole production. It is continuously at 55 per cent and thus guarantees optimum paper condition. And this condition must be maintained for as long as possible. “Long-term promotional resources like calendars hang on the

SUSTAINABILITY BROUGHT TO LIFE

When responsibility for the future is talked about at Eckenfelder, it’s not exclusively about showing off environment certificates and donations to charities. Rather, self-imposed responsibility runs like a “green thread” through the company. This starts with the company’s building. A photovoltaic system ensures that more than a quarter of the overall requirement is covered by “electricity from the roof”. In addition to solar energy Eckenfelder also insists on heat from the earth. Concrete core cooling is the magic word here: the building has water flowing through it. The water comes out of the ground at 9°C and thus cools the concrete during the summer. In the winter the water is warmed up by a thermal pump. As it is conducted back into the soil, nature practically gets compensation. The whole office building is basically free from fossil fuels.

Production and ultimately the products that leave the company are also subject to strict rules. For example, Eckenfelder makes strong efforts to use and optimise chemical methods that place as little burden on the environment as possible, process-free printing plates for example. As for the product range, from this year on all calendars from the published range are made out of FSC certified paper. This makes Eckenfelder one of the few manufacturers that are allowed to display this label consistently on their products.



Cutting, laying out, keeping an overview: At Eckenfelder it is hands-on in the truest sense of the word.



High-tech is here to stay: sorting is done under computer control. Nothing works, however, without human know-how and operation by a specialist.



The various monthly calendars on their way to completion.

wall for 365 days. We want them to look just as good at the end of the year as at the start,” says Christof Eckenfelder, describing the company’s aim. 78 permanent employees ensure enduring calendar quality. Many of them have already been an indispensable part of the company for many years. This is a team that knows the processes inside out and therefore keeps everything running.

ADVERTISING TECHNOLOGY IS A FIRM COMPONENT

Beyond the calendars, Eckenfelder also offers non-calendar products, for instance roll-ups and banners. These are created by advertising technicians. And that’s not all: Artistically designed, appealing sound insulating pictures are also part of the repertoire.

THAT CERTAIN EXTRA – WWW.KALENDERMUSIK.DE

Outstanding quality in all matters is one thing. Both managing directors are aware, however, that this alone no longer suffic-

es today amid the competition. “Tomorrow’s calendar needs to do more,” the Eckenfelder brothers know. Create added benefit. One such add-on is a specially created Web platform concerning calendars: www.kalendermusik.de. This URL can be affixed onto the calendar in conjunction with an access code and is therefore retrievable only for the calendar’s target recipient. Initially used with the “Family date calendar”, the online platform represents an unusual opportunity for customer loyalty. It offers songs for the whole family to listen to, sing along with and download, traditional songs given a new twist. And: The platform can also be freely customised according to customer wishes. Thus, a supposedly standard product like a calendar becomes emotionally charged, is given longer marketing life and thus offers added value. It’s obvious why Christof and Daniel Eckenfelder opted for music as an add-on – both brothers have a strong connection to it and volunteer in both foun-

dations and sponsorship groups. It was almost a matter of course that the combination of private and professional passion would be expressed in a product. However, this is also ultimately due to the Eckenfelders’ demand to achieve stand-out effects with the calendar, which is generally a strong medium – entirely in keeping with the company’s motto: “Calendars and more ...!”

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STEVEN BAUMGÄRTNER AND ROMAN WEISS

FRIENDS AND PARTNERS

Steven Baumgärtner and Roman Weiss have known each other since their school days. At the time, they had T-shirts printed with their own designs and sold them in the local scene, just for fun. What began for the business partners as a pastime 20 years ago became their profession. Today, cyber-Wear enjoys international success as a full-service agency. This is the story of a friendship that, at the same time, reflects the history of the company.

Steven Baumgärtner and Roman Weiss first met at the English Institute, an internationally-oriented private school in Heidelberg. They practised hockey together in the school team, and also had mutual friends, but they did not really undertake anything together. It was not until they coincidentally sat next to each other in the classroom in the senior grade that they discovered they had a number of things in common. They both found German and English so easy that there was

always time during the lessons to develop their own ideas – tolerated by the teacher because of their good performances. At that time, they also raved about the Chiemsee brand that stands for trendy sportswear. The label with the colourful story immediately captured the imagination of the high school students. But it was only when a classmate, a very talented illustrator, joined the group, that the project started taking shape: We will design our own T-shirts and sell them!

ADVENTUROUS START

The future clientele were quickly found at the hip-hop centre of Heidelberg and among acquaintances. The production, however, was a bit of an adventure: “We had no idea how printing works and what costs are incurred. We called around and finally found a printing company in Odenwald which produced transfer motifs based on our colour printouts and had 100 T-shirts printed for a hip-hop competition. This was our first project,” says Steven Baumgärtner. A

basement room in Roman Weiss' parents' house was furnished with two old desks and served as the first office throughout the remaining school days. The illustrator had since left the company and was paid out with 20 T-shirts. But Weiss and Baumgärtner had found so much pleasure in their project, they now carried on together. The focus was still clearly on fashion. The development continued unabated, even though many hurdles had to be taken before the hobby project became a real company.

CONSTANTLY NEW CHALLENGES

Inspired by their success, the team kept learning new things and had the courage to take on ever larger and more complex tasks. The young entrepreneurs broke out in a sweat from time to time, especially when there was a demand for non-textile products or when large quantities were required. "We faced some real challenges, such as when Pro7 ordered 15,000 caps and mugs. We still lacked product knowledge and of course the right suppliers. But we mastered the challenge by researching a lot and, in alternation with friends, we applied transfers in our basement office around the clock using borrowed machines. From today's perspective, it was pretty adventurous, but it worked," recalls Roman Weiss. Not only do we amuse ourselves about these stories, the two protagonists also like to recall the, from today's perspective, humble beginnings of their entrepreneurship with a twinkle in their eyes. After all, it is a beautiful story in which the ambition to place a high demand on oneself as well as mutual trust play an important role. These are values that are still very much alive today.

THE COURSE IS SET

Up to this point, it was a story of young people, full of energy and creativity pursuing an idea, trying out their skills and daring a glance into the business world. It was still fun and curiosity that drove the two, but the entrepreneurial spirit of the friends was born at that time: "We knew early on that we would be entrepreneurs. The fact that we would be dealing with promotional products was a coincidence," ex-

plains Roman Weiss. But before they became entrepreneurially active, the professional course was first set: Roman Weiss became a banker and Steven Baumgärtner an industrial clerk with a subsequent BA degree. To expand their product knowledge and find specific suppliers, they also joined the PSI, which often provided helpful support. Organisational progress was also made: An office was equipped with self-made desks, a computer from the nearby convenience store was purchased and a first network was set up by a computer-savvy friend. A former classmate was hired as the first employee. From then on, things developed in leaps and bounds and cyber-Wear quickly became the "right" address.

PROFESSIONALISATION

A milestone in many respects was the first real major order from RWE. The door openers were textiles, and cyber-Wear managed to seal the deal with promotional products. The fact that a major corporation chose an unknown supplier shows how persuasive and competent cyber-Wear already was at that time. With Steven Baumgärtner as a self-assured sales talent and Roman Weiss as a clever man for finances and key account management, an ideal division of labour, which has proven itself till today, had established itself early on. They both agree that "we understand each other without exchanging many words. Our drive is to be effective, to progress. The fact that we have known each other for so long and that we blindly trust each other is a big advantage". RWE was not only the first group customer, but also the first full-service customer and marked the start in international business. cyber-Wear wanted to follow this path in the future and by now it was clear that they had to continue to become more professional and adapt to new dimensions. The first online shop systems with and without SAP/ERP integration were developed, and the team initially expanded to include seven employees.

THE FULL-SERVICE AGENCY

Today, cyber-Wear is a globally operating full-service agency specialising in the areas of promotional products, corporate fash-

ion and merchandising. Cybergroup International's locations in Europe, Asia and the USA are linked to each other. 45 employees work at the headquarters in Heidelberg as well as at the service office in Wipperfurth near Cologne, which went into operation at the end of 2009. More than 165 employees in administration as well as about 1,250 in production work in the worldwide network of 14 companies. The capability to serve clients internationally is an undeniable asset with which cyber-Wear always successfully impresses the customer when it comes to concluding full-service contracts. As cyber-Wear offers its services as modules, the company not only operates as a full-service provider, but depending on the customer's needs also operates "only" as a promotional product supplier and consultant.

INTERNATIONAL NETWORK

Focusing on corporate customers has been decisive in propelling the company forward. In order to service the foreign subsidiaries of German corporations more effectively, the Cybergroup set up its own locations in various countries, which also serve as sales offices. This ensures the company is closer to the customer in any case. In Hong Kong, the focus is on procurement and international distribution, but the Asian subsidiaries of American companies are also supplied from here. cyber-Wear has expanded its presence in the USA. Since 2010, there has been a proprietary company in Indianapolis with a warehouse and logistics department which supplies customers in the USA. "We can selectively work the American market from here. And of course, vice versa, we have the possibility of supporting the German subsidiaries of American companies from our Heidelberg headquarters," explains the America expert Roman Weiss, who continues to develop the local line of business with great enthusiasm and energy. "Americans are often considered by Europeans to be naive or even stupid. That is simply wrong – they are different. That is why we also work with American staff" adds Weiss, who surprises us with another piece of information, "Some-

STEVEN BAUMGÄRTNER IN PERSON

What was your first thought this morning?

Why is it bright again?

When is your day a good one?

When our customers have appreciated our work and are satisfied, and I can enjoy dinner with my family.

What gets you in a good mood?

The sun.

And what drives you crazy?

Ignorant people.

What are you most likely to forgive yourself about?

Not much.

When do you lose track of time?

When I play with my sons or spend a weekend with my wife.

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

To a warm place.

What do you like spending your money on?

On my family.

Do you let yourself get seduced by advertisements?

Normally not.

When is a promotional product a good promotional product?

When it is fun and thought-provoking.

What is the best promotional product you have ever received?

A handmade chocolate head in original size with a faithfully reproduced set of headphones on it. So far unsurpassed in terms of handcraft and taste.

What do you find irritating in relation to promotional products?

Entirely different things irritate me.



times we even deliver goods from Europe directly to their destination in the USA because depending on the destination, it is faster than transporting them by lorry, for example, right across the continent."

CREATIVE SOLUTIONS FROM THE OUTSET

Although the international network of Cybergroup has long been a highly professional, efficient full-service provider, the initial enthusiasm and idealism has in no way disappeared. Everything that cyber-Wear or Cybergroup stand for today was created from the outset and was further developed in its now 20-year history. "At first we did what the customer told us to do. Realising unusual requests which our competitors did not want to or were unable to tackle were great fun for us. We had to a lot of research and we gladly took the time to do this. That was our big advantage," says Steven Baumgärtner. "We still like realising our customers' special requests and try to be more flexible, faster and more innovative than our competitors. We are still confident in being able to do almost anything". Constantly developing oneself, pushing the performance limit even higher – this is still the main driver of our entrepreneurial activities. What is still in store for us? "We want to continue expanding our global services for international companies and become even stronger in international and digital sales," explains Roman Weiss.



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INNOVATIVE PROMOTIONAL PRODUCTS



A COOLER LIFESTYLE

Magisso, the funky, cool lifestyle from Finland, combines minimal Finnish design with Scandinavian functionality. The centrepieces of the brand are the self-cooling beverage and food containers made out of ceramic. The drinking cups, shot glasses, wine chillers and sparkling wine chillers only have to be submersed in water for one minute or held under running water for the cooling effect to start working. It will keep beer, ice tea and wine cold for up to four hours. A funny slogan written with chalk on the cold exterior surface will personalise any drink..

49320 • mood rooms eK • Tel +49 170 2800652
info@mood-rooms.de • www.mood-rooms.de



YELLOW IS EASY ON YOUR POCKETBOOK

Combi-sets that consist of adhesive memo pads and marker products are very useful aids to have on your desk. The Geiger notepad called Geiger-Notes now offers the most popular version of these practical sticky-notes dispensers with one or two yellow imprinted sticky note blocks. It is possible to realise print-runs for a minimum order of 100 units, which offers enormous cost benefits for small and medium-sized orders. The best sellers of the combi-sets and the cover blocks from Geiger-Notes are available in the two new versions Mix (a yellow block, with a personalised imprint) and Yellow (both blocks imprinted in yellow). The head of the company Jürgen Geiger explains, "The new combi-sets offer you plenty of space on the high-quality book cover sleeve for personalised advertising imprints and an appealing design can be placed on the inside part of the set by means of the yellow sticky notes. Thanks to the optimised production process, we were able to lower our prices again on 1st May. And as always, this product comes in "Made in Germany" quality."

41615 • Geiger-Notes AG • Tel +49 6134 1880
info@geiger-notes.ag • www.geiger-notes.ag





TEAR OFF WITHOUT TEARING UP

Are all calendars the same? No! A real premium quality product shows its strength in the details. The micro-perforation from the calendar specialists at Eckenfelder is one of these details which make all the difference. Visually, the holes are rather discrete: one could even say that they are almost not visible at all. There are no long or wide slits or big round holes which often leave messy paper clippings and scraps of paper when the calendar pages are torn off. The micro-perforation keeps things tidy – every single calendar page can be easily and safely cut off.

41430 • Eckenfelder GmbH & Co. KG • Tel +49 36920 841-0
m.brieske@eckenfelder.de • www.eckenfelder.de



ENJOYMENT FOR DESIGN LOVERS

Blomis is expanding its expertise in the product segment of tea with a new tea brewer called TEA-JANE. As the little sister of the TEA-JAY tea brewer introduced two years ago, this product is suitable for making hot tea specialities. With this patented brewing system, a concentrated brew of tea can be made in the stainless steel attachment with a built-in plastic filter. Then it is mixed with hot water in the glass container. This brewer comes with a matching OOLONG saucer made out of black silicon and stainless steel, which ensures it is sturdy. Another product for making tea is the CLIPPO tea stick. Loose tea can be taken directly out of the packaging and dispensed exactly by using the clothes pin technique. Nothing but the pure taste of tea will get through the finely perforated stainless steel foil and interfere with your enjoyment of the tea.

40774 • blomus GmbH • Tel +49 2933 831127
info@blomus.com • www.blomus.com



DS9 NOW AVAILABLE WITH A RING

Relationships need symbols, even when it comes to customers. For this reason, the new DS9 from Prodir now comes with a ring option. The DS9's ring is fully built into the press button of the retractable pen. This decorative ornament catches the eye straight away. It is available in 20 polished and transparent colours, especially for the matt colours of the covering. They make the DS9's standard mix of surfaces stand out even more. The colours of the cap and shaft can be freely combined with each other within one surface. What is more, the top of the pen can feature a colour that contrasts with the colour of the shaft. It is this ample creative freedom which makes it possible to configure a truly brand-compatible writing instrument. There is an extra-large printing space available on the flat clip for logos and advertising claims. All of these various options are also featured in the classic Prodir writing instrument with its typical symbiosis of a high-quality timeless design and excellent writing technology. Like all of the pens from the Swiss manufacturer, the DS9 is also equipped with a long-lasting Floating Ball ink refill, which guarantees excellent writing quality for a long time to come. The result is a fatigue-free and relaxing writing experience – and long-lasting effectiveness as a brand messenger.

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



PREMIUM QUALITY IN EVERY RESPECT

The tool set from Wera is a nice-to-handle screwing tool, which is unbelievably strong and looks good too. It includes nine screwing bits ready for immediate use which are neatly lined up in a sophisticated way; they are delivered in elegant packaging, which will immediately remind you of high-quality jewellery. With this set, Wera not only solves any screwing problem with unimagined sturdiness, it also ensures that this promotional product is a premium-quality eye-catcher with its product design and packaging. What is more, everyone will find this tool set really useful because only very few households already have these kinds of high-quality tools. And what is more, you will have fun when you use this kind of professional tool set for your screwing needs. The attractive packaging can be personalised with the special logo requested for a minimum order of 100 units.

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

SWEET IDEAS FOR SNACKS

The sun-ripened fruit and specially selected nuts from the best cultivation areas in the world, which have been refined with the finest handmade chocolate, turn this fruit and nut treat into a very special experience. Henosa-Plantanas makes this snack only using specially selected ingredients. This treat's smooth melting chocolate coating gets its special flavour from the Allgäuer brand-name butter and cream and the high-quality plantation cacao. It can be packaged in a tin, box, shiny bag or plastic bag according to individual wishes.

47992 • Henosa-Plantanas Group GmbH • Tel +49 7306 926230
info@plantanas.de • www.werben-mit-tee.de



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SMALL QUANTITIES, QUICKLY DELIVERED

For sweet advertising, the promotional food producer Marip-Werbelebensmittel from Fulda now includes small promotional bags called "Kleine Werbetüte" in its product line, which is available in 4c printing for a minimum order of 500 units. The promotional bags can be filled with gummy bears, chocolate drips, salty biscuits and many other tasty products. All of the printing and packaging machines required for production are located at Marip's in-house production facilities. This makes it possible for the company to realise quick production and delivery, even for orders of small quantities. Marip states that creating one-to-one sample copies is not a problem. Thus, the small advertising bag fits perfectly into Marip's product range for small orders: hard candies are available starting from one kilo, chocolates starting from 100 units, and several other promotional treats are also available.

49092 • Marip-Werbelebensmittel • Tel +49 661 9338771

info@werbelebensmittel.de • www.werbelebensmittel.de

DELICIOUS HARDWARE

The sweets specialist Jung has put another new promotional product for the pre-Christmas season on the market: an innovative Advent calendar that reflects the latest trends and is filled with the finest chocolates from Lindt. The Tablet Advent calendar features a classic cardboard box covering with a funny Christmas comic puzzle motif. It also has an additional cover that can be personally designed; it encloses the Advent calendar in a similar way to a tablet computer. When the cover is folded back, it simultaneously forms the supporting legs of the calendar. The cover offers many opportunities for customization. For example, it can be designed like a computer monitor displaying a website image, or it can be given a Christmas theme design using one of the many design templates available. Alternatively, a simple text block with a greeting for Christmas can be used. The Jung team can send you samples upon request.

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

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



STEP BY STEP WITH SPEEDY

It is a handy pedometer – with modern 3D sensor technology – to take along while you are out and about. The SPEEDY speedometer accurately displays the kilometres and speed. You can carry it in your pocket or hook it onto your belt loop or your rucksack with the built-in snap hook. What is more, it counts the calories that have been burned and indicates the training time. It also has a seven-day memory for comparison purposes. Its other advantages are it is very robust and can be operated intuitively.

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

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





PURIST DESIGN

Whenever a product is reduced to its essential function, connoisseurs speak of purist design. For this clientele, Hauff Schreibgeräte GmbH has a conspicuously understated aluminium twist ballpoint pen in its range. Especially its short, patented clip strikes the eye immediately. This communicates a marked sense of style and high-tech products. The insides of Item 075 are also of the highest quality: the giant metal refill lasts a long time and the ink is classic blue. This writing utensil comes in five matte metallic colours and can be provided either with printing or with a high-value engraving. An additional highlight is the individual doming on the pen – for this purpose, the customer's logo is minimized and applied to the top of the pen with a transparent layer of resin. Doming is the perfect way to show off a corporate design unspectacularly, yet effectively, especially for design-related businesses.

47160 • Hauff Schreibgeräte GmbH • Tel +49 7531 4571780

contacts@hauff-gmbh.de • www.hauff-gmbh.de

-Advert-

TOP PRODUCT TOPICS IN PSI JOURNAL

Don't miss out! The October issue of the Journal will be all about Beauty & Wellness and lots of individual style.



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

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

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"New products at PSI 2016"

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



NEUTRAL CLIMATE MESSAGE

The new promotional retractable pen called “Like” now comes as a “green” product and is still quite colourful: it comes in 10 opaque and 12 transparent colours and offers customers numerous design options. More than 20,000 different versions of Like can be designed by using different colour combinations for the individual parts, and of course, the Like pens can also be imprinted with a personalised message. The large printing surfaces ensure that the advertising message will catch people’s attention. The Like pen features a Schneider 774 M refill. Another highlight is its slip-proof rubber gripping area, which guarantees perfect handling and gives you a comfortable writing feeling without any pressure marks. What is more, Like is made with a neutral climate footprint. Like all writing instruments from Schneider, Like is made in Germany under the strictest quality and environmental standards. Schneider has been certified according to EMAS, one of the strictest environmental management systems, since 1998 and was the first company in the writing instrument industry to get this certification. Therefore, the Like pen is ideal for companies which want to put their environmental protection strategies and “green office” image into practice, and advertise with a high-quality product “Made in Germany”. As with all of the promotional writing instruments, you can work on the design for Like ahead of time both in terms of its colour and its advertising lettering using the pen configurator available at www.schneiderpen-promotion.com.

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

THE INNOVATION CONTINUES

SEMYR has all those features, which have always distinguished “Made in Italy” Stilolinea pens: fast delivery and versatility. If among the many proposed versions, there is not yet the one your customer wants, Stilolinea is able to achieve it. Endless color combinations and pantone colors are not an obstacle for SEMYR. So far, SEMYR aimed at the world sober, cautious and with a bit of shyness: it is now ready to wear any clothes, experiencing through all cultures which it gets in contact with. The BASIC version, simple and elegant with predominance of white: for those who want to bring out their promotional message at the most. The CHROME version includes the features of the Basic one, enriching them with the chromed tip: for those who want to take advantage of smooth and clear lines with a touch of sophistication. The CLEAR version with bright colors: for those who want to express the originality of their message. The CHROME FROST version combines vibrant colors with the brightness of its chrome preciousness: for those who want to express the originality of their prestige. The GRIP version in addition to the brilliant colors and chromed tip offers additional sensory characteristic: for those who want to be remembered with a gift, which leaves a pleasant sensation of softness to the touch. Finally, the GRIP COLOR version with white body, chromed tip, a touch of color and an ergonomic grip, designed for business people.

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AN EMOTIONAL VALUE

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

41848 • UMA Schreibgeräte Ullmann GmbH • Tel +49 7832 7070
info@uma-pen.com • www.uma-pen.com

NO MORE TIPPING OVER

A desk and a cup of coffee are an inseparable pair. But what happens if some of the coffee spills out of the cup by mistake or if the coffee mug even topples over completely? Thanks to the shockproof Mighty Mug, you won't need to think about this anymore because the insulated cup offers a number of benefits: it is shockproof, knock-resistant, leak-proof, dishwasher-safe and double-sided, so it is suitable for hot and cold drinks. What is more, it attaches itself securely to smooth surfaces by a suctioning cup and it won't fall over.

49565 • Handelsagentur Nientiedt • Tel +49 2574 2260465
info@handelsagentur-nientiedt.de • www.handelsagentur-nientiedt.de



LONG-LASTING DRINKING PLEASURE

The innovative paper drinking straws from the company Bio-Strohhalme GmbH are more than just a nice promotional product. The straws with a crease are biodegradable, compostable, 100 per cent chlorine free, and imprinted with food colouring; they are also free of lead, chlorine and plasticizers. The paper straws won't disintegrate in a beverage thanks to the specially patented manufacturing process used to make them. What is more, they can be imprinted with a personal design, customer logo or a special message. Bio-Strohhalme GmbH has a large selection of standard straws in its product line: 48 different colours and several patterns with different dimensions and lengths are available.

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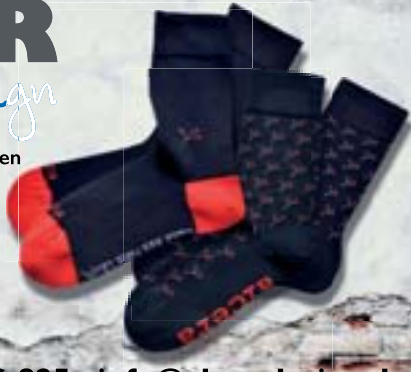
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PSI Journal 07/2015

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cess and advertising effectiveness. Both seminars will teach theory and practice, with an opportunity to put what has been learned into practice in group exercises on the next day. The instructor is Michael Mätzner of promofacts, well known from the “Lunch and Learn” series of PSI Trade Show lectures. The seminars are aimed at anyone who would like to deepen their knowledge and update their skills. In general, the series is set up so that the seminars can also be held on manufacturers’ and distributors’ own premises. If you would like to learn more about the seminars, please contact Sarina Peters of PSI, telephone: 0211 90191-152. You can also find more information at: www.psi-network.de/psi_institute

risen compared to the first issue of the Barometer. Manufacturers/suppliers who would like to lend weight to their sustainability programmes now have the opportunity to obtain an attractive on-top qualification in the form of the PSI Sustainability Awards. Anyone interested can obtain information on how to take part and send in an application at www.psi-sustainability-awards.de. The deadline for applications to the PSI Sustainability Awards is 3 August 2015.



THINGS ARE HAPPENING AT PSI eBUSINESS

Online distribution channels are constantly gaining in importance to the promotional product industry. Transparent, prompt and easy procurement of products is playing a particularly important part. In order to make the online distribution channels for PSI members even more effective and open up additional sales channels in the promotional product market, the PSI is offering its members special eBusiness services. One important concern is to continually optimise these services in the interest and for the benefit of the members. User-friendly platforms, improved features and the greatest possible data quality are key terms in this context. In short, PSI members can look forward to the things now happening with the PSI. The PSI journal will keep you informed.

STAY AHEAD WITH PSI

An extensive range of seminars is part of the spectrum of services PSI is offering to its members. A key concern in this context is to enable members and market participants to obtain an advantage in terms of knowledge and stay well ahead in daily competition. For this reason, all-day practical courses have been initiated, starting with “Added Value of the Promotional Product” and “Promotional Products in the Marketing Mix”. The “Added Value of the Promotional Product” seminar focuses on the product itself and is primarily concerned with marketing promotional products. The exciting subjects range from successful briefing with customers up to cross-media use of promotional products, as well as how promotional products can boost advertising. The “Promotional Products in the Marketing Mix” seminar deals with the so-called promotional product SWOT, that is, strength, weakness, opportunity, threats. The route from traditional marketing to marketing with promotional products will be discussed, as well as successful briefing with customers. This seminar also more closely examines factors of suc-



SUSTAINABILITY IS IN GREAT DEMAND

The PSI Industry Barometer 2/2015, which will appear on 1 July 2015, shows that more than half of participating suppliers are sustainably positioned, and the trend is growing. More and more manufacturers/suppliers are recognizing how important it is to keep an eye on the issue of sustainability. This in turn is welcomed by distributors who are increasingly demanding sustainably produced, appropriately certified products. The PSI Industry Barometer 2/2015 also came to this conclusion. It proves that distributors’ interest in sustainability has once again

NO IRRITATIONS

The first six months of the year have passed. How does it look in the promotional product industry? Were they six altogether good months for the industry? How was business? The general forecast is “pleasant and sunny”. This trend already marked the business climate and the dynamic progress of this year’s PSI, which underscored its role as the leading European trade show with nearly 900 exhibitors and more than 16,000 trade visitors. The industry reached the highest market volume in its history thus far, with sales of 3.48 billion euros.

Compared to the first quarter of 2015, further growth is signalled by the current results of the new PSI Industry Barometer, a half-yearly representative survey we conduct and make available to our members, free of charge. According to the Industry Barometer, nearly 70 per cent of the companies surveyed expect sales to grow compared to last year. And what do we expect by the end of the year? The outlook is good. Only nine per cent of those surveyed fear that demand will slacken. This suggests that the noticeable change in mood is further consolidating, after two

difficult years with often considerable sales slumps. This holds especially for other European countries.

Future developments will also depend on the extent to which the industry is unsettled by external factors and political restrictions. Irritations, for instance, are toxic to our business. This also applies to exaggerated rules of compliance; or to put it more clearly, let us not speak of exaggerated rules of compliance, but rather of wrongly understood or self-imposed rules which in many cases go far beyond what lawmakers stipulate. Experts assume that the industry loses sales amounting to several million euros each year due to this form of uncertainty. However, much of what individual companies practise in the name of compliance is not necessary. That is why the PSI is going to strengthen its information campaign together with the GWW.



»Future developments will also depend on the extent to which the industry is unsettled by external factors and political restrictions.«

Best regards,

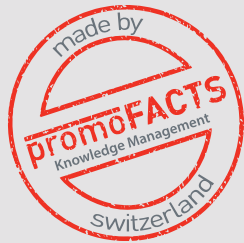
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Michael Freter
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SEMINAR 1

„DER MEHRWERT DES WERBEARTIKELS“

Inhalt:

- Der Mehrwert des Werbeartikels
- Werbeartikelmarketing
- Erfolgreiches Briefing mit Kunden
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SEMINAR 2

„DER WERBEARTIKEL IM MARKETING-MIX“

Inhalt:

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- Vom klassischen Marketing zum Werbeartikelmarketing
- Erfolgreiches Briefing mit Kunden
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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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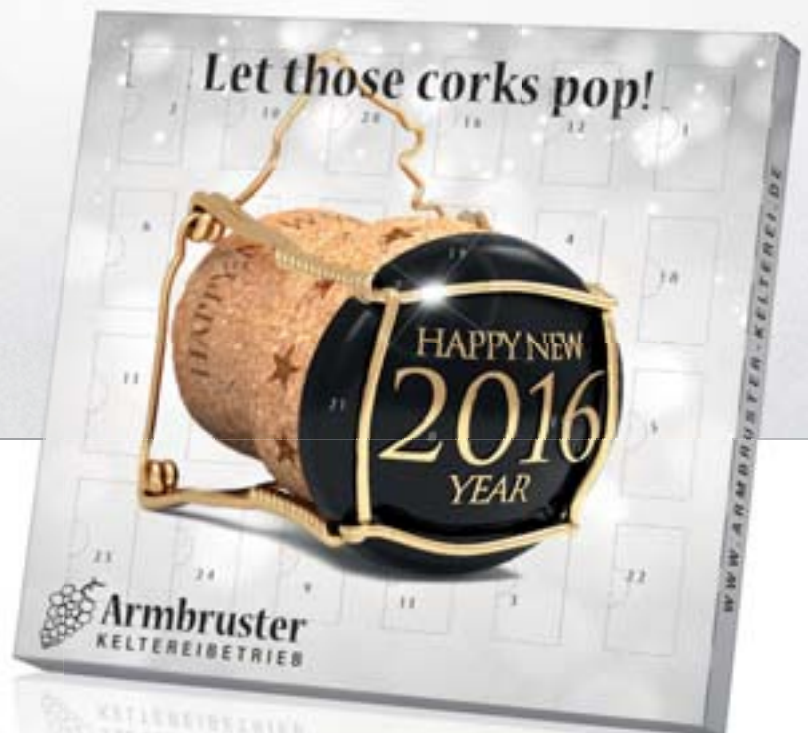
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