

➤ **PSI**

**POWER FOR PROFESSIONALS**

International magazine

for promotional products

**AUGUST / SEPTEMBER 2015**

Volume 54

# JOURNAL



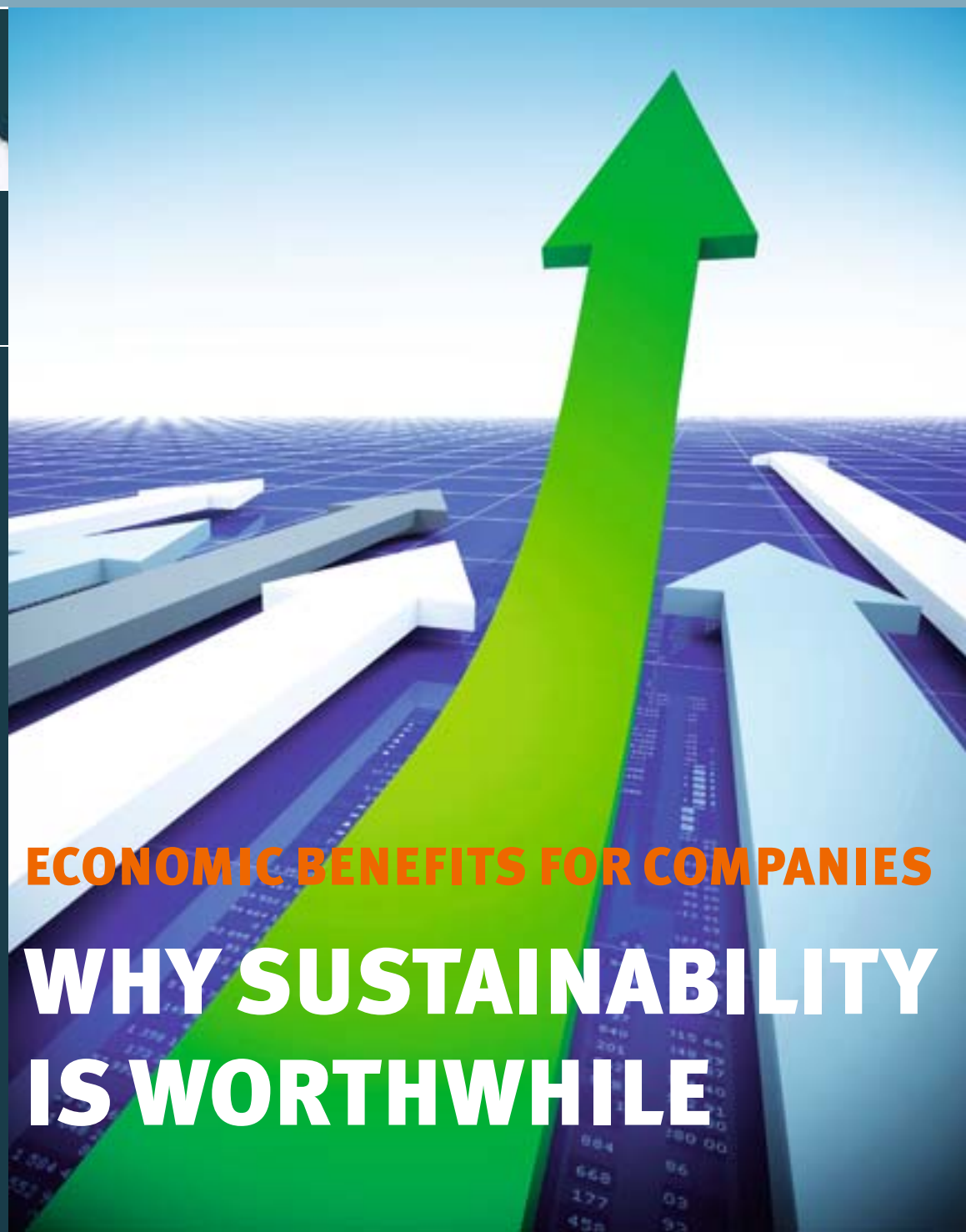
**Ralf Oster**  
**PF Concept**  
Success through inner balance

**Product Guide**  
Sustainable and  
certified products  
Autumn, Christmas

**PSI 2016**  
Industry platform with  
added value

**Sales promotion**  
Hapticals as brand  
ambassadors

**uma Schreibgeräte**  
The signature of  
advertising



**ECONOMIC BENEFITS FOR COMPANIES**

**WHY SUSTAINABILITY  
IS WORTHWHILE**

# NEU

JETZT KATALOG  
ANFORDERN!



EXKLUSIVE WEIHNACHTSPRÄSENTE



PREMIUM ADVENTSKALENDER

## DIE ADVENTSKALENDER-EXPERTEN: UNSERE QUALITÄT MACHT DEN UNTERSCHIED!



Adventskalender  
„Weihnachtshaus“



Adventskalender „Baum“  
mit Lindt Schokolade



Wand-Adventskalender  
mit Milka Schokolade



Tisch-Adventskalender  
„Ritter SPORT“

### 24 TAGE IM MITTELPUNKT: INDIVIDUELL BEDRUCKBARE ADVENTSKALENDER IN PREMIUM-QUALITÄT!

Die Bedeutung emotional aufgeladener, individueller Kundenansprache nimmt überproportional zu. Mit einem hochwertigen Adventskalender drücken Sie gegenüber Kunden, Mitarbeitern und Geschäftspartnern Ihre Wertschätzung aus. Ihre Werbung bleibt garantiert 24 Tage im Blickfeld, ohne in der Flut der üblichen Weihnachtspost „unterzugehen“. Gleich Katalog und Muster unter [www.cd-lux.de](http://www.cd-lux.de) bzw. [info@cd-lux.de](mailto:info@cd-lux.de) anfordern.



Die Adventskalender-Experten:

Europas breitestes Adventskalender-Programm!

Hotline: 09971-85 71 0 | [info@cd-lux.de](mailto:info@cd-lux.de) | [www.cd-lux.de](http://www.cd-lux.de)

CD • LUX  
G M B H  
DIE ADVENTSKALENDER EXPERTEN

## EDITORIAL

### THE INDUSTRY OSCAR

**T**he first PSI Sustainability Awards will be presented in Düsseldorf on 11 September. I do not want to overstate the importance of these awards, but I am sure they will attain the status of film Oscars for the European promotional products industry in a few years. What makes me so sure? The Oscar honours the best in each category. This is also what the PSI Sustainability Awards will do. Only a product that complies with the principles of sustainability as a quality criterion can be a really good and successful promotional product. Let us briefly ignore products intended for quick consumption or as a short-term reminder.



The film Oscar came about as the award of the “Academy of Motion Picture Arts and Sciences” to set a quality standard that everyone should aspire to achieve in the future. The PSI Sustainability Awards set comparably high standards and goals. Like the Oscar, the Sustainability Awards of the PSI will not be inflationary. It will be awarded only to the crème de la crème.

And because this is so, the PSI has also endeavoured to secure one of the best sculptors to give the Sustainability Awards the quality physicality it deserves in the form of a statuette. Reinhold Petermann is a Mainz-based artist who is known far beyond the borders of his home region. Numerous public and private buildings feature his sculptures. 90-year-old Petermann is currently working with renowned gallerists on the exhibition of his life’s work. All PSI Sustainability Awards are originals made of bronze mounted on a limestone base. It could not get any more sustainable or significant. Like the Oscars and other valuable prizes, the PSI Sustainability Awards may not be sold later by award winners before being offered to the PSI at a symbolic price of one euro.

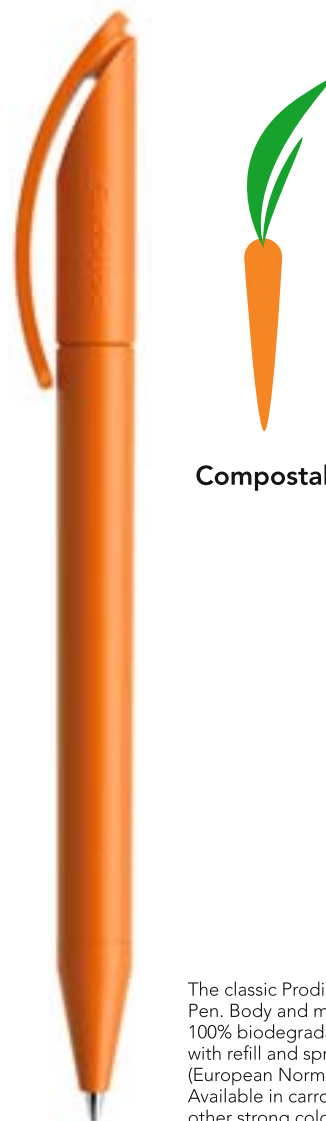
The PSI Sustainability Awards will therefore be the quality Oscars of the European advertising industry. Similar to the first film Oscars, the PSI Sustainability Awards are struggling a bit with their terminology. Whereby “PSI Sustainability Awards” sounds simpler and is easier to pronounce than “The Awards of the Academy of Motion Picture Arts and Sciences.” The term Oscar did not originate until later, whereby the history of selecting the name has many narrators and thus many fathers. With the promotional products industry in Europe, on the other hand, the matter could be considered more straightforward. Nobody denies that Walter Jung, the founder of PSI, was also a very important co-founder of the industry who helped many to secure a future in this industry. Many still “thank Walter” today. When it comes to the PSI Sustainability Award, perhaps we could just as easily speak of the “PSI Walter”? A thought that just came into my mind. Maybe not the worst?

In this spirit

Manfred Schlösser

Editor-in-Chief PSI Journal

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



**Compostable.**

The classic Prodir as Biotic Pen. Body and mechanism 100% biodegradable, pen with refill and spring 80% (European Norm EN 13432). Available in carrot and six other strong colours.

## prodir®

Personality pens.  
Swiss made.

**Prodir SA**  
Via Sert 22  
CH-6814 Lamone  
+41 (0)91 935 55 55

**Prodir GmbH**  
An der Molkerei 8  
D-56288 Kastellaun  
Hotline: 06762 - 4069-0

[www.prodir.com](http://www.prodir.com)  
[open.prodir.com](mailto:open.prodir.com)



# 1 ADDRESS. THOUSAND

# ▶ PS





# SOUNDS.



**THE LEADING EUROPEAN TRADE SHOW OF  
THE PROMOTIONAL PRODUCT INDUSTRY**

13<sup>th</sup> – 15<sup>th</sup> JANUARY 2016 DUSSELDORF



[www.psi-messe.com](http://www.psi-messe.com)



**CLACK**  
Eieröffner  
egg opener



**knallig-bunte  
Weihnachten**  
Colorful  
Christmas



**Naomi**  
„Naomi“ Nussknacker  
nutcracker

reddot design award  
winner 2013



## SCORING WITH RESPONSIBILITY

30

“Sustainability is a key issue that has also reached our industry,” says PSI Director Michael Freter. The fact that more and more companies in the promotional products industry are assuming responsibility that combines ecology and social compatibility is demonstrated by the products in this section.



<b>TRENDS &amp; BRANDS</b>	Sustainable in every way	6
<b>FOCUS</b>	TREND 2015: Sustainably impressive	8
	Why sustainability is worthwhile for companies	10
<b>PSI 2016</b>	Industry platform with added value	16
<b>SUSTAINABLE AND CERTIFIED</b>	Scoring with responsibility	30
<b>INDUSTRY</b>	Companies, Events, Markets	58
	Newsweek 2015: Advertising the no-wastage way	64
	Schneider Schreibgeräte: Electric vehicle fleet further renewed	66
	ztv: New logistics centre inaugurated	68
	Brands Fashion sponsors the GOTS conference	70
	Parzellern Werbemittel: Presentation with personal note	72
	VÖW 2015 summer meeting: New board elected	74
<b>BUSINESS</b>	Sales promotion: Multi-sensory brand ambassador	76
	Online Study: Promotional products in the automotive trade	80
<b>AUTUMN, CHRISTMAS</b>	A cornucopia of products	88
<b>COMPANY</b>	60 years of Fare: An opulent anniversary celebration	116
	uma Schreibgeräte: The signature of advertising	118
	160 years of Schwan-STABILO: New brand building inaugurated	122
	95 years of meterex: Customised promotional products	124
	Stilolinea: Ballpoint pen as a life mission	128
<b>PORTRAIT</b>	Ralf Oster: Success through inner balance	130
<b>NEW ON THE MARKET</b>	Innovative Promotional Products	134
<b>MY PSI</b>	Information for PSI members	156
<b>OPINION</b>		158
<b>IMPRINT</b>		160



## NEWSWEEK: ADVERTISING THE NO-WASTAGE WAY

64



This year's Newsweek drew to a close in Munich with the overall programme recording impressive levels of visitor appeal. Having kicked off successfully in May (we reported on this), the second leg of the mobile new product show also scored well, providing a full-scale advisory service and rolling out an innovative spread of advertising and publicity ideas.

## METEREX: CUSTOMISED PROMOTIONAL PRODUCTS

124



"When it comes to measurement, we can't be beaten," such is the confident appraisal of meterex managing director, Oliver Kuntze. The measurement specialists from Langenfeld are celebrating their 95th anniversary this year and have been PSI members for 50 years. Reason enough for a detailed presentation.

## STILOLINEA: BALLPOINT PEN AS A LIFE MISSION

128



In 1972, Piero Chicco founded the company Stilolinea, a ballpoint manufacturer. By analysing the overall pens market, he selected a then little known but promising niche: the promotional pen. This was the beginning of a lasting success story.

## RALF OSTER: SUCCESS THROUGH INNER BALANCE

130



Since October 2012, Ralf Oster has been Chief Executive Officer (CEO) of PF Concept International BV. He took on the task of building PF Concept up into an internationally operating multi-specialist in promotional products with a striking, persuasive service profile. On this path, he has collaborated in a broadly defined "Go2market" strategy in order to implement it together with his team.



## Frische Ideen in Plüsch!

Wählen Sie Ihre Favoriten aus mehr als 500 SEMO-Plüschtieren!



Sonderanfertigungen für Promotion, Maskottchen etc. – nach ihren Wünschen!

**TRIGON Deutschland GmbH**

Kränkelsweg 28 · D - 41748 Viersen  
Tel. 0 21 62 - 53 00 8-0 · Fax 0 21 62 - 53 00 8-20  
E-mail: info@semo.de · [www.semo.de](http://www.semo.de)





### SUSTAINABLE PLEASURE

“Cabernet” wine set

Asgard Sp. z. o. o.

PSI No.: 49556

[www.asgard.pl](http://www.asgard.pl)

### MULTIGENERATIONAL ACCESSORIES

Made from Russian leather

Boogie

PSI No.: 49348

[www.boogie-design.pl](http://www.boogie-design.pl)



### SUSTAINABLY CHIC

“Reflects solar” watch

LM Accessoires GmbH

PSI No.: 42487

[www.lm-accessoires.com](http://www.lm-accessoires.com)



### A BOOK THAT HAS IT ALL

Advent calendar

Karl Knauer KG

PSI No.: 41794

[www.karlknauer.de](http://www.karlknauer.de)



### SUSTAINABLE IN EVERY WAY

Since 1971 the Society for the German Language has selected the “word of the year” each year. It selects words and phrases that have linguistically shaped the political, economic and social life of a year in a special way. The word “sustainable” appeared for the first time in 1998, ranking 11th. It has long been on everyone’s lips, whereby its diverse definitions are hardly used. The term originates from the verb “follow through” with the meaning “continue or remain for a long period of time”, i.e. to be enduring. It was first mentioned in this sense in the Duden reference dictionary in 1880. Today “sustainable” is primarily used from an ecological, economic and social responsibility perspective. In the promotional products industry, sustainability is in all respects an issue.

Nestler-matho®



TECHNIQUE  
M E E T S  
DESIGN



**N-m 229**  
MINI BLUETOOTH-SPEAKER  
IM ETUI

● SCHWARZ/GRAU AB LAGER

AB 1.000 STÜCK IN WEITEREN FARBEN  
PER DIREKTIMPORT LIEFERBAR:





The PSI Sustainability Awards will be awarded for the first time in 2015. The evening event in Dusseldorf will provide the festive setting.



## TREND 2015

# SUSTAINABLY IMPRESSIVE

On 11 and 12 September 2015, it is curtain up for TREND 2015 at Euromoda in Neuss. The evening event provides the festive setting for the presentation of the PSI Sustainability Awards.

**T**REND is traditionally a mixture of information, communication and entertainment, whereby in addition to product launches, the focus is especially on networking. Promotional product distributors and consultants – true to the name of the trade show – can again expect new products and marketing solutions as well as inspiration for the upcoming Christmas season. Although TREND is now in its 28th year, to some extent it is now under new auspices in 2015. For the first time in its history, the newly founded GWW, in which bwg

emerged as one of the individual associations, is the organizer.

### PSI SUSTAINABILITY AWARDS CELEBRATE PREMIERE

TREND has another premiere to offer in terms of an evening event. On 11 September 2015, “And the PSI Sustainability Awards go to ...” will be heard for the first time. The evening event provides the festive setting for the presentation of these first comprehensive sustainability awards of the promotional products industry, thus revolutionizing the category of product awards. The evening is dedicated to exclusivity.

Firstly, the gala event is reserved exclusively for fair visitors and exhibitors. Secondly, it will take place in an elegant setting: in the Classic Remise in Dusseldorf, a heritage-protected and lovingly restored roundhouse from the 1930s.

### CLASSIC REMISE OFFERS EXCLUSIVE SETTING

One of the highlights of the location, which combines historic industrial architecture and a modern world of experience, is the 870 square metre event hall. This sound-proofed space captivates through seclusion and exclusivity. At the same time, the guests find themselves in the middle of the event thanks to the glass boxes. And this event is worth more than a glance – namely a view of the service and restoration workshops, the presentation of historic and classic cars as well as the “permanent exhibition” of valuable vintage cars. Complementing the TREND 2015 is now a view of the statuette created by the Mainz artist Reinhold Petermann, which will be awarded in the various categories of the PSI Sustainability Awards. On 11 September, the promotional products industry will therefore be eight exclusive awards and award-winning products richer. <





# Ring me up.



New DS9 Ring Option

---

**Prodir SA**  
Via Serta 22  
CH-6814 Lamone  
+41 (0)91 935 55 55

**Prodir GmbH**  
An der Molkerei 8  
D-56288 Kastellaun  
Hotline: 06762 - 4069-0

[www.prodir.com](http://www.prodir.com)  
[open.prodir.com](mailto:open.prodir.com)

**Personality pens.**  
**Swiss made.**

**prodir®**

## ECONOMIC BENEFITS OF SUSTAINABLE MANAGEMENT

# WHY SUSTAINABILITY IS WORTHWHILE FOR COMPANIES

„Committing oneself to sustainability is expensive and achieves nothing for the company“. Unfortunately, this prejudice is widespread, especially in the SME sector. On the contrary, however, experience shows that companies that are committed to environmental and social sustainability are usually more successful in the market. Our analysis shows why sustainable development is worthwhile for companies.

**C**ompanies applying principles of sustainability are different, and are often more successful in the market than conventionally operating competitors. They recognize their customers' needs better, are more innovative and are better from a sales perspective. They have motivated and dedicated employees and know how to combine environmental sustainability goals and climate protection with cost savings as well as the perception of new product and market potential. Facts can best disprove the above-mentioned misjudgement.

### SUSTAINABILITY ENSURES OUR SURVIVAL

Only sustainable management can ensure the future sustainability of our planet Earth and its „fitness for generations to come“. Our way of life and the economy supporting it have been overstraining the natural resources of the earth since the 70s. A planetary resource use of 1.5 has already been identified for the year 2010 – this means a strain of 150 per cent. With the expected increase in prosperity in the emerging markets, the number of consumers who contribute excessively to CO<sub>2</sub> emissions

will increase from 1.8 billion to 4.8 billion people and thus double the annual CO<sub>2</sub> emissions to 80 billion tons by 2050. The strain on the natural resources of our planet will thus increase to 3.0 worlds p.a. (300 per cent strain). It is therefore necessary to quickly reduce this huge annual deficit of 200 per cent through rapid-impact measures and a global solidarity pact. Many citizens and entrepreneurs cannot imagine what impact a further global warming (by 2 to 6° C in this century compared to 0.6° C in the 20th century) will have on the planet, nature and cycle processes and thus also on our future life: Extreme weather phenomena and storms, water shortages and larger drought areas, lower crop yields, changing ecosystems, melting of polar ice caps, rising sea levels, a.s.o.

### COMPANIES ARE CALLED UPON

As the main cause of CO<sub>2</sub> emissions, the established industrial nations are called upon to lead by example and reduce their CO<sub>2</sub> emissions much more quickly and drastically than promised so far at climate con-



ferences by implementing new technologies (key words: Green & Blue Economy, renewable energy, energy efficiency, phasing out fossil fuels, sharing and circular economy ...), by making economically viable investments and by rethinking their approach. Not only politicians, but also companies themselves should, in their own commercial interests, strive to deal intensively with the environmental sustainability challenges. In the discussion about sustainability, it is often underestimated that

companies optimize themselves within the frame work of given circumstances, with the goal of achieving optimum efficiency and profitability. However, many of our natural resources such as air, water, forests, fossil fuels, etc., have a price that is much too low. This results in an externalization of costs to the detriment of the environment and therefore our society.

#### **POLITICS IS LAGGING BEHIND**

Politics and the State are lagging behind when it comes to creating the right frame-

work conditions – not least because consumers have not yet really broached these issues and allowed them to influence their purchasing decisions. Being threatened by global competition and the need for competitiveness usually deters many countries from systematically implementing recognized sensible measures to internalise environmental costs. As the largest economic regions in the world and currently the main cause of global warming, Europe, North America and China could jointly establish a goal-oriented framework. For example, a drastic increase in taxes on fossil fuels for industry and their companies is by no means unreasonable, as long as those affected can adapt to it at an early stage. Thus we would be one step closer to achieving the goal of almost completely replacing fossil fuels.

#### **SUSTAINABILITY CAN SAVE COSTS**

What incentives now exist for companies to assume responsibility for the environmental and social impacts of their value-added networks? Certainly the framework



conditions should be improved by politics worldwide – which will also gradually take place – but there are already good reasons why environmental and social sustainability should especially be anchored as economic aspects of companies. From an economic point of view, companies must not underestimate that fossil fuels (for power and heat generation or mobility) are the main causes of global CO<sub>2</sub> emissions and, in line with political beliefs, should therefore be reduced by more than 80 per cent in the coming decades. Renewable energy such as solar, wind, geothermal, as well as hybrid solutions and technology for energy efficiency have become ready for the market. They are now competitively priced and will be even more cost effective in the future. Transitionally, government subsidies and incentives help to make new technologies profitable more quickly. Companies can already achieve significant cost savings by investing in new GreenTech innovations and upgrading, as well as through sharing and circular economy concepts. The „Internet of Things“ and regional manufacturing capabilities through 3D printers will also lead to a further innovation and investment boost. In the discussion about nuclear power, we have experienced a condemnation of this technology; there are signs that public opinion believes fossil fuels will also be a “no go” in the future because of their CO<sub>2</sub> pollution.

#### **CUSTOMERS ARE DEMANDING RESPONSIBILITY**

Sustainability is becoming relevant for more and more customers. Consumers increasingly expect a positive sustainability image of products, services and their producers. According to expert opinion, companies that proactively take this into consideration, anchor it in their corporate strategy and convincingly communicate it to the market will be economically more successful than competitors that behave reactively. Examples from the Old Economy demonstrate how important it is for companies to be up to date, and to identify trends and changes in the market at an early stage in order to then participate through innovative

products and services. Swiss consumers and companies in the consumer goods sector confirmed exemplarily in a representative survey (Source: S1 Report 2014) that they connect intergenerational responsibility, responsible and transparent behaviour as well as fair trade and human rights with the issues of sustainability, environmental protection and conservation of natural resources. The offering that should meet these requirements must be easily accessible and affordable for consumers. Products should come from the region, from fair trade and be organically grown.

#### **SUPPLY CHAIN MANAGEMENT IS INDISPENSABLE**

Companies, including those from the promotional products industry, can neither afford nor do they want a negative ecological image – this also applies to possible negative publicity about their suppliers. They therefore prevent the risk of reputational damage by increasingly taking environmental and social sustainability measures. Consequently, in the context of sup-

ply chain management, suppliers of the industry are increasingly requested to measure their ecological footprint and to disclose how they intend to gradually improve it. It is important for these suppliers to react quickly under economic considerations and to develop competitive advantages.

#### **REACTING EARLY TO CHANGES**

Most European countries have now developed new energy strategies that now require implementation. Focuses are on renewable energy and phasing out the use of fossil fuels. The legal framework for the reduction of CO<sub>2</sub> emissions will be significantly tightened in the coming years. One example is the automotive industry with the CO<sub>2</sub> target of 95g/km (ECO mobility). Entire industries and their companies are trying to adapt to such changes in good time. It is assumed that companies in Europe must disclose the CO<sub>2</sub> emissions for all their products in a few years. Companies define in their respective sustainability strategy which environmental goals can be achieved through projects and





measures in which periods of time. They not only look at the ecological footprint of their own production, but also at that of their suppliers and customers, and thus the ecological assessment of their products and services over their entire life cycle. By means of CO<sub>2</sub> compensation, companies can also offset the part of their environmental footprint which they cannot reduce through their own efforts.

#### **SOCIALLY RESPONSIBLE EMPLOYERS ARE SOUGHT AFTER**

With regard to social sustainability issues, companies regard themselves as socially responsible employers. They are not only scrutinized by employees and their lobby organizations, but also by the other stakeholders (customers, partners, suppliers, NGOs, ...). It concerns jobs, working conditions, appreciation, employee development, corporate culture, co-determination, employee retention, and much more. Companies with a comprehensive, far-sighted sustainability strategy – including a good image in ecology issues – are more attrac-

#### **ECONOMIC BENEFITS FOR BUSINESSES PRODUCED BY ENVIRONMENTAL AND SOCIAL SUSTAINABILITY MEASURES**

##### **Effect within the company**

- Cost savings in terms of electricity, heat and mobility: Renewable energy, in-house production with cooperation, energy efficiency, sharing concepts, circular economy, a.s.o.
- Good working environment, trusted employee and organizational development systems
- Mobilization of employee potential: higher productivity and innovation dynamic
- Stress reduction: higher productivity
- High employee satisfaction: higher employee retention and reduced sick leave

##### **External perception**

- Statement for customers: ecological footprint organization and products (over time)
- Positive image: sustainability, reliability, employee friendliness, Fairtrade
- Tapping into new customer segments and new markets
- Higher competitiveness over competitors: inter- or pro-active rather than re-active action
- Partnership with suppliers (including local roots)
- Strong customer relationships, trust
- “Rating” for sustainable investments
- Highly attractive for applicants





tive as an employer than merely reactively behaving competitors. In view of the expected „war of talents“ and the future shortage of skilled workers in Europe, attractiveness is an important competitive factor as an employer. An invaluable asset is employees who identify with the organization and its vision/mission as well as a practised model. Such employees assume greater responsibility and significantly increase the company's efficiency. This extends on the customers, partners and suppliers.

#### **MOTIVATED EMPLOYEES PERFORM BETTER**

Companies are increasingly confronted with the growing complexity of internal and external processes. Control and power do not motivate employees to solve these challenges. Organizations and employees who are adaptable, flexible, self-renewing, resilient, learning and intelligent are necessary. Organizations that proactively and comprehensively address social aspects in their sustainability strategy develop their corporate culture into a „learning organization“ and manage to remain or become „living systems“. Companies with a highly developed corporate culture and a strong team spirit are much more efficient than those that incapacitate their employees through excessive control. Despite high work requirements, employees in highly developed companies do not feel subjected to stress as they approach their duties with a great deal of motivation.

#### **CORPORATE RESPONSIBILITY AS A TOP ISSUE OF CEOS**

Employees, local residents and communities are today greatly interested in the extent to which the company is committed to regional cooperation, the common good and public interest. Studies show that sustainability and corporate responsibility are given top priority by the CEOs of major companies worldwide (49 per cent of respondents). 13 per cent of the CEOs give it the highest priority and another 36 per cent gave it at least top 3 priority. In the case of 43 per cent of companies, environmental and social sustainability issues are in





accordance with their business objectives, the mission and the values of the organization. 36 per cent still consider these issues to be very important for the company's image. In the previously mentioned GS1 Report 2014 (Switzerland), over 80 per cent of the companies surveyed stated the following reasons to get involved in sustainability: the company's reputation, risk governance, requirements of customers/investors/analysts/rating agencies, employee motivation, ethical reasons and competitive advantages.

#### REVIEW OF ONE'S OWN ACTIVITIES

How can companies become committed to meeting environmental and social sustainability objectives? When developing sustainability strategies, organizations usually focus on the following fields of action: The issue of ecology with climate change, CO<sub>2</sub> reduction and compensation, measurement of the ecological footprint, possibilities and costs of renewable energy and energy efficiency (electricity, heat, mobility), customer and supplier integration, sharing models as well as circular economy (construction and design of a circular economy for products). The most successful companies that tackle environmental issues appear to be those that have a sophisticated corporate culture with committed employees. Therefore, one's own activities in the field of organizational and staff development should be reviewed. If there is a vision, mission or a systemic model, how are they lived in daily life? How are sustainability issues anchored there? How inspiring and interactive is the organization and is its own corporate culture based on openness, dialogue and mutual respect? How are personal and team development promoted? Are circle culture as well as group dynamics workshops and conference formats used to make full use of the opportunities of employees to participate? Companies whose employees fully identify with the company, and are intrinsically motivated to work to the benefit of customers, products and services, are far more successful than reactive organizations that are characterized by control.

#### DEVELOPING A MEANINGFUL SUSTAINABILITY STRATEGY

Furthermore, it is worth giving careful consideration to customer relations<sup>2 3 22p</sup>. Do organizations already rely on value-oriented Marketing 3.0, recognize sustainable customer needs and ensure ethical customer relationships? Customers recognise this and are attracted to such companies and their products and services. Many companies would now like to start creating a sustainability report (in accordance with one of the usual standards such as GRI G4, ISO 26000, EMASplus, DNK, WIN Charta, ... or even the common good record) – often because as a supplier they are required to do so. By doing so, however, they soon notice that they first have to approach the other fields of action to develop a meaningful sustainable strategy focussed on CR (corporate responsibility) fields of action that have yet to be defined.

#### SUSTAINABILITY CREATES COMPETITIVE ADVANTAGES

It is envisaged that medium-sized companies in the EU will be obliged to submit a sustainability report from 2017 onwards. As these companies will need to integrate their suppliers, they too will have to deal with the issue of sustainability reporting at an early stage. In order to ensure that this reporting requirement remains affordable for SMEs, individual companies are beginning to network and cooperate with other companies in the region. Conclusion: Companies that have already embarked on the path of environmental and social sustainability know how important it is to earn money with their activities. Committing themselves to sustainability should not be a burden – otherwise there will be no commitment in the company. Benchmarks – such as IKEA, Unilever, Swisscom, Coop, Migros, Zurich Insurance and many others including the exemplarily organised outdoor equipment supplier VAUDE – prove that environmental and social sustainability are also economically viable, giving them a competitive edge as well as opening up opportunities to shape the market. <



#### DR. RALF NACKE

Dr. Ralf Nacke holds an economics degree and a doctorate in law (University of Munich). He has worked for, inter alia, Bain & Company as a strategy consultant and for AlixPartners as a restructuring consultant and project manager. He has accompanied significant change and transformation processes as a consultant and interim manager for over 27 years, and is familiar with the challenges facing companies in the areas of employee and organizational development as well as ecology/environmental protection.

Since 2014, he has been coordinating the Swiss activities of Terra Institute and is project manager for the economic congress "think more about – Days of Sustainability".  
r.nacke@terra-institute.eu,  
+49 1577 9769969.



## PSI 2016: INDUSTRY PLATFORM WITH ADDED VALUE

# CONTACTS, KNOW-LEDGE, INNOVATIONS

The concept is in place, the preparations have been under way for months: The PSI Trade Show in Düsseldorf from 13th to 15th of January will, in its 54th edition, again do justice to its name as the industry event of the year. The trade show will provide exhibitors and all visitor target groups even more offers and services for successful business in 2016.

**T**he PSI was not only the first promotional products trade show in Europe, it is still the largest and most important trade show of the European promotional products industry. It is the original event that has shaped an entire industry for over

five decades. Always with the needs of exhibitors and market requirements in mind, and always with a view to the future. With 880 exhibitors from 38 countries and 16,290 visitors from 80 countries, the PSI also showed in 2015 that it is firmly anchor-

ed in the trade show scene. Even newcomers value it as an attractive gateway to the promotional products market: During the three days of the trade show, about 200 first-time exhibitors presented their services and products. The resonance of the trade show participants – whether it be behind or in front of the stand – was positive. 91 per cent of the exhibitors were very satisfied with their trade show participation and 89 per cent planned to exhibit again in the following year. Hence a motivating result that inspires the PSI exhibition team to ensure even more creativity in organising the PSI in 2016. At the time of going to press, 90 per cent of the area was booked – a result that the Director of the PSI Trade Show, Silke Frank, is extremely satisfied with. “If the booking trend continues, we will be heading for 900 exhibitors,” explains Frank.

### THE PSI IS CONTINUOUSLY IMPROVING

Approximately five months before the event, one thing is now certain: The PSI is continuously improving, that is more inform-





The forthcoming PSI will be as colourful as ever: Fashion show and fashion in the Textile Area, many opportunities to try out, join in and experience.



ative, more colourful and multifaceted. Hence it substantiates its status as the leading trade show, new products show, fashion show, information and networking platform with an even larger range of offerings for exhibitors and visitors. At the centre of the current trade show concept for 2016 are the enlarged Textile Area with the Catwalk, the PSI Competence Area as well as the Technology Forum as centres of concentrated information and expertise as well as the PSI FIRST premiere show with the new People's Choice Award. And what's new? No jury; the promotional products professionals at the trade show will choose their favourites from among the 50 product premieres. The winning products chosen will thus certainly have the very best chance to make it to many showrooms and to inspire customers. To quickly get an overview of all premiere products, look at the Competence Area in Hall 9 where all new products will be exhibited. Those wishing to explore even more new and extraordinary products will find real founder spirit and inventiveness

in the HALLE13 AREA: Here is where inventors and young companies will be presenting bold product ideas that have the makings of promising promotional products.

#### SUSTAINABILITY HAS A FUTURE

The issue of sustainability, which according to the PSI Industry Barometer is becoming increasingly important for the promotional products industry, will also be present in various forms at the trade show. More and more exhibitors are turning to the trend to produce products in a responsible manner and are gearing at least a part of their product range accordingly. But many have already taken a step further and started sustainably establishing their company on a broad scale. In recognition of the sustainable future potential and the strong individual responsibility of the promotional products industry, PSI has created the Sustainability Awards, a completely new and pioneering competition. The PSI Sustainability Awards are the first comprehensive sustainability awards of the promotional products industry. The win-

ners of the PSI Sustainability Awards will be presented at the trade show – for information, inspiration and to show companies the opportunities of sustainable business management.

#### A FEAST FOR THE SENSES

The PSI will again be a feast for the senses: Not only will the largest promotional products trade show in Europe be providing a huge range of trendy, promotionally strong products from all segments, there will be many things to discover with all senses even outside the stands and in specially designated areas. The GUSTO Tasting Pavilion, which was very well attended last year following its redesign, again invites visitors to taste future promotional culinary ambassadors: from sweet to spicy, there is something for everyone. A great deal of attention and multisensory experiences are also guaranteed by the product samples provided by exhibitors in the product avenue at the entrance as well as by the generously available well-stocked bags of new products. Thus customer contact begins directly at the trade show entrance.

#### MARKETING CREATES AWARENESS

Being there is good, being found quickly is even better: PSI has developed several marketing packages, advertising and sponsorship ideas to enable exhibitors to advertise their presence at the trade show and to selectively target visitors. Promotionally effective presentation possibilities in PSI online and print media are included in the marketing packages, which are available in three versions. To draw attention to their stands, exhibitors may use, inter alia, Sample Boxes featuring their products, or Bonus Vouchers that allow you to offer your customers special terms. Those wishing to experience the PSI in January should secure their ticket now because if you book by 30 September 2015 at the Ticketshop [www.psi-messe.com/ticket](http://www.psi-messe.com/ticket), you will pay only 57 euros per ticket, and receive a complimentary ticket. All trade show highlights can be found at [www.psi-messe.com](http://www.psi-messe.com). <





Die Handschrift der Werbung

# TITAN

A woman with dark hair and a black turtleneck sweater is shown on the left. She is wearing a gold necklace with large, dark, oval-shaped stones. Her hand is visible, with red nail polish and a ring. To her right are two pens and a box. The first pen is a black ballpoint pen with 'CARLSTONE.DE' printed vertically. The second pen is a black rollerball pen, also with 'CARLSTONE.DE' printed vertically. The box is black with a textured pattern and 'CARL STONE' printed on it.

TITAN M  
0-9160 M

TITAN MR  
0-9162 MR

ETUI  
0-0917



They are brand new  
and are being unveiled for the very  
first time at PSI 2016: the PSI FIRST Club 2016  
product launches. 50 mystery products will  
be waiting for you to discover on 13<sup>th</sup> January  
in Dusseldorf. **NEW** – Select your personal  
favourites as candidates for the People's  
Choice Award, the award for the most  
creative innovations.



***“We exploit  
the creative  
potential of the diary  
to come up with  
a constant stream  
of successful new  
product ideas.”***



*Thomas Hertrant*

## **Lediberg**

Control centre, ideas factory, ultramodern production facilities – the heart of our operations is in Bergamo. Our innovative force and dynamic growth radiate out from here to our international subsidiaries. Effective, flexible, creative – there is no limit to our growth. For limitless product variety.

01





***“Our philosophy:  
Technique meets  
design!”***

## **Nestler-matho**

Vibrant innovation, many years of experience and a highly motivated team give life to our motto and our trendy collection. So the quality and functionality of our products are elementary, for us and for our customers.



*Karin & Peter Pfommer*

02



***"We are closer  
to our customers  
than ever before.  
Which is why we  
understand them  
better than ever."***



## **LM ACCESSOIRES GmbH**

We provide everything promotional products need for success: the products themselves, design, customisation, finishing and comprehensive service. Online or in person – we will guide you and your customers to success: quickly, reliable and professionally. With experience, fun and limitless energy.

03



***“Creativity  
in plastic. HEPLA  
covers every  
angle.”***

## **HEPLA- Kunststofftechnik**

Our world is the world of plastic. It's what we do best. Well over 620 different plastic-based promotional products speak for themselves – and for HEPLA. What's more – our customers benefit from our German production, short delivery time as well as our wide range of colours.



04





***“Geiger-Notes  
products:  
the future right  
in your hands.”***



*Jürgen Geiger*

## **Geiger-Notes**

---

Geiger-Notes has two competing passions: solid workmanship – and also a strong interest in renewal, new ventures and visions. Combined they create “Made in Germany” quality – for promotional calendars, adhesive notes, note books or printed advertising materials.

05



***“Sweetness  
which no-one  
can forget. That’s  
MAGNA sweets.”***

## **MAGNA sweets**

Sweet, sweeter, MAGNA sweets. Fittingly enough our motto is: “Sweets and more”. Our task: to realise your ideas and to convey your advertising message in sweet advert messages – using brand name products from leading manufacturers. All customised, of course.



*Steffen Heinzinger*

06



***"A badge from us  
is a badge4u – and  
your success."***



## **badge4u**

---

A life without badges? Unthinkable for us. Button badges work well in advertising campaigns and promotional sales, especially where banners, billboards and posters are inapplicable. Can there be more than badges? Of course, our mobile cleaners and grips, magnets, cardguards and mobile card pockets.

07





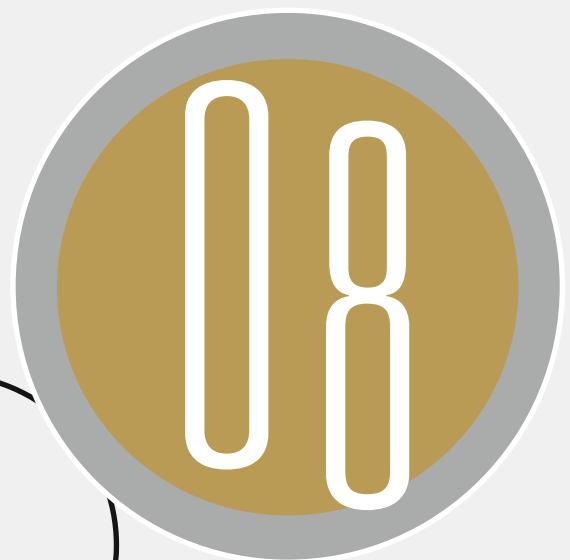
***“Superior  
advertising  
messages with  
three-dimensional  
individuality.”***

## **INCRYSTAL GMBH**

Looking for creative and unusual promotional products? For a particular occasion or as an ornamental accessory? Then look no further than In-Crystal. Exclusive items made from high-grade k9 crystal glass finished with 3D laser engraving – our speciality. It's crystal clear.



*Andreas Vavelidis*





***“Footwear  
from Germany.  
The result?  
Feel-good corporate  
design.”***



*Kirsten Dreyer*

## **ABER textil+design**

---

ABER is an acronym based on the German words describing all good advertising strategies: Analyse (Analysis) – Briefing – Entwurf (Draft) – Realisation. Fresh ideas and creative designs, experience with textiles, craftsmanship and sheer enthusiasm for our products – these are our recipe for success for turning socks and sneakers etc. into trendy advertising carriers.

09



***“The key to  
our success is  
offering our customers  
the best possible  
quality.”***

## **HEWA Tea & More**

Tea is more than just a hot drink for HEWA. We attach a great deal of importance to delivering variety and products of consistently high quality. All our teas originate exclusively from our own plantations and our own in-house production. Guaranteeing pure enjoyment.



10





# SUSTAINABILITY & CERTIFICATIONS

## SCORING WITH RESPONSIBILITY

„Sustainability is a key issue that has also reached our industry,“ says PSI Director Michael Freter. The fact that more and more companies in the promotional products industry are assuming responsibility that combines ecology and social compatibility is demonstrated by the products in this section.

**P**roducts that are associated with sustainability are very popular among consumers. More and more manufacturers/suppliers recognise how important it is to address the issue of sustainability. This in turn benefits distributors who increasingly demand sustainably produced and accordingly certified products. What the industry has to offer in this respect is shown in the cover feature „Sustainable and certified products“. This meaningful trend is also taken into account by the new PSI Sustainability Awards. The second, recently conducted PSI Industry Barometer clearly shows that measurable sustainability is becoming more and more important. Around 60 per cent of the participating manufacturers of promotional products have indicated that product sustainability is important/very important for them. Nearly 60 per cent claim the issue is also important when it comes to their own company or to companies which they work together with. The sensitivity of consumers, the anchoring of CSR principles in the guidelines of advertising companies and sustainable brand management do not allow for advertising companies to have conflicting interests. <



## COFFEE ENJOYMENT

**T**he re-fillable and thus environmentally friendly Mister Bariستا coffee capsules help save resources and are suitable for all Nespresso machines from 2003. The food-safe metal capsule is simply filled with your favourite ground coffee. The black Aroma membrane ensures an optimal espresso and brown conjures coffee enjoyment. Mister Bariستا protects the environment as only the coffee grounds have to be discarded. Incidentally, this also saves users a lot of money. Mister Barista was awarded the Energy Global 2015 – Upper Austria, finishing 1st place in the category Earth.

48670 • Markenreich GmbH • Tel +49 2175 15797-0

info@markenreich.de • www.markenreich.de



## JUMPING FOR JOY WITH JUMPING JACK

**J**ump rope is a classic game from kindergarten days and is currently enjoying a comeback. It is suitable as a means of recreation for both kids and adults alike as it is a quick way to escape work or school to do some sport. The company e+m Holzprodukte is selling a jump rope called Jumping Jack with wooden handles made out of FSC-certified beech trees; it lies nicely in your hand and features a large printing surface for advertising. An all-natural burlap rope with a reinforced centre provides the momentum needed for jumping rope. The handles are offered in an untreated natural colour or in one of the several different stain colours available, and a customer logo can be printed or lasered onto the handles. Special colours are available upon request.

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

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

# Mein Johann

## Der Einkaufswagen-Löser



### Der Mehrwert-Werbeartikel. Einkaufswagen kinderleicht entriegeln.

Der Johann hängt am Schlüsselbund. Er ist immer dabei. **Der Clou:** Wagen lösen und **Johann** sofort wieder abziehen.

Der Klassiker unter den Zweitnutzen eines Schlüsselanhängers ist natürlich der Flaschenöffner. Die Abbildung zeigt die überzeugende Kombination **Johann DUO:** Einkaufswagen-Entriegeler plus Öffner.



#### Anhänger aus Edelstahl 1mm - Johann

- » Vorderseite zur individuellen Gestaltung
- » Druck nach PTN oder 4C Raster
- » Individueller Infopolder

Art.-Nr. 7560

Preis ab 500 St. 0,99 €

Preis ab 5000 St. 0,58 €  
Zzgl. Druckvorkosten



#### Johann DUO aus Edelstahl 1,5 mm

- » Vorderseite zur individuellen Gestaltung
- » Druck nach PTN oder 4C Raster
- » Individueller Infopolder

Art.-Nr. 7565

Preis ab 500 St. 1,05 €

Preis ab 5000 St. 0,63 €  
Zzgl. Druckvorkosten

Johann kann mit dem **KeyRefinder-System** ausgestattet werden. Geht der Schlüsselbund verloren, sorgt ein KeyRefinder dafür, dass dieser schnell zu seinem Besitzer zurückfindet. Für registrierte Anhänger ist dieser Service **10 Jahre KOSTENLOS.**



#### Johann mit KeyRefinder

- » Vorderseite zur individuellen Gestaltung
- » Druck nach PTN oder 4C Raster
- » Individueller Infopolder

Art.-Nr. 7565

Preis ab 500 St. 1,49 €

Preis ab 5000 St. 1,07 €  
Zzgl. Druckvorkosten

-Advert-



## Kontakt:

Art di Como Design GmbH  
Oskar-Sembach-Ring 6  
D-91207 Lauf a. d. Pegnitz

Tel. +49 (0) 9123 - 98 99 80  
E-Mail: info@artdicomo.de  
www.meinJohann.de



## SEE AND BE SEEN

In the autumn, as it gets darker in the evening, children and pedestrians again run the risk of being overlooked by car drivers – which can lead to serious accidents. The reflectors from elasto form help to prevent this. Available in a wide variety of shapes and colours, these useful companions are certified to DIN EN 13356 and therefore meet the prescribed reflector values. All reflectors are equipped with an eyelet and an enclosed string, with which they are attached conveniently to rucksacks, school bags and many other objects. Specifically for children, elasto form also offers reflectors in animal shapes, including bear, polar bear, pig and dragon. The reflective products can be custom printed using pad printing in up to five colours.

41369 • elasto form KG • Tel +49 9661 890 0  
[mail@elasto-form.de](mailto:mail@elasto-form.de) • [www.elasto-form.de](http://www.elasto-form.de)

## ENVIRONMENTALLY FRIENDLY CALENDAR

Bremen-based company terminic GmbH has acquired climate protection projects in order to allow its customers to have terminic promotional calendars produced climate-neutrally. CO<sub>2</sub> or climate-neutral production means that the greenhouse gas emissions arising during production are economised at another location, so that all in all the atmosphere's CO<sub>2</sub> balance is not altered. Be it water treatment, wind power or green electricity production from biogas – in partnership with Arktik, a carbon offsetting and climate protection specialist, terminic customers can support various projects in Kenya or Turkey. As the first pure calendar manufacturer anywhere, the northern Germans have switched production exclusively to the use of FSC-certified papers and cardboards from sustainable forestry. Printing is done only with mineral oil-free inks and under the absolute minimum use of alcohol, in order not to burden the environment unnecessarily. As the first Bremen-based company to do so, the business from the Hanseatic city additionally supported the tree sponsorship initiative called to life by landscapers Umweltbetrieb Bremen and enabled the planting of new street trees.

41308 • Terminic GmbH • Tel +49 421 871450  
[info@terminic.eu](mailto:info@terminic.eu) • [www.terminic.eu](http://www.terminic.eu)



– ADVERT –

1 ADDRESS. THOUSAND CONTACTS.

➤

PSI

THE LEADING EUROPEAN TRADE SHOW OF  
 THE PROMOTIONAL PRODUCT INDUSTRY  
 13<sup>th</sup> – 15<sup>th</sup> JANUARY 2016 DUSSELDORF

BOOK

YOUR TICKET NOW!

Reed Exhibitions

[www.psi-messe.com/ticket](http://www.psi-messe.com/ticket)





JAMES &  
NICHOLSON

# O'ZIEH'N WOLL'N WIR'S!

Jetzt gibt's den **Daiber Trachten-Look** für alle Anlässe  
wo es zünftig hergeht. Ob Firmenevent, Promo-Aktion oder Incentive -  
das **Fashion-Volksfest** ist eröffnet!

Da hält's keinen mehr daheim!

NEW



daiber

Hotline: +49 7432/7016-800

[www.daiber.de](http://www.daiber.de)





## SAFETY WHEN HANDLING XXL BAGS

**H**andling big bags has been a risky undertaking in many companies up until now: big bags have had to be cut open with self-made tools, conventional household knives or cutters whose blades can break off – which is dangerous for users in the long run. The new, one-metre long Secunorm 590 from Martor is the first professional big bag safety knife in the world that can open flexible bulk-material containers safely. The plus points of this product include: an extra-long handle for cutting the bags at a safe distance; an automatic blade retracting system so that no one can get hurt by the blade; and a durable, weatherproof and dirt-resistant design since it also has to work under extreme conditions. Another practical feature is that its main components, such as the rustproof blade and the anti-dirt attachment on the cutter-head can be quickly replaced by the user. The replacement parts, a wall mounting bracket and weatherproof instructions come included. In short, work safety is significantly improved.

40111 • Martor KG • Tel +49 212 25805-0

[info@martor.de](mailto:info@martor.de) • [www.martor.de](http://www.martor.de)



## MADE FROM BAMBOO

**W**hen Maximex wants to use renewable raw materials to make its lanyards, the first choice is corn, cotton and bamboo. Bamboo has emerged as the most suitable material. This material is available from Maximex Import-Export in a relatively large number of variations compared to conventional polyester lanyards. If a photographic print is desired, the Solingen-based company recommends using recycled PET. A contribution to conserving the environment. Moreover, the PET bands are visually indistinguishable from the traditional bands.

43332 • Maximex Import-Export GmbH • Tel +49 212 23065-0

[info@maximex.de](mailto:info@maximex.de) • [www.maximex.de](http://www.maximex.de)



## STICK AROUND

**Q**uick notes and short reminders: Sticky notes of all kinds are the first choice for important words. Good material quality and the correct adhesive ensure the small notepad does not go missing. The new powerstikkies from Karl Knauer KG feature a convincingly strong adhesive quality. The water-based glue makes the powerstikkies a sustainable and environmentally friendly product. At the same time, the sticky notes can be easily removed from the block and then adhere excellently and permanently. Customizations can be carried out using offset printing. Free samples can be requested direct from Karl Knauer.

41794 • Karl Knauer KG • Tel +49 7835 782300

[werbemittel@karlknauer.de](mailto:werbemittel@karlknauer.de) • [www.karlknauer.de](http://www.karlknauer.de)





## RECYCLABLE ECO PEN

**P**aper has always been a very versatile material. It is ecological and recyclable at the same time. Customers can order original writing utensils with paper covers from the Polish company Asgard. A very practical, much-used promotional gift for anyone who not only supports the environment, but is also interested in unusual design. The pens come in white, blue, black, red, orange, green, yellow and in a neutral colour scheme.

49556 • Asgard Sp. z o.o. • Tel +48 61 8400740  
b.startek@asgard.pl • www.asgard.pl



## MADE OF CERTIFIED WOOD

**F**runk Bürsten GmbH has been FSC certified since 2012 and offers brushes made out of FSC certified wood, which comes from responsibly managed forests. Furthermore, this company only uses wood from German forests. The clothes brushes made out of FSC wood, which are listed under the product number 506, are a handy companion for travellers to take along with them. The practical travel clothes brush can be used to clean clothes in a flash so that you can make a perfect appearance wherever you go. What is more, this company from the Black Forest also offers other clothes brushes in different sizes. Frank Bürsten relies on renewable energy in order to ensure that its products are manufactured in an environmentally-friendly way.

41853 • Frank Bürsten GmbH • Tel +49 7673 88865-0  
info@frank-brushes.de • www.frank-brushes.de

# ECKENFELDER!

Kalender und mehr...



## Ein ganzes halbes Jahr!



Wir drucken Ihre Kalender

2015	Dezember	December	Décembre	December
49	1	2	3	4
50	7	8	9	10
51	14	15	16	17
52	21	22	23	24
53	28	29	30	31

FSC® zertifiziert

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

Verantwortung für die Zukunft

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

Am Nabel der Zeit

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

Planung stiftet Verlässlichkeit

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

Konzentration auf das Wesentliche

2016	Mai	May	Mai	Mei
17	1	2	3	4
18	7	8	9	10
19	14	15	16	17
20	21	22	23	24
21	28	29	30	31

ECKENFELDER!  
Kalender und mehr...







## CERTIFIED WOOL FELT CLASSIC AND MORE

**O**ver the past few years, mbw has had many of its products from the various product lines certified in accordance with the strict requirements of the Oekotex Standard 100; this includes several microfibre cloths, which have also passed the Cleaning Cloth Abrasion Test with flying colours, and its very popular lanyard keychains, keyrings and other trendy products made out of Oekotex-certified wool felt. The latter offer customers an excellent advertising surface and are really striking due to their vibrant colours. These products are made exclusively in Germany, starting from the wool itself to the finishing. Another product for sale is the mini-grain sack pillows, which feature a filling and cover that is produced in accordance with Oekotex. The cover made out of a blended fabric is 15 by 15 centimetres in size and has a natural colour. The filling can be selected to contain kbA-quality spelt, cherry stones, or grains. The very first Oekotex-certified products at mbw were the popular models from its plushline; the plushline bears and elks are available in two different sizes and in up to five different colours.

42020 • MBW Vertriebsges. mbH • Tel +49 4606 9402-0

[info@mbw.sh](mailto:info@mbw.sh) • [www.mbw.sh](http://www.mbw.sh)

## RAIN PROTECTION MADE OUT OF BOTTLES

**E**ven a bottle can make a career for itself: after all, the handle of the environmental-friendly pocket-sized umbrella called Ökobrella from Fare and its polyester pongee cover were once PET bottles. They have been recycled to make the recyclable plastic material used for the umbrella. 4.5 PET bottles, each with a filling capacity of 550 millilitres, are required to make the cover. The result is an umbrella which supports sustainability. The umbrella's safety slider makes it easy to use. And the manufacturer indicates its windproof system ensures maximum flexibility of the frame during strong wind gusts. During the manufacturing process, the polyester is made out of PET bottles through a special chemical process. First, the PET bottles are liquefied by using water and a solvent and then they are spun into polyester yarn, which is used to make the cover.

43144 • FARE – Guenther Fassbender GmbH • Tel +49 2191 60915-0

[info@fare.de](mailto:info@fare.de) • [www.fare.de](http://www.fare.de)



## FAIR WEAR

**T**he company Sol's, one of European market leaders for promotional textiles, has a catalogue containing 346 different customisable products, ranging from T-shirts, polo shirts and sweatshirts to caps, towels and bags. Thanks to the enormous number of products in stock – 25 million items – the French company can deliver orders quickly and completely. The textile manufacturer focuses on sustainability and fair production. The company's brands have already been issued many certificates and Sol's has been a member of the Fair Wear Foundation since 2014. The T-shirts, polo shirts, overalls, body warmers, knee pads and work jackets combine style with functionality. All of Sol's Prowear products have been specially made for use under hard working conditions: they are durable, very comfortable, easy to embroider or to print on, and can be washed at 60 °C. More information is available at the [www.sols-europe.com](http://www.sols-europe.com) website.

44472 • Sol's • Tel +33 1 42211684

[audrey.o@soloinvest.com](mailto:audrey.o@soloinvest.com) • [www.sols-europe.com](http://www.sols-europe.com)



# SERIOUS TRAINING REQUIRES SERIOUS NUTRITION

blenderbottle.eu

PRIVATE LABEL WELCOME



## The Ultimate Portable Nutrition System

### BlenderBottle® SportMixer™

Stop drinking lumpy protein shakes. Utilizing the patented BlenderBall® wire whisk, the SportMixer delivers smooth, great-tasting shakes on the go. **No shaker cup mixes better.** Made of durable stain- and odor-resistant Eastman Tritan™ plastic, the SportMixer delivers power and portability for the serious athlete.

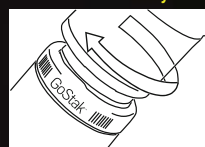
### BlenderBottle® GoStak™

Carry powders, vitamins, supplements, snacks, and more - on the go. The GoStak's durable jars let you pre-measure your supplements, lock them together, and store them inside your BlenderBottle® brand shaker cup. Mix and match sizes to fit your needs, and leave your bulky containers at home.

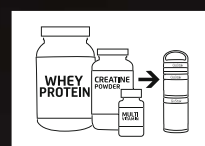
GoStak™ Fits Inside Your  
BlenderBottle®



Twist n' Lock™  
System



Take Only What  
You Need



sales@blenderbottle.eu • Tel: 069-460924-28

ALL BlenderBottle® PRODUCTS ARE  
PATENTED. THE PRODUCTION, IMPORT OR  
DISTRIBUTION OF ILLEGAL COPIES IS  
PROHIBITED AND WILL BE PROSECUTED!







## A MOOD LIFTER

**T**he wobbly solar Santa Clause from Inspirion likes to get its energy from the sun and it will get the Christmas business season into motion by moving its head and body. The snowman called Frost is also looking forward to the sun and wobbles its head and arms instead of melting. The funny solar wobbly figurines will create a good mood during the cold seasons of the year without requiring any batteries. As soon as light hits the solar cells on the figurines, they will start to wobble back and forth. And the company from northern Germany indicates that the adhesive pad included can be used to attach the funny wobbly figurines to a dashboard or a desk.

42907 • Inspirion GmbH • Tel +49 421 5227-0

[info@insprion.eu](mailto:info@insprion.eu) • [www.insprion.eu](http://www.insprion.eu)

## ALWAYS ENERGISED

**A**lmost 30 per cent of foreign visitors come from countries where different electrical sockets are used. The electrical and electronic devices that visitors bring with them can only be used with special adapters – such as the Q2 Power Travel Adapters from Löw Energy – which have been certified according to the latest IEC guidelines. The Dekra-certified travel adapter, which is available with and without a USB connector, can be personalised with an imprint for a minimum of 100 units. Upon request, Löw Energy can also deliver the product in a neutral or white collapsible box. Short and fast delivery times are also guaranteed. Finishing using a customer design with a standard pantone colour deviation of +/- 1 can be realised for small orders. The Q2 power travel adapter is available for the jacks used in the EU, UK, USA, AUS and IT. These versions cover more than 150 countries. The adapter with the built-in USB connector is absolutely the first of its kind anywhere in the world.

47113 • Löw Energy Systems e.K. • Tel. +49 2181 479100

[www.loew-energy.de](http://www.loew-energy.de) • [info@loew-energy.de](mailto:info@loew-energy.de)



## DELICIOUS ORGANIC FRUITS



**A**dvertisers can kill two birds with one stone using the organic gummi bears from Kalfany Süße Werbung, an IFS certified specialist for sweets: customers will be gleefully surprised by the delicious variety of fruity flavours while at the same time helping protect the environment. This is because the fruit gums are not only organic in taste, but also ecologically packaged – available in little 85 by 60 millimetre promotional bags suitable for composting. An individual advertising message is printed on the glass-clear or alternatively white bags, giving them a personal note. The best thing is that the compostable promotional packaging film from Kalfany Süße Werbung is based on renewable sources of raw materials of plant origin and guaranteed to be suitable for composting in accordance with the EN 13432 standard.

42706 • Kalfany Süße Werbung GmbH & Co KG • Tel +49 7643 801-0

[info@kalfany-suesse-werbung.de](mailto:info@kalfany-suesse-werbung.de) • [www.kalfany-suesse-werbung.de](http://www.kalfany-suesse-werbung.de)





# WIR SIND DIE FARBEN!



Hier kann  
Ihr Logo  
stehen!

VELOFLEX®

[www.veloflex.de](http://www.veloflex.de)

It's simple.

DURAGLAZE

doesn't fade...



Independent laboratory  
tests have shown that  
other mugs start to fade  
after just 50 washes.

...Ever.



Our Duraglaze mugs still  
look as good as new,  
even after 2000 washes!  
Protected by patent.

Europe's premier promotional products manufacturer

Tel: +44 (0) 1553 818 818 | Email: [sales@listawood.com](mailto:sales@listawood.com) | [www.listawood.com](http://www.listawood.com)

L I S T A W O O D

PROMOTIONAL PRODUCTS

AUCH SCHON ALLE TASSEN IM SCHRANK?



ENJOY SAFETY  
MADE IN SOLINGEN

♥ Sicher ☺ Komfortabel ♥ Macht Freude

Kaffeetassen, Kugelschreiber, Luftballons: Es gibt doch weitaus  
originellere Werbeträger, wie z. B. das äußerst vielseitige  
SECUMAX 150.

Das Messer mit der sicher abgeschirmten Klinge nutzen Sie zum  
Schneiden von Papier, Karton und Folie, zum Schaben von Eti-  
ketten und zum Ritzen von Klebebändern – und haben dabei  
stets die aufgedruckte Werbebotschaft im Blick.

Erfahren Sie mehr:  
[www.martor.de](http://www.martor.de) | T +49 212 25805-15

**martor**



### THREE-DIMENSIONAL EYE CATCHER

**S**ustainable, novel and tailored: Umbum specializes in the manufacture of individual 3D puzzle models made of cardboard for objects and promotional products according to choice. The customers of this north German company already include major banks, football clubs, automakers, shipping companies and energy service providers. The three-dimensional puzzles models are made from renewable raw materials and are fully recyclable. All the paper and cardboard can be collected, cleaned, recycled and made into new paper or cardboard within two weeks. Umbum makes its products out of high-quality cardboard with relief printing on both sides. By the way, neither scissors nor glue are needed to put them together.

49501 • Dieser GmbH & Co. KG • Tel +49 40 64225960  
[pawel.kogan@umbum.de](mailto:pawel.kogan@umbum.de) • [www.umbum.de](http://www.umbum.de)



### FULLY SUSTAINABLE

**S**ince this year, all calendars from the company Eckenfelder are only being printed on FSC-certified paper. By taking this new approach, the calendar specialist is supporting sustainable and responsible forest management and is now entitled to place the FSC label on all of its calendars. This way, the end consumer gets added value – incidentally, without a higher price – which underscores ecological responsibility, and last but not least, contributes to building a positive image. Sustainability in the production process is not a new topic at Eckenfelder. High standards have been in place at the company for many years. For example a fourth of the total energy required is generated from the company's own photovoltaic system on the roof of the company's building. A geothermic system that does not rely on a fossil fuel energy source is used for the air conditioning and heating of the entire office building. In the summer it cools the groundwater and a water heat pump generates the heat that is needed in the winter. The manufacture of printing plates is free of chemicals and processing, and eliminates any developer and regenerator waste. Selecting all the production materials according to the REACH regulation for monitoring the use of chemicals is one of many important pillars for sustainable thinking. Upon request, Eckenfelder can also print using a carbon neutral approach: the customer can have the amount of CO<sub>2</sub> emissions calculated for each order and then offset them by investing in climate projects (with an all-encompassing certificate and label).

41430 • Eckenfelder GmbH & Co. KG • Tel +49 36920 841-0  
[info@eckenfelder.de](mailto:info@eckenfelder.de) • [www.eckenfelder.de](http://www.eckenfelder.de)

– ADVERT –

1 ADDRESS. THOUSAND CONTACTS.

PSI

THE LEADING EUROPEAN TRADE SHOW OF  
THE PROMOTIONAL PRODUCT INDUSTRY

13<sup>th</sup> – 15<sup>th</sup> JANUARY 2016 DUSSELDORF

[www.psi-messe.com/ticket](http://www.psi-messe.com/ticket)





## Speedway Fleecejacke für Damen und Herren

### DEUTSCHLAND:

info@newwave-germany.de

Tel.: +49(0)8033 979 120

www.newwave-germany.de

### ÖSTERREICH:

info@newwave-austria.at

Tel.: +43(0)5373 200 60 0

www.newwave-austria.at

*NewWave*<sup>®</sup>  
your complete promowear supplier



## LOOKING FAR AHEAD

**T**he Victorinox guarantee covers every material and manufacturing defect for an unlimited period of time. This lifelong guarantee is an expression of the self-conception of this Swiss knife manufacturer, whose products are exported to more than 120 countries of the world. Ever since it was founded 130 years ago, the company has been striving to keep the environmentally critical effects of its business down to a minimum. The scant consumption of heating oil thanks to heat recovery is possibly record breaking. The headquarters with a factory as well as more than 100 residential units is supplied by a district heating grid. Since 1884, the obligation to sustainability by producing long-lasting and easily repaired products has been handed down from generation to generation. An ecological credo to the benefit of customers and the environment.

44281 • Victorinox AG • Tel +41 41 8181211

B2B.ch@victorinox.com • www.victorinox.ch



## APPLE HOLDER AND KNIFE HANDLE

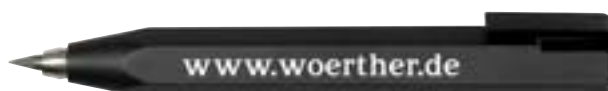
**H**ealthy, sharp and long-lasting – an apple a day keeps the doctor away. The 'Appleday' apple holder was developed to see that the healthy apple does not stay in the bag, but is actually eaten. One of Präsentä's own products that is produced in a consistently sustainable manner. The apple holder and the knife blade are made entirely of domestic copper beech and are FSC certified. The fresh apples come from the Rhineland and Bergisches Land region. Environmentally compatible paper is used exclusively to make the included brochure and the packaging. The paring knife is a genuine Solingen product from Robert Herder's Windmill series. The stainless steel blade is made of the best chromium molybdenum vanadium steel, tempered and sharpened with the original Solingen cutting-grinding technique. The Appleday set comes with or without a paring knife. Advertising can be applied by means of printing or engraving.

40585 • Präsentä Promotion Int. GmbH • Tel +49 212 2801-0

www.praesenta.de • info@praesenta.de

-Advert-

**SHORTY**  
MADE IN GERMANY







## ADAPTABLE RECYCLABLES

Inpro Solar is launching, by its own account, the first recycling toy in the world in the promotional product sector. Six models which can be successively set up: a recycler robot which manages the recycling collection station, a message in a bottle with solar drive, Robby the drummer who wakens his owner in the morning as soon as the sun shines on him, a street roller made of cans, a solar drone flying in circles, and a Formula One car with CD or DVD tires. The included zero emission drive gets each model moving. Thanks to solar technology, all models are driven by solar power for free and without energy tax. All components are made from recyclable plastic. The educational character of this building set will leave its mark on children: playing with recyclable household items will once more underscore the significance of reusing everything possible. Whatever children need for their newly discovered treasure is included in the set: solar panel, motor and construction manual. Thus children can take a can of their favourite beverage or a plastic water bottle to build a street roller, a walking robot, a message in a bottle, a drumming robot and a flying drone. Even old, scratched CDs can be turned into a cool CD Formula One racecar.

46924 • Inpro Solar Systems • Tel +49 8208 958450  
www.InproSolar.com • inprosolar@t-online.de

GRAVUR AB 100 STÜCK KOSTENLOS!

## CORK JACK

KORKENHEBER MIT PUMPFUNKTION  
Corkscrew with pump-function

18/8 EDELSTAHL  
18/8 stainless steel

LASERGESCHWEISST  
laser welded

GERINGER KRAFTAUFWAND  
low force

SPINDEL ANTIHAFTBESCHICHTET  
spiral non-stick coated



www.troika.org

TROIKA®



## CERTIFIED QUALITY

**O**ur everyday textiles and clothing could be produced in Asia or come from a factory around the corner. Consumers and distributors are becoming ever more aware of the effects of textile production and want to be able to have a say in it. That is why Herka Frottier has been putting its trust in international seals of quality for years now. These offer transparency and provide security. The seals at Herka not only concentrate on the production of raw materials, but also on the production process and finally also include social standards. All Herka products are certified in accordance with the Oeko-Tex Standard 100 and EMAS (eco-management and audit scheme). Custom-made products in every size, colour, and quality can also be produced in organic quality. This is certified in accordance with the Global Organic Textile Standard (GOTS) and IVN Best.

46235 • Herka GmbH • Tel +43 2864 2317  
info@herka-frottier.at • www.herka-frottier.at

## INSPIRING GREEN IDEAS

**A**nyone who wants to do something good for the environment should get an advertising messenger made out of recycled cardboard and paper from Easy Gifts. The Kentwood eco-writing pad has an A5 size and is listed in Easy Gifts' product line under the product number 1907. The notepad has 120 pages of thick, lined paper and is individually wrapped inside a polybag. It also comes with a pen with blue ink that is made out of recycled cardboard. Advertising is printed on the lower right corner on the front side of the cover. In addition, people who think "green" will also be happy to select the Cramlington pen listed under the product number 1957. Thinking "green" is easy with this pen, which is made out of recycled cardboard, is equipped with a rippled metal clip, and features a plastic tip and push button. This product will highlight not only the advertising message under the clip but also the environmental awareness of the company advertising. The pen comes packaged inside an elegant cardboard case.

47300 • Easy Gifts GmbH • Tel +49 911 81781111  
info@easygifts.de • www.easygifts.de



## TOWELS WITH ECO LABEL

**A**ccording to the Spanish company Arpe, a study shows that energy and water can be saved by using their microfibre towels. Arpe commissioned the Leitat Technology Centre to conduct a comparative study to determine the impact of its towels on the energy and water consumption of those households and businesses that use them. The results: The towels are 70 per cent more compact than conventional towels, absorb up to four times their own weight, dry five times faster and last three times longer. They guarantee 60 per cent more economical washing, a saving in water and detergents of 70 per cent and a reduction in energy costs of up to 65 per cent. They are hygienic, free from fungi and bacteria, ecological and highly durable. By deciding to offer a promotional product, the ecological aspect as well as the design of this item are evaluated. Arpe guarantees a product that is environmentally friendly, is of high quality, feels comfortable and has an excellent print quality.

48309 • Manufacturas Arpe, S.L. • Tel +34 937 937677  
info@arpe.es • www.arpe.es



**3 Tage Lieferzeit  
inklusive Druck**

**Notizbücher**

**Haftnotizen**

**Kalender**

Bei Geiger-Notes erhalten Sie ab sofort ausgewählte Artikel mit Druck innerhalb von nur 72 Stunden. Einfach bis 14 Uhr bestellen und wir versenden Ihre Ware spätestens am dritten Arbeitstag.

Klingt interessant?  
Unter [www.geiger-notes.ag/xpress](http://www.geiger-notes.ag/xpress) finden Sie alle Informationen zum neuen Service.





## RESOURCE-FRIENDLY

**S**ustainability is not a trend but a corporate philosophy and mission for Reidinger. The company decided at an early stage to place particular emphasis on exclusively offering its customers wood-cased pencils manufactured in Europe. It is precisely this production according to European standards using wood from resources capable of being reforested as well as eco-fair sourcing that makes these products a resource-friendly alternative. The energy gained from the resulting “production waste” guarantees efficient waste recycling. Short transport routes enable reductions in emissions. The raw materials used by Reidinger suggest that the issue of sustainability is taken seriously: the company deliberately produces and sells promotional products that are not made of plastic, preferring to focus on products from environmentally friendly raw materials. In addition, Reidinger wood products are perfect for use as promotional products. As they are made of wood, they stand for sustainability and environmental responsibility. Hence there are hardly more environmentally friendly promotional products than pencils. Reidinger has been operating successfully in the market for 30 years, offering both standard and special designs.

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

info@reidinger.de • www.reidinger.de

## INEXPENSIVE SUSTAINABILITY

**T**he Dutch promotional product association Platform Promotional Products (PPP) held the PPP Knowledge Session on 16 June. Carl Huijbregts gave a presentation on behalf of the Environment and Transport Inspectorate at the Ministry for Infrastructure and Environment, where he explained the findings of the RoHS Ecodesign Inspections. Products from Lensen Toppoint were among the many products inspected. The inspections confirmed that the company’s USB flash drives and powerbanks comply with current laws and regulations. The powerbanks were tested 1-to-1 during the purchase phase and production process and again after the production process. The company has issued a statement, saying “Toppoint has distinguished itself from other suppliers by selling safe products from well-organised factories and guaranteeing a suitable market price.” A copy of test certificates for the powerbanks is available upon request.

40717 • Lensen Toppoint B.V. • Tel +31 523 238238

info@toppoint.com • www.toppoint.com



## PROMOTIONAL DRAFT HORSES

**H**ilarius provides proof that nearly any message can be transported by packaging. The award-winning truck and locomotive packaging is convincing thanks to its originality, varied uses and communication strengths. Moreover, the value of the contents is individually enhanced. The corrugated cardboard packaging can be designed and used as a box for wine, candies, as transport box for flower bulbs and many other products. The certified, recyclable cardboard set up in a few simple steps and keeps individual logos and advertising messages in sight of the user for long periods of time. In preparation: containers shaped like trucks, buses, cruise and container ships.

49502 • Hilarius Design • Tel +31 6 24673620

info@hilariusdesign.com • www.hilariusdesign.com



# Bottles for Water



## 1: Join our campaign!

Promote Retap Bottles and support our charity campaign for access to clean water in developing countries.



[bottlesforwater.org](http://bottlesforwater.org)

## 2: Raise € 1 per Retap Bottle

Until the end of 2015, for every customer that donates 50 cent per Retap Bottle, we will also donate 50 cent.



## 3: Support clean water

All donations will go to 1001fontaines, who organizes sustainable drinking water projects in developing countries.



[1001fontaines.com](http://1001fontaines.com)



**HEALTH  
ECO**  
SCANDINAVIAN  
DESIGN



reddot design award  
winner 2011



Good Design Award  
Winner 2012



PROMOTIONAL GIFT  
AWARD 2011



## SUSTAINABLE ADVENT CALENDAR

Individually printable Advent calendars in premium quality are among the top promotional products in the run-up to Christmas. The exceptional products of the Advent calendar expert CD-LUX not only ensure that customers leave a lasting impression, they also advertise with environmental awareness. CD-LUX GmbH is FSC certified and uses only paper grades which have their origins in ecologically and socially responsibly managed forests for customers who want to promote both quality as well as green and fair. CD-LUX takes the issue of social responsibility and environmental protection very seriously: After commissioning a 250kW solar system, the company has taken a major step towards the goal of being an exemplary sustainable company. The business premises is practically CO<sub>2</sub>-neutral. A high quality finish, a convincing price-performance ratio and filling with the finest brand chocolate delight customers across Europe.

45452 • CD-Lux GmbH • Tel +49 9971 8571-0

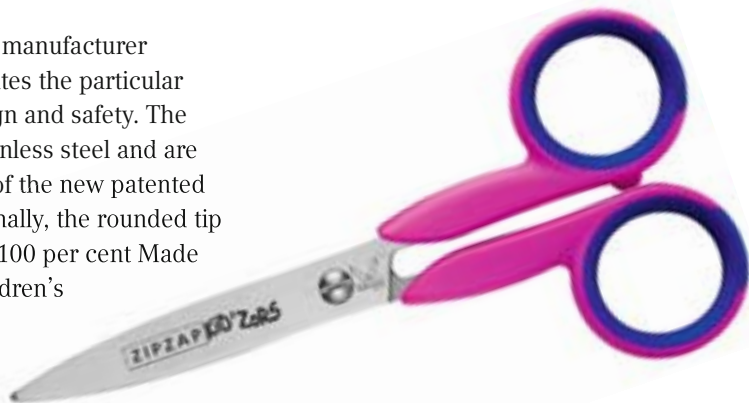
[info@cd-lux.de](mailto:info@cd-lux.de) • [www.cd-lux.de](http://www.cd-lux.de)

## SHARP AND SAFE

With its new safety sharpening, Germany's biggest scissors manufacturer Kretzer Scheren Solingen offers a series that perfectly unites the particular demands on a pair of scissors with regard to functionality, design and safety. The scissors from the new series Finny SafeCut are produced in stainless steel and are easy to clean. They cut paper, cardboard or fabric – as a result of the new patented SafeCut safety sharpening, they will no longer cut skin. Additionally, the rounded tip offers extra protection against stabbing injuries. Five different, 100 per cent Made in Germany scissor models, as well as a 13 centimetre long children's scissor in 5 bright colour combinations, are available.

49555 • Kretzer Scheren GmbH • Tel +49 212 26235-0

[info@kretzer.de](mailto:info@kretzer.de) • [www.kretzer.de](http://www.kretzer.de)



## NATURAL BEAUTY

Previously particularly well-known for its sustainably produced, handmade olive wood products for the Mediterranean-inspired kitchen, Bérard is now serving up a collection of cutting and serving boards, carved out of a very special wood, for all culinary occasions. Robinia lends the collection, available at Profino, its name and character. The extremely durable and exceedingly resistant material originates from a tree that first found its way from America to Europe in the 17th century. The cutting and serving boards are made out of dark facewood, meaning that robinia's characteristic grain is brought out particularly attractively and every board is optically one of a kind. Thanks to its ability to re-grow rapidly, and as the robust robinia wood is harvested from FSC-certified forests, its use is also no cause for concern environment-wise.

47807 • Profino GmbH & Co. KG • Tel +49 2173 101472-0

[info@profino.net](mailto:info@profino.net) • [www.profino.net](http://www.profino.net)





helping you succeed

# SCHÜTZE DEIN GELD !



Mit unserem Cardguard haben wir bisher fast eine Million Karten erfolgreich gesichert. Dabei haben uns sowohl Finanzinstitute als auch Einzelpersonen ihr Vertrauen geschenkt. Innerhalb von zwei Jahren Marktpräsenz gewann Cardguard zwei Mal den Award "Gifts of the Year" und erzielte ebenso positive Presserezeptionen. Das Produkt verfügt über ein Zertifikat, welches 100% Wirksamkeit garantiert.

## UNSERE WEITEREN PRODUKTE

**Buttons**



**Handycleaners**



**Handygrippers**



**Mobile CardPockets**



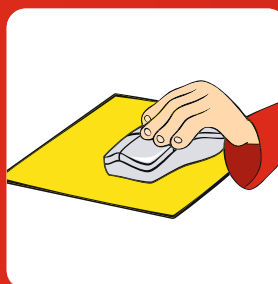
**Photomagnete & Fleximagnete**



**Multistickers**



**MousePad 3in1**



**Sticky hooks**



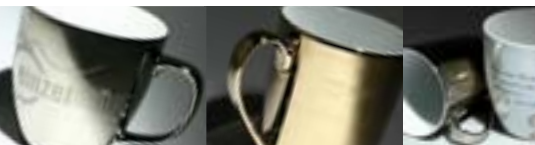


# GLÄNZENDE GESCHENKE!



Edel und besonders wertig!  
Durch Nano-Glanz wird Ihre  
Marke oder Ihre Botschaft  
im Mittelpunkt strahlen.

So wird man gerne zum Fest überrascht.  
Nano ist mit vielen weiteren Veredelungen  
kombinierbar. Bitte sprechen Sie uns an.



**Wir freuen uns auf Ihre Anfragen.**

T: 0 61 83/80 08-0 • [info@snd-porzellan.de](mailto:info@snd-porzellan.de)

  
**SND**  
PorzellanManufaktur

[SND-PORZELLAN.DE](http://SND-PORZELLAN.DE)



## LIGHTWEIGHT TRANSPORTS À LA ITALIA

**B**agstage, one of the leading carrier bag distributors, is aware of its responsibility to the environment. That is why this Düsseldorf-based company offers its customers ecologically optimized printed products. The Roma and Milano paper carrier bag models are traditional promotional bags whose individual printing and extravagant finishing put them right at the focus of the observer's attention. These paper bags are FSC certified, a guarantee of ecological awareness. What is more, this North Rhine-Westphalian company is a climate-neutral enterprise which uses the Pendravan climate protection project to offset its own CO<sub>2</sub> emissions. The foundation for this, as well as for simultaneously reducing the emissions, is the CO<sub>2</sub> footprint, which is surveyed each year for Bagstage GmbH by ClimatePartner.

48141 • Bagstage GmbH – Die Tragetaschen Company • Tel: +49 211 1576070-85  
[jens.kranke@bag-stage.de](mailto:jens.kranke@bag-stage.de) • [www.bag-stage.de](http://www.bag-stage.de)



## PROTECT YOUR MONEY

**B**adge4u has come up with a truly clever and protective idea. The Cardguard holder protects credit cards from unauthorised access and data transmission through misuse of the RFID system. This system has increasingly been used in recent years to illegally read codes such as the PIN codes of money and credit cards. The Cardguard holder makes this impossible, thus protecting the 'nervus rerum' of the user. The immense potential of the case as a promotional product is demonstrated alone by the large number of card users. The inexpensive Cardguard holder is easy to customise in full colour printing and is seen every time the protected card is used. The product was been awarded twice as "Gift of The Year".

47411 • badge4u • Tel +48 32 6165572  
[info@badge4u.eu](mailto:info@badge4u.eu) • [www.badge4u.eu](http://www.badge4u.eu)



## PLANETARY DELICACIES

**T**he Saturn Set from B&B Promotional Sweets is an elegant collection of sixteen different kinds of chocolate with delicate cream fillings containing alcohol. These delicacies, available from the Polish specialist for promotional sweets in orders of fifty or more, come in pistachio and Malaga flavours. These luscious chocolates come wrapped in golden foil with a printable paper label and packed two to a cardboard box with a choice of different versions: in completely printable white, with embossed logos or motifs on gold or silver metallic coloured cardboard, or with hot-stamped logos on matte black. All boxes are furnished with satin ribbons in a choice of various colours.

47460 • B&B Promotional Sweets • Tel +48 22 7246165  
kamil@promotionalsweets.pl • www.promotionalsweets.pl

## MARKETING SHARP AS A KNIFE

**T**he new Secunorm 380 from Martor is impressive from start to finish: The newcomer from blade city Solingen is, according to its manufacturer, the world's first safety knife with an almost eight-centimetre blade egress and automatic blade withdrawal. In addition, Secunorm 380 has been distinguished with the Red Dot Design Award 2015, the most internationally important award for unusual product design. Thanks to the impressive blade egress it is suitable not only for cardboards up to four ply, bagged goods and all types of film, but also for particularly thick materials such as foam, Styropor, insulating wool and construction foam. Certain cutting types, too, such as elongating lengths of paper and removing lids from paper rolls, are particularly easy to handle using this blade. At the same time the automatic blade withdrawal ensures that the blade disappears into the handle in a flash, as soon as the user is "done" with cutting – with no further risk of injury. For example, with the aid of Martor safety knives, major retail companies, logistics firms or automobile concerns have been able to reduce the number of cutting injuries to a minimum. You will find more information on the homepage at [www.martor.de](http://www.martor.de).

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



reddot design award  
winner 2015



HALFAR®  
Werbetaschen.  
**Tragen Marken  
in die Welt.**

  
**HALFAR**  
Starke Taschen.

Exklusivvertrieb über den Werbemittelhandel  
Halfar System GmbH | D-33719 Bielefeld | Germany  
Telefon: +49 (0) 521 / 98 244-0 | [www.halfar.com](http://www.halfar.com)



## IN CLOSE TOUCH WITH NATURE

**R**ituals, a collection of luxurious and high-quality products from the Dutch promotional product distributor Trendfactory, includes a series of skin care products for the body and one for the face, as well as scented candles, apparel, perfume, gemstone cosmetics and teas. Inspired by nature, Trendfactory uses only natural, renewable and biological raw materials for its products, and uses safe raw materials to make what nature doesn't give us directly. The Dutch company indicates that the products have been tested on volunteers and not on animals. They have undergone testing by leading dermatologists and are safe to use by vegetarians. Trendfactory is a supporter of Proefdiervrij, a Dutch association fighting against animal testing. Wood obtained from sustainable forests, FSC-certified paper, cardboard boxes and glass are used for the packaging. A majority of the products in their own product line is produced in Europe so that the company can keep its own ecological footprint as small as possible.

41941 • Trendfactory B.V. • Tel +31 25 2622233  
info@trendfactory.eu • [www.trendfactory.eu](http://www.trendfactory.eu)

- ADVERT -

1 ADDRESS. THOUSAND CONTACTS.

PSI

THE LEADING EUROPEAN TRADE SHOW OF  
THE PROMOTIONAL PRODUCT INDUSTRY

13<sup>th</sup> - 15<sup>th</sup> JANUARY 2016 DUSSELDORF

BOOK

YOUR TICKET NOW!

Reed Exhibitions

[www.psi-messe.com/ticket](http://www.psi-messe.com/ticket)



## GUARANTEED LONG-TERM EFFECT

**M**ost products from the Gimex Melamine Plus range can be given a project-related finish with a promotional message or a custom design. With the high-quality and durable products in melamine plastic, polycarbonate or SAN, promoting can be done in a special way: promotional messages thus linger with the customer and guarantee a higher degree of customer loyalty than is the case with disposable products. The acquired brand is integrated into customers' everyday routine and associated with the product's value. The minimum order quantity is 1,000 pieces or sets. Once the print data for the desired promotional message have been sent in, the Bergisch Gladbach company will calculate a project-based estimate.

47578 • Gimex Melamine Plus GmbH • Tel +49 2204 402922  
gimex@gimex.de • [www.gimex.de](http://www.gimex.de)



## Insektenschutz Armband



in verschiedenen Farben  
ab 2000 Stück ab 0,59 €

## Rubberband



Aktivpause gegen Verspannungen,  
wirkt Bewegungsdefiziten entgegen.  
In verschiedenen Farben  
ab 600 Stück ab 0,66 €

## Gymnastikband



Der Klassiker  
„Fitness aus der Hosentasche“  
verschiedene Farben & Stärken  
ab 400 Stück



LAURA-Fit Ltd. & Co. KG

Krainerweg 10

D-97941 Tauberbischofsheim

[www.fitness-wohlbefinden.de](http://www.fitness-wohlbefinden.de)

Tel. +0049 (0) 9341 - 8953 131

Fax +0049 (0) 9341 - 8953 137

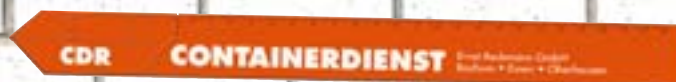
E-Mail: [info@fitness-wohlbefinden.de](mailto:info@fitness-wohlbefinden.de)

**plastolan.**  
the power of promotion

Nikolaus-Otto-Straße 4  
59557 Lippstadt - Germany  
Tel. +49(0)2941-9880  
Fax +49(0)2941-98822  
[www.plastolan.de](http://www.plastolan.de)  
e-mail: [info@plastolan.de](mailto:info@plastolan.de)



## Jetzt auch im Set ! Bauhelm Anspitzer + Lineal Container Box + Lineal



## Ein Stück Natur holzgefasste Stifte



Werbeartikel für alle, die  
Wert auf die Umwelt legen –  
und das auch zeigen möchten!

Der Bleistiftveredler  
[www.reidinger.de](http://www.reidinger.de)



**Reidinger**



## HYGIENE WITH A TRADITION

**F**or more than 20 years, MediCell has been selling cellulose wipes, wet wipes and cosmetic wipes with personalised imprints under the product name Private Label Tissues primarily to promotional product distributors, pharmacies, pharmaceutical manufacturers and industrial companies. These small issue packets offer a large advertising space; are inexpensive and very well-liked as a promotional product; and they live up to the highest standards. MediCell is particularly careful about using ecologically sustainable raw materials and manufactures the paper tissues and wipes in Germany. The chlorine-free, bleached cellulose material comes almost exclusively from forests in Finland, which are subject to strict environmental restrictions. The little tissue packets can have an imprint placed on them using digital printing for a minimum order of at least 3,000 units. They can also be finished with flexo printing for orders of 25,000 units or more. More information, personal advice, samples or assistance with designs is available upon request. MediCell, which is located in Schwaigern, also offers a free storage service upon request. According to the company's information, payment is due after the order has been placed.

49268 • MediCell GmbH • Tel +49 7138 8109526  
[info@medicell.de](mailto:info@medicell.de) • [www.medicell.de](http://www.medicell.de)

## BACK TO THE ROOTS

**T**he writing specialist Stilolinea is setting standards in terms of environmental impact and design with its innovative ecopens. The company from northern Italy uses the patented plastic Ingeo™ biopolymer, a specially certified and plant-based material that is not made out of petroleum, which is the usual common practice within the industry. It is special because it is organic and fully biodegradable, and thereby makes a valuable contribution to protecting the environment. The company located in Piedmont has a tradition of manufacturing promotional writing instruments which goes back to the early 1970s, and it has been focusing on combining extraordinary designs with the latest technology, high quality and functionality ever since. The unusual designs of many of Stilolinea writing instrument series are based on the designer Enrico Fumia's ideas; more than just a few of Fumia's designs have been realised, including the Pinifarina and Maserati racing cars. Stilolinea offers its services to its customers throughout Europe and guarantees short delivery times.

45328 • Stilolinea srl. • Tel +39 011 2236350  
[info@stilolinea.it](mailto:info@stilolinea.it) • [www.stilolinea.it](http://www.stilolinea.it)





smartometer



1

ohne  
Berührung  
3 - 5 cm



2



## DAS THERMOMETER FÜR SMARTPHONES

Dieser kleine bunte Aufsatz kann fühlen! Der Smartometer misst die Temperatur eines Menschen, eines Tieres, der Umgebung, sowie von Flüssigkeiten und Feststoffen zusammen mit einer App. Eine präzise Messung gelingt auch ganz ohne Berührung, unkompliziert und sekundenschnell.

### Funktionen:

- Einfach, klein & schnell
- Genau
- Ideal für Familien
- Kompatibel mit Android & iOS
- App - Daten speichern & nachverfolgen

Nähere Infos unter:  
[www.smartometer.at](http://www.smartometer.at)  
Oder unter +43 (0) 7477 43000

## Weihnachts-Ideen-Haus



4105  
Süßes Schnee-Bäumchen



4038  
Wachsender Tannenbaum  
in der Dose



4013-5  
Winterzeit-Tee-Päckchen

Jetzt gratis, den neuen Weihnachtskatalog 2015  
anfordern unter [info@multiflower.de](mailto:info@multiflower.de)

## MULTIFLOWER

Promotion Ideen für Wachstum

Industriestraße 88 • D-69245 Bammental  
Fon +49 (0) 6223 - 86 65 6 - 0 • Fax +49 (0) 6223 - 86 65 6 - 10  
[www.multiflower.de](http://www.multiflower.de) • [info@multiflower.de](mailto:info@multiflower.de)



## Stilvolle Trendsetter

Herbertz®

Gute Produkte sichern Erfolge. Seit Jahrzehnten steht unser Name für hochwertige und innovative Qualitätsprodukte. Bei der Zusammenstellung Ihrer Kollektion beraten wir Sie gerne.

### Art. 256410

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



### Art. 107600

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





# bpma Pavilion at PSI 2016



## bpma UK Pavilion, stands 12K28-12K40

### The all-inclusive exhibitor package includes:

- ✓ Presentation counter incl. bar stool, spotlight & logo
- ✓ 4 Exhibitor passes
- ✓ Basic entry (online and print catalogue entry)
- ✓ Power connection and consumption
- ✓ PSI membership (only for non-PSI members) until 30<sup>th</sup> June 2016
- ✓ Small local
- ✓ Insurance
- ✓ Daily star
- ✓ Highlight
- ✓ bpma ba

### Use of the International Area (nearby, 50metres):

- ✓ Joint storage room
- ✓ Seating areas
- ✓ Free drinks, coffee and snacks
- ✓ Reservation of a conference room (max 6pax, first come, first served)

EUROPEAN TRADE SHOW OF  
GLOBAL PRODUCT INDUSTRY  
JANUARY 2016 DÜSSELDORF

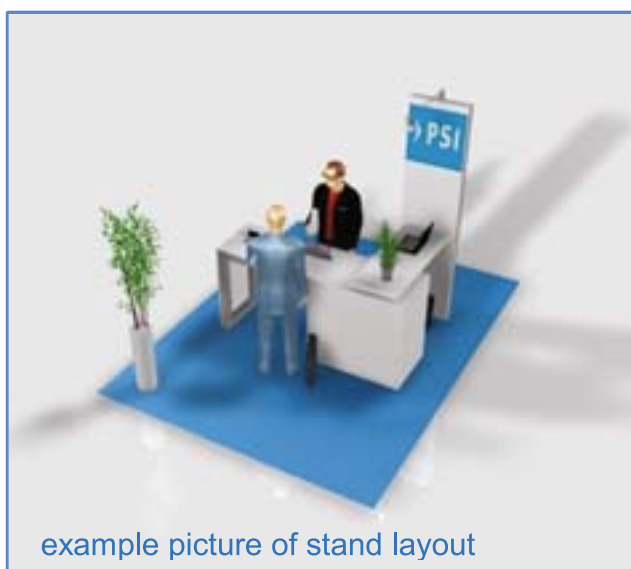


UK Trade  
& Investment



**UKTI funding  
availability.\*  
Please enquire.**

\*Subject to status & availability



**- located in hall 12 (Entrance North/East)**

lockable cupboard  
e, AUMA and TÜV fee  
nd cleaning  
ing in the pocket floorplan  
anner above the stands

**BOOK YOUR STAND  
IN THE bpma  
PAVILION NOW**

**Only  
€3,344**

plus VAT if applicable

**Contact Daniel Cordock**

**Phone:** + (44) 0 208 439 8918

**Email:** [daniel.cordock@reedexpo.co.uk](mailto:daniel.cordock@reedexpo.co.uk)

**or Contact Nigel Bailey**

**Phone:** + (44) 0 7702 165 263

**Email:** [nigel.bailey@bpma.co.uk](mailto:nigel.bailey@bpma.co.uk)

## FISCHERTECHNIK GMBH

## NEW COOPERATION PARTNER

Fischertechnik GmbH has been a renowned manufacturer of the popular fischertechnik construction kits and fischerTIP handicraft and creative materials for 50 years. Through process-oriented production in the Black Forest and the associated flexibility, the company offers various options for customised products. From the second half of 2015, the company b&a Vertriebs GmbH will represent the company fischertechnik in the advertising segment. Through this new partnership, the Swabian manufacturer promises PSI members even better service. The Heilbronn-based company b&a Vertriebs GmbH has been a supplier of sporting goods and toys in the specialist stores segment for over 25 years and can boast years of experience in the advertising media market. In order to score points in the advertising media market, the motto is: the more individual, the better. Future direct inquiries from our customers and prospects will be forwarded directly from fischertechnik to the new sales partner.



Left to right: Dirk Haizmann, Martin Gauger and Marcus Keller.

b&a Vertriebs GmbH  
Martin Gauger  
Dammstraße 4, D-74360 Ilsfeld  
Tel. +49 7062 978910, Fax +49 7062 9789120  
[gauger@b-bund-a.com](mailto:gauger@b-bund-a.com)

## HIGHLIGHT TOUR DE FRANCE

## NEW WAVE REWARDS TRADING PARTNERS

New Wave GmbH in Oberaudorf, to which the Swedish specialist in functional clothing, Craft, also belongs, gave some of its trading partners a very special surprise this year by inviting them to the Tour de France final in Paris. Throughout the entire weekend, the Oberaudorf-based company, represented by the managing directors Holger Hoffmann and Andre Bachmann, offered their guests a diverse programme: While Saturday focussed entirely on visiting the sights of Paris, Sunday was spent together on the Champs Élysées to support Team Bora Argon 18. The true highlight awaited the

group after the race: A Meet and Greet with the pros of Team Bora Argon 18, including the new German road champion Emanuel Buchmann. [www.craft.se](http://www.craft.se)



## NOW ONLINE

## PRODIR WITH NEW INTERNET PRESENCE

The Swiss manufacturer of high-quality design writing instruments has completely revamped its web presence. The new website is now online. With the new brand-website, Prodir is underscoring its position as an innovative company in the promotional articles market. Updated to meet the latest graphic and technical standards, the website has been fully tailored to user needs. It has also been optimised for all end devices: The new website can therefore also be completely accessed on tablets and smartphones. The Configurator remains the centrepiece of the site. The improved Logo-Editor now enables even easier realisation of renderings of personalised writing instruments.



The new Prodir website.

In the “Partner Lounge”, dealers will find everything they need for the marketing of Prodir writing instruments. In addition to the “Promoter” configuration software, the Image Bank contains current product photos as well as mood impressions ready for downloading: 800 images are available for web and print uses. Banner and product texts for dealer websites, as well as order options for displays for showrooms and trade fair stands round out the range of services. Catalogue and our magazine “Open” can be ordered directly online. The new corporate website is supplemented by the blog “Open” and the mini-site for the new DS9. [www.prodir.com](http://www.prodir.com)



## PERSONNEL DECISIONS

## JUNG GRANTS SOLE SIGNING AUTHORITY

At the Vaihingen/Germany confectionery specialist Jung Bonbonfabrik GmbH & Co. KG and its affiliated company foodvertising GmbH & Co. KG, based in Arnstadt (Thuringia), the partner Dennis Dennig was granted sole signing authority with effect on 15 July 2015. Following his training as a marketing



Dennis Dennig



Susanne Wöhr

communications agent before successfully completing his studies in international business administration, Dennis Dennig has been operating as Assistant to the Executive Board at the company for the past two years. At foodvertising GmbH & Co. KG, Susanne Wöhr was also granted sole signing authority with effect on 15 July 2015. She has managed the finance and human resources department at Jung for over 20 years and was granted sole signing authority there in early 2014. [www.jung-europe.de](http://www.jung-europe.de) <

## BOFA

## EXPANSION OF PRODUCTION CAPABILITIES

**B** OFA-Doulet GmbH, the specialist in flags, outdoor and indoor communication, as well as events, is expanding its production capabilities with the acquisition of a new Latex printer from HP. Thanks to the new printing machine, materials such as PVC, mesh or foil can be directly printed up to a width of 2.50 m using a web fed printing process. Printing with Latex Ink is deemed to be particularly environmentally friendly. “The new printer allows even faster and more flexible production at the Bonn site”, according to managing director Jean-Bernard Doublet. [www.bofa.de](http://www.bofa.de) <

## REASON TO CELEBRATE

## 15 YEARS OF ALTA SETA

**I**n July 2015, Alta Seta, the specialist in corporate fashion ties and scarves, looks back on 15 successful years. A lot has changed since the company was founded in 2000 – also the year when the company became a member of the PSI network. With Patrick Polaniok, the next young generation has come along. He has been co-owner and managing director alongside company founder Toska Siekmann since April 2014. Many new projects are being developed and successfully implemented together with the art director Jessica Borges.

“Many valuable connections have been established in the past few years. However, continuous development is needed, both then and now, in order to offer high-quality ties and scarves from a single source – that is what Alta Seta stands for” says Patrick Polaniok, and adds: “But above all, our customers and our qualified employees are responsible for our success. And we would

like to take this opportunity to express our sincere thanks to our loyal customers for the trust they have placed in us, as well as to our creative and professional employees who cater to the wishes of our customers each day and rise to the continually new challenges in the production and find solutions.” The ‘15th anniversary’ was celebrated by the entire team during a festive breakfast at the beginning of July. The festively arranged table was decorated with a self-made “15”; the office building was decorated with ties. “A success story is written by people, by loyal and critical customers who inspire our company to achieve peak performance again and again, by creative, long-standing employees who are willing to continually develop – but also by a management that must be in keeping with current trends. Customers can look forward to a new trend which is currently being prepared by Alta Seta and will be announced shortly,” explains Toska Siekmann, and guarantees: “Alta Seta will continue to vigorously create innovations and continue to offer its distributors and agencies high-quality products and optimum service.” [www.alta-seta.de](http://www.alta-seta.de) <



Greetings from the Alta Seta team at the company anniversary.

## MOYND

## NEW SALES STAFF MEMBER

**M**oynd GmbH, a specialist in sticky notes, functional notes, markers and custom-made items, has welcomed a new sales staff member. As a native English speaker, Lynn Wells is especially responsible for the English-speaking clientele of the Wolfenbüttel-based company, but will also be the contact person for German customers. Her contact details are: Tel. +49 5331 90099-12 or [vertrieb1@moynd.de](mailto:vertrieb1@moynd.de). [www.moynd.de](http://www.moynd.de) <



Lynn Wells

## BPMA ANNUAL CONFERENCE

### FUTURE PROOF YOUR BUSINESS

The second bpma Annual Conference, “Future Proof Your Business” was held at the Park Inn Heathrow on the 9th of July to much acclaim. More than 220 delegates, experts and speakers defied strikes and traffic chaos to attend with many staying on for the bpma Annual Business Awards Dinner the same evening. The proceedings were opened by Chairman of the bpma Matt Franks who called for support of an independent association that could prioritise its core values and help grow and expand the industry and the use of promotional merchandise as part of the general marketing mix.

#### STUDY HIGHLIGHTS

Facts International released the findings of a bpma commissioned survey that revealed amongst other things the results of their distributor mystery shopper survey which caused



Newcomer of the Year sponsored by PSI was won by Corporate Creations.

a stir amongst those present. Highlights of the study revealed that many distributors need to more proactively engage with customers, question them, understand them and take the time to offer alternatives. There is a gap between the want and need for creativity from marketers and the response from distributors. The survey found that 72% of marketers have been unhappy with promotional merchandise they had purchased and with their providers. Delegates who attended had the chance to book one to one sessions with a selection of experts who were there to offer valuable advice on a multitude of industry fields including PR to pensions and legislation to product safety.

#### SEVERAL SEMINARS

With 12 seminars being offered during the morning to delegates, many sessions were oversubscribed with slots on SEO, LinkedIn and Vistaprint being standing room only. Nigel Bailey, Event Director for bpma commented “This has been a fantastic day for the industry and the comments and appreciation we have received about the depth and quality of the event we have delivered has been amazing. We will be running a similar event in 2016, although we will be looking as always to improve the offering in every way that we can. My special thanks go out to the delegates, speakers and experts many of whom faced difficult journeys to be at the conference, and also to team bpma for pulling together and creating such a great event.” Gordon Glenister, Director General of the bpma commented: “We are delighted with the overwhelming positive response from both delegates and experts who attended the conference.”

## CLIPPER A/S

### NEW EXECUTIVE DIRECTOR

The Danish knitwear manufacturer Clipper A/S, which took over Belika – another knitwear specialist – in April is going to be helmed by a new executive director in the person of Kristian Ikast. He



Kristian Ikast

will be responsible for shaping the merger of the two companies. Kristian Ikast is bringing along profound experience in retailing and the textile industry.

Among other things, he worked at Magasin (one of Scandinavia's leading department stores), Bestseller, Ecco and Tommy Hilfiger. His primary duty at Clipper will be the further strategic development and orientation of the company. With his detailed business acumen and his experience in successfully further developing international companies, he should be a key factor in structuring Clipper's path into the future. “At first, I will focus on our core competence and our most important markets. We will improve in those areas where we are already good. We will continue along the road we have already taken and cultivate the values that distinguish Clipper,” says Kristian Ikast. Bent Nørskov, Director of Corporate Wear at Clipper, is also delighted at the new management. “Clipper Corporate Wear is already a recognized brand in the corporate fashion and uniform market. By adding the experience of Kristian Ikast, we have further improved our team's competence in order to be able to optimally develop this part of the Clipper company, as well.”

[www.clippercorporatewear.dk](http://www.clippercorporatewear.dk)



## RASTAL

## A NEW MEMBER ON THE MANAGEMENT BOARD

**T**homas Nieraad took over the management of certain business segments at Rastal GmbH & Co. KG, and he will also support the sales department through his



Thomas Nieraad

activities. The 53-year-old has gained sound expertise in sales and general management of global business operations for many years. Thomas Nieraad's previous

position was Senior Vice President of Schott AG in Mainz, Germany. Nieraad will shape the future of the glass and cups producer successfully with his industry know-how and his experience in management, sales, internationalisation and global leadership. As of 1 October 2015, Nieraad will assume general responsibility. [www.rastal-promotion.com](http://www.rastal-promotion.com)

## OOMERANG/CITIZENGREEN

## SALES MANAGER NORTH EUROPE APPOINTED

**B**oomerang, Lognes is happy to announce further development in export activity towards North Europe. Following increased activities all over Europe with our brand



Alexander Szirota

Citizengreen, the eco-designed items specialist has decided to appoint Alexander Szirota as Sales Manager North Europe. Starting with 1st of July the Export office based in

Würzburg, Germany, will now also take care of sales development in some chosen North European Markets. Alexander Szirota is now in addition to the German speaking countries also responsible to continue growth of Citizengreen in northern Europe. [www.bewear-pro.com](http://www.bewear-pro.com)

## STRIMAXX &amp; FRIENDS

## INVESTMENT AND EXPANSION

**T**he company Strimaxx & Friends recently inaugurated a new warehouse at its headquarters in Renchen in Baden-Württemberg. The specialist in umbrellas and textile promotional products tripled its storage capacity in Germany in order to meet the increasing demands for rapid availability in the domestic market and neighbouring countries. The in-house print shop is also located in Renchen. Due to the new storage capacity, Strimaxx & Friends is capable of extending its logistical services and finishing skills in screen printing, transfer and doming to an even wider range of products. The Maxx umbrella collection is also being extended: The new umbrella models Maxx Active and Maxx City are positioned in the premium quality segment, yet sold at budget prices. The models are now available in 8 different trendy colours from stock in Germany and are printable. According to the company, the delivery time is just a few days. Printing even more products more quickly and delivering immediately – in small and large quantities: This is where the company sees its strengths. [www.strimaxx.de](http://www.strimaxx.de)



Extended storage capacities mean a larger range of services.

## ONLINE SHOPS IN SCANDINAVIA

## GIFFITS CONTINUES TO EXPAND

**G**iffits GmbH, the promotional products full-service provider, is expanding into Scandinavia. As of now, promotional products customers in Norway and Denmark also have access to the online shops of the Hamburg-based company in their national language. [giffits.no](http://giffits.no) and [giffits.dk](http://giffits.dk) offer an extensive assortment with more than 10,000 promotional products in different categories. With twelve online shops, Giffits has meanwhile developed into an international player in the promotional products industry. According to recent shop openings in Eastern Europe, France and Belgium, the main focus of the promotional products expert is, among others, on the Scandinavian market. As with all international Giffits shops, Danish and Norwegian customers will be advised by native employees on the hotline. In addition, useful service modules facilitate ordering at [giffits.dk](http://giffits.dk) and [giffits.no](http://giffits.no). For instance, customers have the option in the search template to filter products according to quantity, budget and print, and to calculate the promotional products online. Even the company logo can be placed on the product with a few mouse clicks using the logo tool. [www.giffits.de](http://www.giffits.de)





9-10 SEPTEMBER 2015

## MARKETING, PRINT & PACKAGING FESTIVAL

**M**arketing, Print & Packaging Festival is an unique combination of exhibition stands, trainings, presentations and conferences. The exhibitors are companies from the wide advertising market: suppliers of promotional products, printers, manufacturers of POS, packaging and Digital Signage systems and the suppliers of media and equipment. The festival is dedicated to the representatives of advertising agencies, printers and marketing professionals. The Festival includes only selected group of Visitors excluding persons not connected with the advertising business. Organizer lays emphases on the quality of contacts rather than their quantity. OH magazine reserves the right to refuse admission to the fair to people unrelated with the advertising industry.

GIFTS | POS | PACKAGING | LABELS | OOH | PRINT | MEDIA &amp; MACHINES SUPPLIERS



### Marketing, Print & Packaging Festival

EXPO XXI, Warsaw, POLAND | 9-10 September 2015



#### PACK TRENDS

After the success of the first edition in 2014, will be held the second edition of "Trends in the packaging cartons market". Event is dedicated to representatives of advertising agencies and marketing departments. Once again, will be organized Gold Medal contest for innovative products, equipment and software. During the fair will be organized also Super Gift contest for the best promotional products. It will take place the next edition of POS Stars - contest for the best displays with an exhibition of submitted realizations.

#### FAIR'S PUBLISHING

During the fair will be published the next edition of special report „Media & Machines Suppliers”, which is the largest comparison in Poland for advertising production industry. For the eighth time will be issued a trade fair catalogues PROMO, containing a wide range of Christmas gifts and printing. Catalogues will be published in two separate publications: to advertising agencies and to final customers

[www.festiwalmarketingu.pl](http://www.festiwalmarketingu.pl)

#### PURPLE CLUB

#### AT THE ASI SHOW IN CHICAGO

The USA's biggest trade show of the summer, The ASI Show took place in Chicago from 14th to 16th July 14th to 16th. The scale of this event is unlike anything seen in the UK, with more than 4,000 distributors and over 700 suppliers coming together from across the country. Sourcing City had invited Purple Club Members to



accept an preferential package to join them in visiting this prestigious event. The three-day event focused on building valuable relationships, growing sales opportunities and education. There was a vibrant show floor featuring special pavilions, daily networking and this year's Education Conference featured 50 new sessions and top level speakers with workshops for every level of experience and area of interest. Liz Young, Supplier Services Director at Sourcing City, hosted the UK delegation of Purple Club Members. Liz said; "The ASI Show was an experience that opened up a new perspective on the industry we work in. I have come back with some valuable new learning and some positive sales opportunities. Chicago was also great fun with my fellow Brits and our great friends at ASI!" Sourcing City along with The Advertising Specialty Institute (ASI) and PSI formed The PromoAlliance in 2012. The PromoAlliance is an international alliance to identify and introduce best practices and market development concepts benefiting the US, UK and European markets. The goals of the international alliance for the promotional products industry includes introducing best practices, developing fresh market concepts, exploring new marketplaces and fostering education.

# A unique Christmas Collection!



Snowflakes Collection  
0388



Christmas All Around  
0389



Christmas Sock  
0390







The Frankfurt event also caused a big stir. The numbers of enthusiastic visitors usually made securing a decent position at the stands somewhat of a challenge.

## NEWSWEEK 2015

# ADVERTISING THE NO-WASTAGE WAY

This year's Newsweek drew to a close in Munich with the overall programme recording impressive levels of visitor appeal. Having kicked off successfully in May, the second leg of the mobile new product show also scored well, providing a full-scale advisory service and rolling out an innovative spread of advertising.

**T**he month of May saw Hamburg, Berlin and, for the first time ever, Leipzig as well, play host to Newsweek. Back on the road again in June, the next stops were in Wuppertal, Frankfurt am Main, Stuttgart, Nuremberg and Munich, where, this time around, the tour once again experienced what proved to be an overall suc-

cessful conclusion, leaving GWW's Managing Director Ralf Samuel taking stock of things on a generally satisfied note: "We are pleased to report that, viewed as a whole, this year's Newsweek can once again report an increase in visitor numbers. Comparing performance with that of the previous year, it can be said that not

one of the locations visited experienced a drop in numbers." "The figures say it all: On the eight days earmarked in Germany for our visitors from the industry, no fewer than 3,823 of the invitations sent out by some 90 exhibiting Federal Association-registered suppliers of promotional products and their partner agencies were taken up (3,373 not counting Leipzig). (By way of comparison: in 2014 there were 2,914 visitors with 2013 attracting 2,798).

### LEIPZIG IN THE TOUR SCHEDULE FOR THE FIRST TIME

For the first time ever, and, in fact, right at the beginning of the tour, Newsweek's first port-of-call was Leipzig Station. Here, the organisers had succeeded in getting the promoters of the AHA – International Promotional Product Days, the two agencies Abakus Riesa and Hallbauer Exklusivwerbung, to come on board at Newsweek in place of the AHA. "450 visitors confirmed that it was right and, indeed, important to include Leipzig in the tour schedule", says Ralf Samuel. The second day of the News-





First-hand advice is just one of the strengths of this “turn-key in-house trade fair”.



week Exhibition saw no fewer than 616 visitors make their way to the Postbahnhof in Berlin (previous year: 575 visitors compared with 432 in 2013). The following day saw footfall up on the previous year at Hamburg’s “Mehr! Theater”. Some 303 visitors put in an appearance at this new location (290 in 2014, 320 in 2013).

#### FRANKFURT – THIS YEAR’S HIGHLIGHT

Stage two of Newsweek got underway a month later on 8 June with the trade-only day in Wuppertal. Managing to attract only 81 trade visitors, visitor appeal this year fell well short of expectations. In 2014, on the other hand, 263 enthusiastic promotional product advisers made their way to the event in Frankfurt, compared with 327 in 2013. The following day in Wuppertal, however, which is earmarked for visitors from the in-

dustry “more than made up for” the previous day’s performance, clocking up a visitor total of 477 (2014: 428, 2013: 409). This year’s highlight of the tour came on 10 June in Frankfurt that played host to 647 visitors (496 in 2014, 581 in 2013). The next stop on 11 June was at that already tried-and-tested venue in Stuttgart, the Porsche Arena. Six advisers with their own counters and around 20 advisers who took part accompanied by individual customers were on hand to welcome a total of 497 visitors from the Baden-Württemberg area. Even last year, the 460 guests who made their way to the Stuttgart event represented an increase of more than 30 per cent compared with 2013 (345 visitors). The last week of Newsweek 2015 then kicked off in Nuremberg on 16 June with 435 guests in attend-

ance, which also represented an increase compared with the previous year (320 visitors). 2013, on the other hand, had attracted 415. The event in Munich brought this year’s tour to a successful conclusion. 398 visitors and an abundance of promising discussion ensured that the Newsweek pit-stop in the Bavarian State capital was just as successful an affair for visitors as it was for advisers. This amounted to a further increase in numbers compared with the previous years (345 visitors in the year 2014 with the event playing host to 296 guests in 2013). Ralf Samuel sums it up in conclusion: “The concept has once again proven successful: three-dimensional advertising, specifically-targeted and presented without wastage precisely where it impacts to the greatest effect.” [www.gww.de](http://www.gww.de) <



New to the company's fleet are two plug-in hybrid vehicles.

left side: 54 employees of the company meanwhile use one of the company's e-bikes.

## SCHNEIDER SCHREIBGERÄTE GOES GREEN

# ELECTRIC VEHICLE FLEET RENEWED

Schneider Schreibgeräte in Schramberg in the Black Forest is continuing its transition towards sustainability. So far, the company's employees have already had the possibility to use an electrically powered Volkswagen E-Up for short distances. Additionally, two new plug-in hybrid vehicles can now also be used for business trips.

The gradual transition to electric vehicles is a commitment the company announced in its environmental statement for 2014-2017. Changes to the fleet have gradually been implemented. The procurement of additional electric cars is planned. New to the company's fleet are now two night blue metallic Golf GTEs from Volkswagen. They consume an average of only 11.4 kWh and 1.5l petrol over 100 kilometres. The electric motor, however, has a range of up to 50 kilometres and the engine can be activated at any time. Thus the Golf GTE is not only suitable as an electric car for short trips in the region,

but also as a hybrid for long distances. The new company vehicle travels in electric mode with green energy and is thus emission-free. In hybrid mode, it emits only 35 grams of CO<sub>2</sub> per kilometre.

### GREEN BUSINESS TRIPS

For more distant destinations, the train will continue to be used exclusively as a transport mode whenever this is organizationally possible. Schneider Schreibgeräte is resolute in this perspective. 27 employees of the company have a corporate railcard with which they can travel long distances with 100 per cent green electricity, and thus completely emission-free. The employees of the

company travel almost 175,000 kilometres a year by train using green electricity.

### EXPANDED E-BIKE FLEET

One concern of the company is to produce environmentally-friendly in all operations and to reduce emissions. An important area is also the vehicle fleet: This does not affect the production directly, but it shows great potential to reduce emissions. Creating a greener vehicle fleet and reducing daily commuter traffic by introducing free rentable e-bikes was the company's goal. What began with 12 bicycles and was meant to be only 20 has exceeded all expectations this year. Meanwhile, 54 employees of the company have one of the company's e-bikes. As a result of this campaign, daily commuter traffic has been reduced by more than 150,000 car kilometres since 2013. Instead of driving, the staff cycle to work at least 80 days a year, and in return receive an e-bike for free. This is not only helpful for environmental protection, but it is also healthy. This makes travelling to work fun and shows the employees the benefits of alternatives to driving. The company plans to extend the e-bike fleet by a further 6 bicycles to 60 bicycles. For those who still shun travelling to work by bicycle, there is still the free company bus. These measures have reduced the number of parking spaces by 25 in total, thus enabling further soil sealing to be avoided. [www.schneiderpen.de](http://www.schneiderpen.de)





digital signage

POS display

POS packaging

object design

signmaking

large format printing



**viscom**  
düsseldorf 2015

internationale fachmesse  
für visuelle kommunikation

inspiring your  
business

4 | 5 | 6  
november 2015  
messe düsseldorf

**Inszenierung mit Wow-Effekt**

Werbemittel gestalten, Marken ein Gesicht geben,  
alle Sinne ansprechen: Auf der viscom verschmilzt  
der kreative Umgang mit Material und Technologie  
zu einzigartigen Lösungen. Für Ihre Kunden.  
Für Ihre Zukunft.

Organised by

 Reed Exhibitions

[www.viscom-messe.com](http://www.viscom-messe.com)

[www.viscomblog.de](http://www.viscomblog.de)





## “JOURNEY OF DISCOVERY”

# ZTV INAUGURATES LOGISTICS CENTRE

On 19 June 2015, under the motto “Journey of discovery”, the Krefeld-based logistics services provider ztv Germany celebrated the completion of its move into a new logistics centre with around 100 invited customers and business partners.

**K**refeld family-owned company ztv has been active in the logistics sector since 1945 – initially as a logistics department at Presse Keppel, since 1997 as an independent logistics company with around 150 employees at its Krefeld and Koblenz locations. Since the spin-off, ztv not only takes on press logistics, but also successfully offers its services on the market in

various sectors. As the existing locations were no longer sufficient due to growth, a 9,000 sqm logistics warehouse was rented in the Fichtenhain business park in Krefeld in autumn 2014.

### A FURTHER MILESTONE

After a full move and installation of logistics processes, the ztv team was delighted to be able to present the new locations

to its customers and business partners. In addition to tours of the logistics area and presentation of the service spectrum in the areas Fulfilment, Promotion Logistics and Transport, two motivating lectures by selected speakers were also included on the inauguration programme. Additionally, customers and business partners made ample use of the opportunity to exchange experience in a pleasant atmosphere. The new logistics centre constitutes a further milestone in the corporate history of ztv. The new warehouse currently offers some 4,700 pallet spaces and approximately 6,500 picking places. Capacity can be expanded to almost 10,000 pallet spaces in two further expansion steps. Additionally, a 900 sqm promotion area is kept free.

### MANY YEARS OF EXPERIENCE

Zustell-, Transport- und Vertriebsgesellschaft mbH & Co. KG (ztv) was created in 1997 out of the logistics departments of the major press operations Friedrich J. Keppel GmbH & Co. KG in Krefeld and



The new hall in its entire width.

Friedrich Keppel GmbH & Co. KG in Koblenz. The major press operations have uninterrupted ensured the daily supply of retailers with newspapers and magazines in their respective distribution areas since 1945 (Krefeld) and 1960 (Koblenz). Since the spin-off, ztv has taken on the logistic functions for Presse Keppel and beyond that, successfully offering its services on the market. Customers from various sectors trust the reliability and performance of ztv.

#### LOGISTICS PARTNER TO PSI

The special B2B solutions developed for the promotional product industry in recent years have convinced a particularly high number of customers along the way. ztv has been logistics partner to PSI since 2013 and will be presenting its service spectrum as an exhibitor in 2016 in Düsseldorf once again. The company has a storage area of more than 16,000 sqm at its disposal, as well as various storage types. A team of 150 employees carefully attends to customers' needs. All ongoing



The speedy fleet of ztv ensures rapid delivery.



The guided tours attract great interest at the official opening.

ing processes are optimally visualised with the aid of a modern warehouse management system. Various customer systems, SAP or online shops for example, can be linked with the aid of interfaces. From goods intake via storage, picking and packaging through to ultimate delivery, ztv offers its customers the full logistics service tuned to their individual requirements and needs. The spectrum ranges from regional solutions through to international shipping including full customs clearance. <

#### KONTAKT:

**Michael Vercoulen**

Head of Distribution Logistics

Tel. +49 2151 525-181

Fax +49 02151 52927-181

michael.vercoulen@ztv-logistik.de

www.ztv-logistik.de





Work at a cotton plantation.



T-shirt production. At right, Brands Fashion Managing Director Dr. Uli Hofmann.

## GOTS CONFERENCES

# BRANDS FASHION INTRODUCED

Textile specialist Brands Fashion, based in Buchholz in northern Germany, was one of the main sponsors of the first international GOTS (Global Organic Textile Standard) conferences held in May under the motto “Strong Partnerships for Success” in Mumbai, India.

The program dealt with environmental and social aspects of the textile industry, the business case for sustainability, practical possibilities for implementation and political topics. Many high-ranking representatives of the textile industry, from producers to distributors, and well-known representatives from science and politics, as well as well-known NGOs, had been expected. Dr. Uli Hofmann, Managing Director of Brands Fashion, presented his company's sustainability strategy. Since 2014, this textile manufacturer has been producing, finishing and distributing GOTS certified collections. The GOTS certification is an important building block of the company's concept of social and ecolog-

ical responsibility. The Global Organic Textile Standard (GOTS) is recognized as the world's leading standard for processing textiles made of at least 70 per cent natural fibres certified as organically produced. It defines a high standard of environmental requirements along the entire textile production chain and at the same time demands that social criteria be observed.

### SETTING STANDARDS

Brands Fashion goes a step further and processes textiles made of 100 per cent certified organic cotton. They are produced under ecologically sustainable and socially acceptable conditions – throughout the entire value-added chain. Even the in-house textile printing and embroidering facility

in Poland (Brands Polska) is certified – and was one of the first in Europe. GOTS guidelines prohibit the use of ecologically hazardous materials, such as formaldehyde, in processing. In addition, certified goods may not at any time during processing be “contaminated” with non-certified goods. Brands Fashion solves this with its own “GOTS warehouse” and by documenting the flow of goods end to end. Thus the company is among the first producers to offer hardwearing, individually designed workwear made of guaranteed certified organic cotton. The GOTS workwear has the natural properties of the fibres, is pleasant to the skin, colourfast and can be washed at 60 °C.

### A RESPONSIBLE PRODUCER

Brands Fashion participates in the Initiative Accord on Fire and Building Safety in Bangladesh for better safety at the workplace, as well as in the Business Social Compliance Initiative (BSCI) for improved working conditions. The company thus underscores its claim to take into account sustainability and social aspects, and optimise them in textile production. Independent testing institutes regularly audit and certify the production facilities. “We assume responsibility on site. Many of our customers appreciate this social commitment and have a strong awareness of fair production conditions themselves,” explains Brands Fashion Managing Director Dr. Uli Hofmann. [www.brands-fashion.com](http://www.brands-fashion.com) <





ZWILLING  
J.A.HENCKELS



GESCHENKIDEEN

[www.zwilling.com](http://www.zwilling.com)

Pünktlich zur Vorbereitung auf das Weihnachtsgeschäft erscheint Ende August der neue ZWILLING Werbemittel-Katalog. Lassen Sie sich inspirieren und sichern Sie sich Ihr persönliches Exemplar mit diesem Bestellformular oder per Email an: [Info@kesterbolz.de](mailto:Info@kesterbolz.de)

FÜR PSI-LESER BEREITS HEUTE ALS DOWNLOAD ERHÄLTLICH!  
Einfach QR-Code scannen und Werbemittel-Katalog direkt auf Ihr Smartphone oder Tablet laden.



AN FAXNUMMER: 0421/52 51 793

☐ Ja - bitte senden Sie mir  
\_\_\_\_\_ Werbemittelkatalog(e)  
an folgende Adresse.

FIRMA

ANSPRECHPARTNER

STRASSE

PLZ

ORT

TELEFONNUMMER

E-MAIL



An active and continuous crowd of visitors prevailed throughout the whole day of the trade show.

## PARZELLERS WERBEMITTEL

# A PRESENTATION WITH A PERSONAL NOTE

At the end of June, the team of Parzellers Werbemittel had invited to the 15th Promotional Product Trade Show. A well-balanced mix of the latest promotional product trends awaited the visitors, ranging from promotional giveaways to the textiles right up to high-quality customer gifts.

In keeping with tradition, the experienced promotional product service provider had once again chosen a new location for the presentation. A total of 24 of Parzellers' suppliers set up their stands in the modern 3G Competence Centre, an event location in one of Fulda's up-and-coming

business districts, in order to demonstrate to the guests the most interesting innovations, event ideas, concepts and services connected with promotional products. With the support of the competent 12-strong Parzellers team, visitors became acquainted with the many eye-catching possibili-

ties of objective advertising. The product show was complemented and refined by a tombola for three e-book readers, striking giveaways and delicious catering.

### INDISPENSABLE EXPERIENCE

It was demonstrated once again that the guests really like dropping in on the Parzeller Trade Show to gain ideas for marketing within their companies on a first-hand basis. This is because all of the catalogues in the world cannot replace directly experiencing products that have advertising appeal and personal consultations with experienced experts and this is carried out at Parzellers in an exemplary way. 194 visitors from 118 companies did not want to miss this service and gained an insight into the latest accomplishments in three-dimensional advertising on the spot.

### A LOT OF ENQUIRIES

Rainer Klitsch, who as Managing Director has been responsible for the continuous further development of Parzellers Werbemittel over the last three decades, appeared highly satisfied with develop-





Nothing can replace experiencing the haptic quality of representational advertising on a first-hand basis.



ments at the show: “It was a really good day for us. We had a steady flow of visitors until the show ended at 6 p.m., a lot of enquiries, very satisfied exhibitors who made comments such as ‘This was my 19th trade show this year and it was by far the best one’. That makes us very happy. We were especially pleased about a considerable number of ‘potential customers’. This makes us very hopeful about real new business”, was Rainer Klitsch’s overall positive conclusion.

#### 2014 WAS A “RECORD YEAR”

The promotional product all-rounder – who has already been involved in the PSI network for over five decades as one of the

founding members, by the way – is a reliable partner for advertising companies with high standards due to his vast experience within the industry. The range of services of Parzellers’ team – its creative output, shipping department offers, stock-keeping, processing work, customised articles, full service offers and the setting up of custom-designed web shops – goes far beyond purely procuring products. Well-known sports clubs can be counted among Parzellers Werbemittel customers as well as numerous medium-sized and large companies. In addition, its circle of customers, which is already nationwide, is increasing steadily and its profession-

al service range with regard to promotional products continues to be successful. As a result, Parzellers recorded a “record year” in 2014 due to a 20 per cent increase in turnover. Another step in this direction was to recruit a new sales representative who is taking care of the company’s business in the north of Germany from his own office in Hamburg now. According to the Managing Director, the current financial year has also started very well. “I believe that the mood of the economy regarding promotional products is excellent at the moment,” is Rainer Klitsch’s optimistic assessment.

[www.parzellerswerbemittel.de](http://www.parzellerswerbemittel.de)







The annual general meeting focussed on the election of a new VÖW Board.

## VÖW 2015 SUMMER MEETING

# NEW BOARD ELECTED

The annual meeting of the association of Austrian promotional product distributors (VÖW) took place in Aigen im Ennstal in mid-June 2015. Some 100 distributors and suppliers from all over Europe attended the industry meeting. This time the focus was on the election of a new board and the presentation of the VÖW certificate to 21 commercial enterprises.

**R**aising awareness of the importance of promotional products in the marketing mix! – This was the motto of the annual general meeting of the association of Austrian promotional product distributors. One of the highlights of the AGM was the election of the VÖW Board for the coming two-year term of office. Konrad Godec was re-elected as president of the association. “I am very pleased that together we can continue to pursue the course on which we have embarked. We already have some projects in the pipeline, such as our own VÖW catalogue,” said Godec. The other board members are Gerhard Wagner, Wolfgang Kohout, Klaus Pohn and Günter H. Seybold. Chris-

tian Pichler and Stefan Radlgruber will serve as extraordinary advisors with immediate effect.

### VÖW CERTIFIES 21 DISTRIBUTORS

In addition, the first phase of the 2015 VÖW certification was totally successfully completed. This involved verifying that the members pay statutory fees such as ARA, URA and ERA, and comply with statutory labour standards and guidelines according to the VÖW “Code of Conduct”. A total of 21 trading companies met the requirements and were awarded the VÖW certificate. “We are particularly proud that we have been able to successfully certify around two-thirds of our members this year. Due to the sub-



stantial interest, an extension of the certification is planned,” said the VÖW President.

### PERSONAL EXCHANGE

On the occasion of the summer meeting, the VÖW held a traditional trade show of the supplier partners. 43 exhibitors presented their latest products, from give-aways to high-quality brand products. All-time classics and current top sellers were represented. The declared aim of the promotional products trade show is to promote personal exchange between distributors and supplier partners so as to lay the foundation of a trusting co-operation for the coming year. More information is available at: [www.werbemittelhaendler.at](http://www.werbemittelhaendler.at) <



Jetzt anmelden unter  
[www.gww-trend.de](http://www.gww-trend.de)

# TREND 2015

**Das Branchenhighlight  
mit einer bunten Vielfalt  
an Produktneuheiten**

**11. und 12. September 2015**

**Fashion-Business-Center Euromoda Neuss**

Freitag von 12.00 bis 18.00 Uhr und Samstag von 9.30 bis 15.00 Uhr



**Abendveranstaltung**  
in der Classic Remise  
Düsseldorf  
mit der Verleihung der  
**PSI  
Sustainability  
Awards**



**GWW**

GWW Gesamtverband der  
Werbeartikel-Wirtschaft e.V.

Infos: GWW e.V.

Tel.: +49 (0) 2234. 379 06-0

Fax: +49 (0) 2234. 379 06-29

[info@gww.de](mailto:info@gww.de) · [www.gww-trend.de](http://www.gww-trend.de)





It is the strength of hapticals to make the benefit of a promotional product both touchable and visible.

## SALES PROMOTION

# MULTI-SENSORY BRAND AMBASSADOR

Promotional products become “hapticals” says Olaf Hartmann, expert in haptic brand communication. What he means, what immense impact potential promotional products have and how marketing professionals can make successful use of “hapticals” is revealed in this interview.

**Mr. Hartmann, you avoid the term “promotional products” and speak of hapticals instead. What do you mean by that?**

Objects used in brand communication are generally described as promotional products due to their representationalism. In the same way as “give-aways” or “strew-

ing products”, however, this term triggers negative associations with regard to validity and communicative importance – indeed “give-away” implies at its core only that you want to “get rid” of an object. In practice, the significance of the object, its communicative context and the process of its

presentation are often neglected. The consequence for our industry: Promotional products are considered as “nice to have”, but their communicative potential often remains untapped to a large extent and there is only limited price acceptance for consultancy. But promotional products develop the full force of the haptic effect which is why we name them “hapticals”: an object made useful for brand communication and sales promotion through design, branding and process integration. Hapticals draw attention, strengthen customer relationships, fix brand messages in the memory, make value proposition and brand values tangible and create goodwill towards the sender. This high importance is not reflected in the terms promotional products, gimmicks, strewing articles or give-aways. Cleverly designed and correctly employed, hapticals increase the efficiency of the marketing mix and are, therefore, must-haves for every company.



### Do you have an example of a successful haptical at hand?

There are many great hapticals. A campaign that stands out from the advertising jungle which condenses the brand message in an object as a symbol is the Hornbach hammer. From the steel of an obsolete tank, Hornbach forged 7,000 hammers – accompanied by a major multimedia advertising campaign. Within three days the 25 euro tank steel hammer was sold out, and Hornbach doubled its annual sales in the entire hammer range during this period. In addition, the campaign turned the archetypical tool into the Hornbach symbol – a distillation of the brand: Top quality, flavoured with passion and a pinch of craziness. Not only did the outstanding campaign, waged across all the media, lead to the sell-out of the Hornbach hammer in just three days, but also resulted in a sharp rise in the sales of the entire hammer range. Hornbach shows us that a haptical develops its immense effective force in particular when it is integrated in a campaign from the outset, and in the optimum case condenses the campaign message. In contrast, it is difficult for those who “quickly” seek a suitable promotion product shortly before the start of the campaign or an appro-

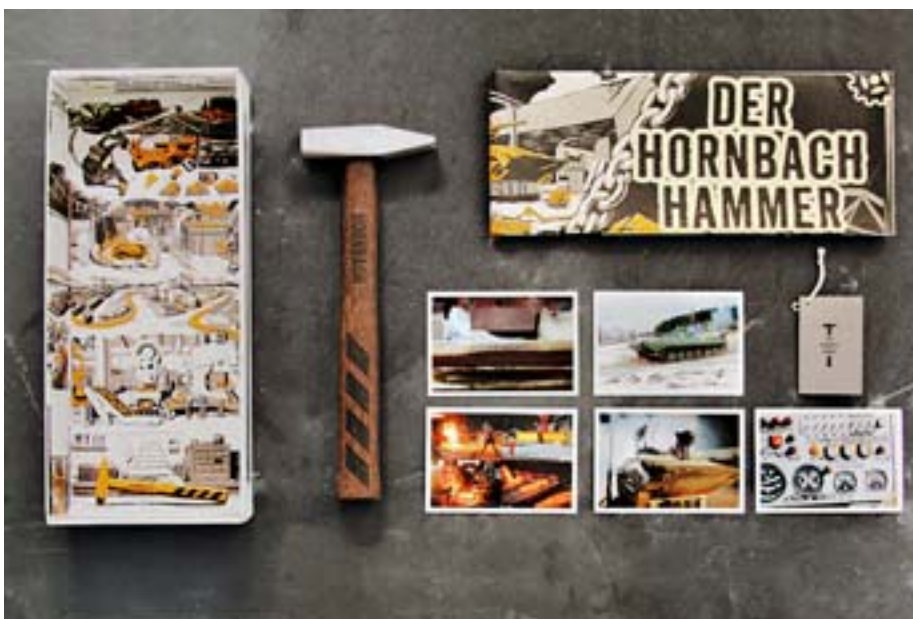
priate contact gift for a finished exhibition stand. Hapticals should never be decoupled from the creative process – the selection of hapticals is an integral part of the creative process. During the campaign planning, each creative thinker should ask himself how he can make the campaign message understandable because the haptic effect makes marketing measures more effective.

### Why are hapticals so important for brand communication?

People have a special relationship to objects. As babies we identify the world around us with our mouth, our hands and our feet. In this way, we learn that there are objects which do not belong to us – this results in the sense of our bodies and ourselves. With its hands, the baby identifies similar ob-



By their own account, the two authors Olaf Hartmann and Sebastian Haupt provide the first comprehensive description of the intended impacts of the haptic in multi-sensory marketing in their book entitled “Touch!” and say: “‘Touch!’ will allow you to understand marketing in a new way. You will learn how strongly the sense of touch subconsciously influences our perception and how essential the haptic is for your marketing success.” With current findings from the neurosciences, “Touch!” provides the psychology and perception research for “Aha” experiences, explains the great potential of multi-sensory marketing and makes it systematically applicable. From the neuropsychological fundamentals of the haptic, the authors Olaf Hartmann and Sebastian Haupt develop the practical ARIVA model and illustrate its action dimensions on the basis of numerous examples. Tangible application tips for hapticals, packaging, trade fairs, but also mobile media, television and printed advertising make the book a practical working instrument for all communication and product designer, promotional product consultants, agencies, brand managers and salespersons. “Touch!” appeared in the Haufe Verlag publishing house in 2014 and costs 39.95 euros; ISBN: 3648055097.



Hapticals are ideally suited for cross media campaigns.

ject characteristics, establishes categories and gains an idea of various objects. Later babies press the keys on the stereo system, drum with wooden blocks and solve their first macro puzzle – hence learning means/purpose relationships and connecting the world of things with emotions and associations: Warm cuddly blankets give a feeling of security, rough and sharp-edged surfaces feel unpleasant, smooth surfaces slip out of the hands. Through haptic exploration we learn how our world works. Objects also convey profound implications: Kings have demonstrated their authority with splendid insignia like the golden crown on their heads and a weighty sceptre in their hand. These objects made their authority genuine, tangible and, consequently, credible. From our holidays we bring

back souvenirs that we associate with fond memories. Although they are less valuable as objects, souvenirs mostly have a high subjective value because they condense complex experiences and memories into an object for us. When brands manage to convey their message with a haptical, they profit from the close relationship between human beings and objects that is anchored deeply in the psyche of each of us.

**Keyword “Psychology”: What effect do hapticals have on us humans?**

Hapticals satisfy our deeply rooted need for physical contact and also trigger a series of psychological effects that have an enormous effect on our judgements of brands and our behaviour – for example, the endowment effect: Whatever we hold in our hands and whatever we touch becomes part of our psychological possession, which means the subjectively perceived value increases. This then also applies to the brand associated with an object. Haptic characteristics continue to unconsciously radiate a sense of the perceived quality of an object and its benefits, all under the motto: What feels good is also good. This is the so-called knock-on effect. Subconscious haptic signals also stimulate our perception and our behaviour via the priming effect – for example, test subjects assess an applicant as being more competent when they are holding his resumé on a heavy – and not a light – clipboard in their hands; soft surfaces make us favourably disposed and less inflexible in decisions. The Tu effect states that our brain stores information more easily if we are moving or doing something when learning new information. The latter also influences our perception – for example, an arm movement towards our own body gives us a positive signal and therefore increases the acceptance and approval of new information and products. If a haptical is given as a present, the psychological mechanism of reciprocity then occurs, also referred to as the principle of reciprocity. The recipient would like to do something in return. If he cannot do this in material form,



**Hapticals dispose of sensual qualities and are genuine enhancers for marketing.**

at least he pays attention to his opposite number, entirely in the sense of “if you give me something, I will also give you something” – a survival strategy of our forefathers to prevent the relationship inevitably breaking down.

**So hapticals only work on the sense of touch?**

No, not only does a haptical communicate in a tactile way but also optically and with its function. Depending on the category, hapticals also appeal to the other senses: Taste, smell and hearing. Consequently, hapticals comply with the multi-sensory functioning of the brain and open a much larger sphere of association than purely visual or audio-visual messages. The orchestrated concert of the senses leads to the effect of multisensory amplification: Several senses together have a more powerful effect than each sense individually. With each additional, congruently addressed sense, the nerve cells in the brain

fire ten times more strongly – this means that the activity of the brain increases by 1,000 percent with each additional addressed sense. The sensory information penetrate into our subconscious, implicit system in the brain. This so-called autopilot processes 11 million bits per second. In contrast, our pilot, the explicit system, processes only about 40 bits a second – for example, you perceive only three to four words of this text consciously when reading. With the aid of your autopilot that has stored the entire statistics of your reading experience, you can nevertheless decipher the sense of complete sentences, “eevn wehn olny the frsit and lsat lt-teer of ecah word is at the rghit psoitoin.” A message that reaches the autopilot via a number of sensory channels is therefore always more powerful than a message that only reaches us via a single sense. Hapticals are the direct link to the autopilot because they are multi-sensory brand ambassadors.



### What does that mean in practice?

Ford conveyed the advantage of the expandable – extendible – loading area of its limited range of “Ranger Extreme” pickups with the aid of a matchbox, for example. Ford distributed five thousand boxes in bars where the target group – mostly craftsmen – enjoy spending their free time. Not only were the matches useful, they also demonstrated the benefits of pick-ups: The new Ranger Extreme was pictured on the outside of the matchboxes. When opening, the loading area of the vehicle extended because the sides of the inside box showed the extendible loading area that was carrying the load of the matches. More storage space at the flick of the wrist – the experience addresses the explicit and implicit objectives of the craftsmen in a humorous way: flexible and clever at the same time. The multi-sensory message it conveyed went down well: The “Ranger Extreme” was sold out a month ahead of schedule. Hapticals can also serve the explicit goals of the customers by communicating functional benefit promises as well as addressing implicit goals. The latter are motives hidden in the subconscious – the true purchasing motivators. On the basis of their sensory qualities, hapticals are also predestined for implicit communication. Jeep, for example, gave away climbing karabiners in outdoor shops, in the shape of the archetypal silhouette of a Jeep with the message “There’s an easier way to get there”. The heavy-duty karabiner was high-quality and functional – through the material and the functionality of the karabiner, the recipient became aware of the quality of a Jeep and its indirect value proposition: Freedom and adventure. Twenty percent of the recipients booked a test drive and experienced the promised feeling of freedom live on the test circuit.

### In other words, hapticals reinforce the effect of campaigns?

Hapticals are genuine enhancers for marketing – they function similar to an effervescent tablet that causes the water in the glass to sparkle. In order for a haptical to

increase the brand value, it must, however, be embedded in the brand strategy – like other advertising media too. For this reason, hapticals are never shown in isolation, but always as part of a trade fair appearance, a sales promotion campaign or an advertising campaign as the Hornbach hammer showed. In that case, hapticals unfold their full impact on the five action dimensions of the ARIVA model. Hapticals attract attention, fix messages in the memory and promote its recall, they give integrity to the brand and value proposition, increase the subjective value and provide motivation to act. The ARIVA model specifies the relevant questions that marketing experts should ask themselves so they can successfully plan, control and check the use of hapticals. In the book entitled “Touch! The haptic effect in multi-sensory marketing” that I published last year, together with the advertising psychologist Sebastian Haupt, in the Haufe Verlag publishing house, we show how marketing experts can optimally control the ARIVA dimensions without having to change their marketing at the same time. <



For more than 20 years **Olaf Hartmann** has concerned himself with the potential of the haptic in marketing and is one of the pioneers of multi-sensory marketing in Germany. He is active as a keynote speaker, author, product developer and consultant. Coming from international advertising of Bayer AG, Hartmann lectured for seven years at the IfB of the University of St. Gallen. In 1995, he established Touchmore, the first agency in Germany specialising in haptic communication. He is also Managing Director of the Multisense Institute for multi-sensory marketing. [Olaf.Hartmann@Touchmore.de](mailto:Olaf.Hartmann@Touchmore.de)  
[www.Touchmore.de](http://www.Touchmore.de)



**In human lives, the sense of touch connects emotions with associations.**





## PROMOTIONAL PRODUCTS IN THE AUTOMOTIVE TRADE

# INDIVIDUALITY IS THE KEY

Customers receive a wide variety of give-aways when they purchase a car. An online study examined customers' opinions of promotional products and presents: Promotional products and give-aways are definitely welcome by car buyers as long as the product idea is right and the present appeals to the respective buyer group in question.

Customers receive a wide variety of give-aways when they purchase a car, ranging from a flower bouquet or a bottle of wine to foot mats, winter tyres, or even smartphones or tablets. However what should the give-aways for car buyers look like so that the customer loyalty being strived for is achieved? The company HERMANN Fachversand GmbH searched for the answer to this very question in an online study by surveying 1,000 car owners. The findings show that give-aways in the automobile sector should be tailored to specific target groups in order to be fully effective.

### SUITABILITY IS MORE IMPORTANT THAN BEING EXPENSIVE

Only 21 per cent of those surveyed received a gift when they purchased their last car, although 86 per cent of the respondents were not able to name a concrete gift they would be particularly happy about. Only five per cent indicated that they do not have any interest whatsoever in receiving a promotional gift. The comparison between wishes and experiences is particularly interesting as they deviate from each other significantly. For example, flowers were received eight times more often than they were desired. Contrary to expectations, wine and sparkling wine were also not very

Generally speaking, car buyers like promotional products: customers get inspired and customer loyalty is promoted through well-conceived give-aways and suitable gifts

popular. USB-sticks, on the other hand, were desired fifteen times more often than they were received. They are equally popular among people from all income brackets.

### VALUE IS OF SECONDARY IMPORTANCE

The pure value of the give-away is less important than having a concrete connection to the car being purchased: 52 per cent of the gifts which the customer would be especially happy to receive cost less than 50 euros. In order to be well-appreciated, a gift must be well-conceived: customers perceive unimaginative gifts as being just as bad as cheap ones. At the same time, 60 per cent of the products that were named support the idea that a gift should be suitable for the car. Full tanks of petrol, inspections and car washes are gladly received as "thank-you" presents.

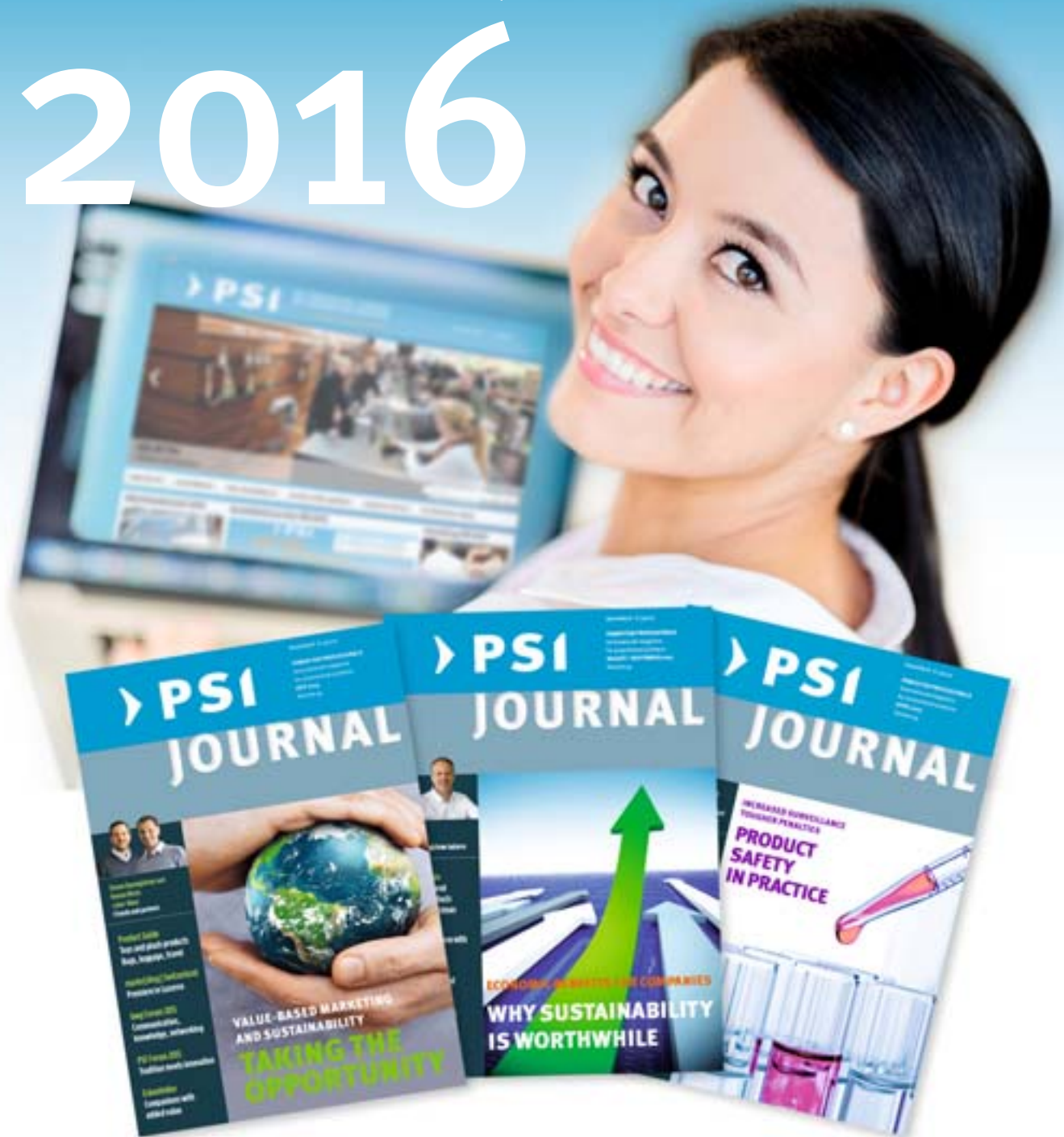
### SUBTLE DIFFERENCES

Furthermore, the respondents of the survey classified classic promotional products, such as parking discs, key cases or ice scrapers, as high among the popularity rankings. Age, sex and other opinion polling factors had a significant impact on how individual products were ranked. For example, wallets for identification cards received many "likes" in particular by the respondents with an income level between 2,500 and 3,500 euros, and memo holders proved to be almost twice as popular among Ford drivers in comparison to drivers of other car brands. Younger respondents liked promotional products more than older ones, women clicked "like" more often than men, and older buyers were usually more discerning. How a promotional product is perceived really depends upon the customer. Hence, their use should be "tailored" to the target group as much as possible. <

A full presentation of the study's findings is available as a free download at <https://www.hermann-direkt.de/studie2015>.

# ➤ PSI

# PSI Journal Media Guide 2016



## 1. PSI JOURNAL

### OVERVIEW

#### CIRCULATION BREAKDOWN

ø 4,000 German  
ø 4,000 English

#### PRINT RUN

Trade Show edition January 2016: extra-large print run  
Editions 02 - 12.2016 ø 8,000 copies

#### PUBLICATION FREQUENCY

Monthly, on 1st of each month

#### PRINTING MATERIAL (PDF, 300 dpi) to:

PSI Journal – Anja Heidbüchel  
e-Mail: [printing@reedexpo.de](mailto:printing@reedexpo.de)  
or via Kössinger FTP <ftp://91.223.141.70>  
User name: PSI  
Password: kikoga29

#### JOURNAL FORMAT

DIN A4, 210 mm x 297 mm (W x H)

#### YEAR

2016 is 55<sup>th</sup> year

#### PRICES

Advertising price list no. 47 is valid from  
1.9.15 to 31.12.16

#### PRINTING TECHNIQUE

Offset  
Printing in 80 raster  
ISO Coated v2

### PUBLICATION STRUCTURE

1. Trends & Brands
2. Focus
3. Journal
4. Promotional Product Guide
5. Sector
6. Business
7. Company
8. Portrait
9. New on the market
10. My PSI
11. Opinions
12. Classified ads
13. Coming up / Publication details

### EDITOR'S OFFICE:

#### PSI JOURNAL

c/o Edit Line Verlags- und Produktions GmbH  
Dekan-Laist-Straße 17, 55129 Mainz  
Phone +49 6131 9583 601 / +49 40 71667380  
e-Mail: [hoechemer@edit-line.de](mailto:hoechemer@edit-line.de)

#### EDIT LINE EDITORIAL TEAM

Editor-in-chief Manfred Schlösser  
Managing Editor Ursula Geppert  
Editor Martin Höchemer  
Editor Anke Zimmermann

Please note the deadlines for submissions  
in the topic plan for year.

#### EDITORIAL ARTICLES

- Include company name, PSI number and preferred issue with all submissions.
- Do not embed graphics/images in Word or Quark documents

#### TEXT FORMATS

DOC, PDF or RTF formats  
(800 characters including spaces)

#### IMAGE FORMATS AND RESOLUTION

EPS, TIF, JPG, PDF in 300 dpi

Showcasing of a product is free of charge, but cannot be guaranteed.



## 1. PSI JOURNAL

### 1.1. TOPIC PLAN FOR YEAR

Issue	Month	Product topic 1	Product topic 2	Date of issue	Copy dead-line	Deadline for ads	Deadline for publication documents
01/2016	January	New trade show products at PSI 2016		31.12.2015	6.11.2015	13.11.2015	20.11.2015
02/2016	February	Fan merchandise, sports and leisure	Calendars, clocks, measuring instruments	8.2.2016	16.12.2015	5.1.2016	8.1.2016
03/2016	March	Fashion, caps and accessories	Bags, luggage and travel	1.3.2016	15.1.2016	5.2.2016	8.2.2016
04/2016	April	Writing instruments and office	Sustainable and certified products	1.4.2016	19.2.2016	4.3.2016	8.3.2016
05/2016	May	Sweet and culinary delights	Cuisine and lifestyle	2.5.2016	18.3.2016	5.04.2016	8.4.2016
06/2016	June	Electronics and communications	Christmas and gift sets	1.6.2016	15.4.2016	5.5.2016	10.5.2016
07/2016	July	Toys and plush articles	Wellness and health	1.7.2016	16.5.2016	06.6.2016	10.6.2016
08+09/2016	August/September	Plastic, wood, leather	Paper, packaging and finishing	1.9.2016	24.6.2016	5.8.2016	9.8.2016
10/2016	October	Festivals and events	Corporate fashion, leisure and outdoor looks	4.10.2016	18.8.2016	5.9.2016	9.9.2016
11/2016	November	Summer and garden	Tools, car, security	2.11.2016	16.9.2016	5.10.2016	10.10.2016
12/2016	December	Giveaways	Premiums, brands and design	1.12.2016	17.10.2016	4.11.2016	8.11.2016
01/2017	January	New trade show products at PSI 2017		2.1.2017	7.11.2016	15.11.2016	22.11.2016

### 1.2. ADVERTISING PRICES - CLASSIFIEDS, SURCHARGES, PRICING SCALES

#### AD PRICES - CLASSIFIEDS

PSI Journal	Type area	b/w	b/w + red
1/4 page	100 mm x 127 mm 185 mm x 60 mm	<b>799</b>	<b>999</b>
1/8 page	90 mm x 61 mm	<b>255</b>	<b>319</b>
1/16 page	90 mm x 28 mm 42 mm x 61 mm	<b>199</b>	<b>249</b>
1/32 page	42 mm x 28 mm	<b>99</b>	<b>125</b>

#### AD PRICES - JOB VACANCY SECTION

PSI Journal	Type area		b/w
1/4 page	100 mm x 127 mm 185 mm x 60 mm	+ 1 month Online	<b>209</b>

#### SURCHARGE FOR JANUARY

Trade show edition, extra-large print run

- 1/1 page ..... 500
- 1/2 and 1/3 page ..... 300
- 1/4 page ..... 150

#### PLACEMENT SURCHARGES

- Language change (different adverts for German and international versions) ..... 263
- Inside front cover ..... 305
- Inside rear cover ..... 305
- Rear cover ..... 410
- Placement outside, right ..... 105

#### PSI JOURNAL PRICING SCALES

%

- 3 adverts 3 % discount
- 5 adverts 5 % discount
- 10 adverts 10 % discount
- more than 10 adverts ... on request

All prices are given in EUR, VAT not included

## 1. PSI JOURNAL

### 1.3. ADVERTISING PRICES - ADVERTS

PSI Journal	Format	Bleed	Type area	4c price
	2/1 page	Per page: 210 mm x 297 mm plus 3mm		<b>3,677 *</b>
	1/1 page	210 mm x 297 mm plus 3mm		<b>2,138 *</b>
	"Twin-Set" 2 x 1/2 page per issue	Per ad: 210 mm x 145 mm plus 3mm		<b>2,138 *</b>
	2 x 1/2 page per issue	Per ad: 100 mm x 297 mm plus 3mm		<b>2,138 *</b>
	1/2 page	Landscape (W x H): 210 mm x 145 mm plus 3mm	Landscape (W x H): 185 mm x 127 mm	<b>1,571 *</b>
		Vertical (W x H): 100 mm x 297 mm plus 3 mm	Vertical (W x H): 90 mm x 260 mm	
	1/3 page	Landscape (W x H): 210 mm x 95 mm plus 3 mm	Landscape (W x H): 185 mm x 83 mm	<b>1,454 *</b>
		Vertical (W x H): 70 mm x 297 mm plus 3 mm	Vertical (W x H): 58 mm x 260 mm	
	1/4 page	Landscape (W x H): 210 mm x 70 mm plus 3 mm	Landscape (W x H): 185 mm x 60 mm	<b>1,313 *</b>
		Vertical (W x H): 100 mm x 145 mm plus 3 mm	Vertical (W x H): 90 mm x 127 mm	
	1/8 page	–	Landscape (W x H): 90 mm x 61 mm	<b>419 *</b>

Please note the deadlines for submissions in year plan.

\* b/w prices = 4c prices minus 40%  
All prices are given in EUR, VAT not included

### CONTACT PERSON



Senija Menzel  
Sales Manager  
Phone +49 211 90191-114  
senija.menzel@reedexpo.de



Thomas Passenheim  
Sales Executive  
Phone +49 211 90191-150  
thomas.passenheim@reedexpo.de



## 1. PSI JOURNAL

### 1.4. SPECIAL ADVERTISING FORMATS

#### BOUND INSERT (EXCLUDING PRODUCTION COSTS)



Issues 02 - 12/2016, 2-sided .....	2,900
Trade show issue 01/2015 .....	3,900
Issues 02 - 12/2016, 4-sided .....	4,500
Trade show issue 01/2015 .....	5,500

#### GLUED INSERT



e.g. postcards, product samples etc. on request  
e.g. 1/4 page vertical, 4c Euroscale + small  
tip-ins 80 x 80 mm (W x H), excluding production costs

Issues 02 - 12/2016 .....	2,500
Trade show issue 01/2016 .....	3,500

#### BANDEROLE (INCL. PRODUCTION AND PROCESSING)



Open format, approx. 480 mm x 155 mm (W x H)

Issues 02 - 12/2016 .....	3,500
Trade show issue 01/2016 .....	4,500

#### BOOKMARKS (INCL. PRODUCTION AND PROCESSING)



Format approx. 55 mm x 165 mm (W x H)

Issues 02 - 12/2016 .....	3,500
Trade show issue 01/2016 .....	4,500

#### GATEFOLD



Open format, left-hand fold-out, 105 mm x 297 mm (W x H),  
large middle page, 207 mm x 297 mm (W x H), right-hand  
fold-out, 110 mm x 297 mm (W x H)

Issues 02 - 12/2016 .....	5,000
Trade show issue 01/2016 .....	7,000

All prices are given in EUR, VAT not included

Other special advertising formats on request.



## 1. PSI JOURNAL

### 1.5. INSERTS FOR PSI JOURNAL

Inserts possible up to max. DIN A4.  
We require a product sample before taking the order.  
No discounts or AE commission are given on special advertising formats and/or inserts.  
We would be happy to undertake print production for your special advertising formats if requested.

Delivery 2 weeks before publication date, at your own cost, to:  
**Helmut Sturm**  
c/o Kössinger AG  
PSI Journal Edition xx/2016  
Fruehaufstraße 21, 84069 Schierling  
Phone +49 9451 499-0

#### TARGET GROUP: PSI DISTRIBUTORS

Segments	Price of inserts up to 20 g / placement	Price of inserts up to 50 g / placement
Distributors D-A-CH	950	1,350
Distributors: International (excluding D-A-CH)	1,100	1,650
All distributors	2,150	3,150

#### TARGET GROUP: PSI SUPPLIERS

Segments	Price of inserts up to 20 g / placement	Price of inserts up to 50 g / placement
Suppliers D-A-CH	750	1,150
Distributors: International (excluding D-A-CH)	650	1,050
All suppliers	1,300	2,150

#### TARGET GROUP: PSI DISTRIBUTORS + PSI SUPPLIERS

Segments	Price of inserts up to 20 g / placement	Price of inserts up to 50 g / placement
Total circulation	3,300	5,100

### 1.5. INSERTS FOR PSI NEW PRODUCTS BAG

Special rate for inserts up to 40 g in the New Products Bag for the PSI Trade Show 2016, Düsseldorf, 13 - 15 January 2016

2,575

All prices are given in EUR, VAT not included

## 2. PSI JOURNAL ONLINE

### ONLINE SURCHARGES IN CONJUNCTION WITH ADS IN THE PRINTED VERSION OF THE PSI JOURNAL



Linking the Web address  
in the advert to the landing page of  
the advertiser landing page of the  
advertiser

98

Integration of video content  
and podcast

270

Integration of a 360°  
product visualisation

650

# Für Planer, die nichts dem Zufall überlassen.

Verlässliche Messedaten  
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.

[www.fkm.de](http://www.fkm.de)

## Imprint:

PSI Promotional Product Service Institute  
Reed Exhibitions Deutschland GmbH  
Völklinger Straße 4  
40219 Düsseldorf  
Germany

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

Managing Director  
Hans-Joachim Erbel  
Michael Freter  
André Weijde

PSI Managing Director  
Michael Freter  
Phone +49 211 90191-0

Project Manager Publishing  
Head of Advertising Sales  
Anja Heidbüchel (née Späker)  
Phone +49 211 90191-115  
e-Mail [verlag@psi-network.de](mailto:verlag@psi-network.de)

Düsseldorf District Court  
HRB 28688  
Munich Tax Office  
Tax Reference Number 143/822/16879  
VAT ID: DE 119434226 24

Deutsche Bank AG  
IBAN: DE05 3007 0010 0105 5706 00  
BIC: DEUTDE33XXX



# Cooler Ideen für heiße Zeiten!

**WORK  
LIFE  
FUN  
2015**



Der Schneemann mit Solarfeld liebt die Sonne und bringt Ihr Weihnachtsbusiness in Schwung.



FROST | 56-041 0207



**Unser WORK-LIFE-FUN-Versprechen:  
Ihre Kunden werden einfach dahinschmelzen.**

Cooler Neuheiten zum Jahresendspurt finden Sie im neuen Christmas Special 2015. • Ab sofort verfügbar, bestellen Sie jetzt.

Tel.: +49 421-5227-0 • Fax: +49 421-5227-403 • Oder unter [www.promotiontops.com](http://www.promotiontops.com) anfordern!

**INSPIRION**  
► TRADING IDEAS

**TOPICO**



# AUTUMN, CHRISTMAS

## A CORNUCOPIA OF PRODUCTS

The cornucopia is a mythological symbol of happiness mainly associated with the harvesting time of autumn. We have therefore chosen numerous new products from the cornucopia of the industry that promise a prosperous promotional harvest as the year draws to a close.

**T**he so-called end-of-year business is of central importance, especially for the world of representational advertising. The Christmas season is, so to speak, the culmination of all business activities. It is the time of the great and small, the eye-catching and discreet, the high-end as well as inexpensive tokens of appreciation; the time in which business-driven gifts are likely to achieve the greatest impact in their special ambience. Regardless of other occasions or specific marketing campaigns, promotional products used in the Christmas period target the emotional components of the Advent weeks and the subsequent public holidays when the hustle and bustle of the rest of the year comes to a standstill for a brief moment. It is in this atmosphere that the effects of likeable promotional products unfold with the greatest impact and often develop their most sustainable powers. On this occasion, we have compiled „a cornucopia“ of new product ideas which your very own special Santa Claus can now send to your customers with a clear conscience.







## A MINI SIZE WITH MAXIMUM EFFECTIVENESS

Jung's smallest product is making the biggest impact: the XS Advent calendar, which comes filled with either 24 Brandt or Gubor crispy chocolate balls (white chocolate or mixed with dark chocolate), is sure to attract lots of attention. The practical and inexpensive "countdowner" comes inside a full-sized cardboard cover, which can feature four-colour digital printing for a minimum order of only 330 units. The company being advertised on the calendar will surely gain the trust and support of the recipients with the popular brand name Brandt and Gubor chocolates. The XS Advent calendar is guaranteed to be a real hit, regardless of whether it is used as a giveaway for any occasion, as a mailing supplement, or as a Christmas card, which arrives before 1 December. Samples can be requested from Jung.

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



## A FRAGRANT ADVENT SEASON

The fragrant candle & Advent calendar from Kundenpflege Wellness & Care contains 24 fragrant tea lights (without the tea light holder pictured), which will keep surprising recipients every day as a very special small gift for either the office or home. There is a special scent to satisfy everyone's preference: Christmas, flowery or fresh. The standard version of the calendar, which comes with one of two different motifs, is in stock. The cardboard packaging can be personally designed for a minimum order of 500 units.

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

# DIE KALENDER WELT

Bildkalender  
Organisationskalender  
Terminkalender  
Notizbücher



## Gute Aussichten mit Arti Kalender

Unser Programm 2016 bietet für jeden Anlass den richtigen Werbeimpuls.



**arti**  
group 1873

arti kalender & promotion service

Arti Kalender & Promotion Service GmbH  
Carl-Bertelsmann-Straße 161 K | 33311 Gütersloh  
Tel.: +495241 80-88899 | Fax: +495241 80-9525  
E-Mail: info@arti-group.de  
www.arti-group.de





## NICE AND SOFT

**T**he baby neckerchiefs from sigikid make for very smart little gifts. The neckerchiefs are made out of 100 per cent cotton and are 30 by 11 cm in size. They are nice and soft, and have a Velcro fastener. They are easy and practical to use for preventing stains. The material of the neckerchiefs is certified and the sigikid neckerchiefs are available in the standard colours of red, blue, beige and white.

48311 • sigikid – H. Schnarrer & Koch GmbH & Co. KG • Tel +49 9201 70129  
[anja.deroni@sigikid.de](mailto:anja.deroni@sigikid.de) • [www.sigikid.com](http://www.sigikid.com)



## HIGH LUMINANCE

**T**he six-piece Lichtkraft-brand professional LED light set includes a plastic torch (flashlight), a holder for any commercially available handlebar, a universal lamp made out of silicon, an aluminium karabiner and a nylon bum bag. It is splash-proof and weather-resistant and will win people over with its elegant design and high-quality workmanship. The torch can be easily turned on and off by pushing the press button on the base. A zoom function (rapid zoom) shines the beam up to 200 metres. The average lifespan is about 30,000 hours. The universal lamp features a red high-performance LED and a 2-way function switch (high power, flash). Batteries come included.

47203 • Krüger & Gregoriades Im- & Export GmbH • Tel +49 40 731021-80  
[info@kg-hamburg.de](mailto:info@kg-hamburg.de) • [www.kg-hamburg.de](http://www.kg-hamburg.de)



## A DIFFERENT KIND OF PACKAGING

**I**t is a very smart idea to put the special spices needed for making the popular spiced wine drink inside a test tube container. Multiflower is selling this type of spice container with 6 grams of spices, which is the exact amount of spices needed for making spiced wine; it doesn't contain any glutamate and can be closed with a screw top. It can also be refilled again once it is empty. There is space for placing an advertising imprint on the standard motif of the test tube's little tag. The tag can feature a personal design for a minimum order of 250 units.

45974 • Multiflower GmbH • Tel +49 6223 866560  
[info@multiflower.de](mailto:info@multiflower.de) • [www.multiflower.de](http://www.multiflower.de)

-Anzeige-



# Promotion with brands!

*Sweet advertising impact!*

Sweet advertising from a  certified producer

*Lindt*

*Lindt*  
LINDOR

Ritter  
SPORT

FERRERO  
KÜSSCHEN

MON  
CHERI

DEXTRO  
ENERGY

kalfany

Pulmoll

## Advent Calendars – 24 days the focus of your customer!

### A5-Cover Advent calendar

→ 24 doors, 146 x 207 x 12 mm

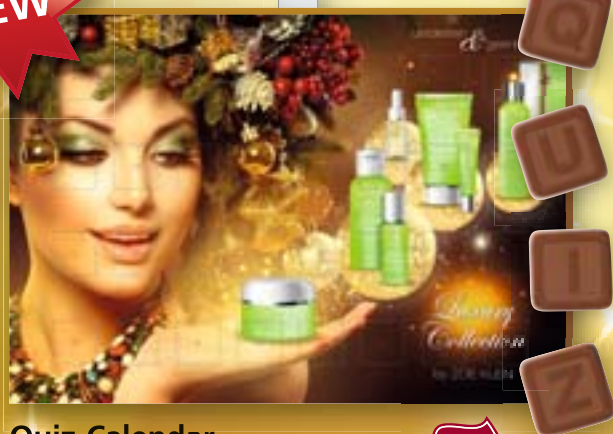
**PROMOTION  
TOP SELLER**



UTZ  
Certified  
cocoa

German Quality  
Germany

**NEW**



### Quiz-Calendar

→ 32 doors, 346 x 248 x 10 mm

UTZ  
Certified  
cocoa



### Multi-fill Advent calendar

→ 24 doors, 346 x 248 x 10 mm

Ritter  
SPORT

**NEW**



### Lindor Praliné Advent calendar

→ 24 doors, 227 x 165 x 23 mm

*Lindt*  
LINDOR

 **Süße  
Werbung**  
Quality + Impact



We would be glad to give  
you more information.  
Sales hotline: 0049 7643/801 - 17

Kalfany Süße Werbung GmbH & Co. KG  
Holzmattenstraße 22, D-79336 Herbolzheim

[www.ksw24.eu](http://www.ksw24.eu)





## A WARM STAR AGAINST THE BITTER COLD

Inspirion is selling the “Warm Star” hand warmer, which is highly recommended for the upcoming winter. The warm star is finally putting an end to cold hands. It gives off approximately 20 minutes of warmth after the small metal tab is folded back and the star-shaped gel pad is kneaded. The hand warmer can be reused and should be placed in very hot water for five minutes before using it again. This handy pocket warmer weighs approximately 62 grams and fits perfectly inside a jacket pocket. The hand warmer is also for sale in the shape of a heart in the Special Christmas Catalogue 2015.

42907 • Inspirion GmbH • Tel +49 421 52270  
[info@inspirion.eu](mailto:info@inspirion.eu) • [www.inspirion.eu](http://www.inspirion.eu)

## OPEN UP NEW OPPORTUNITIES

The tasty sesame slice from Jung Bonbon is a great way to advertise with a snack that lives up to several current trends at the same time: it is vegan, gluten-free and lactose-free –which are all qualities which speak to consumers in young and modern target groups who are making conscious nutritional choices. This feel-good little snack can be used as a free gift with purchase, a giveaway at events or as a promotional product at a PoS. The sesame slice comes either in a white or transparent foil, which can be personalised using 4c digital printing. You can request more information and samples of this product directly from Jung.

41545 • Jung Bonbonfabrik GmbH & Co KG • Tel +49 7042 9070  
[zentrale@jung-europe.de](mailto:zentrale@jung-europe.de) • [www.jung-europe.de](http://www.jung-europe.de)



– ADVERT –

1 ADDRESS. THOUSAND CONTACTS.

➤ PSI

THE LEADING EUROPEAN TRADE SHOW OF  
 THE PROMOTIONAL PRODUCT INDUSTRY  
 13<sup>th</sup> – 15<sup>th</sup> JANUARY 2016 DUSSELDORF

# BOOK

YOUR TICKET NOW!

Reed Exhibitions

[www.psi-messe.com/ticket](http://www.psi-messe.com/ticket)



Im Wasser spiegelt  
sich das Leben!



Es gibt kein Leben ohne Wasser. Deshalb  
fängt der Schutz unserer Natur und unserer  
Umwelt immer auch beim Wasser an.

Helfen Sie uns dabei!

Unsere 60-seitige farbige Broschüre „Naturstoff Wasser“  
erhalten Sie gegen Einsendung von 7 Briefmarken á 0,55 €.  
Weitere Informationen finden Sie unter [www.vdg-online.de](http://www.vdg-online.de)



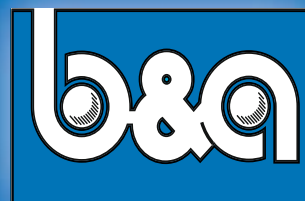
**Vereinigung Deutscher Gewässerschutz e.V.**

Königswinterstr. 829 • 53227 Bonn • Tel. 02 28/37 50 07

**fischertechnik** 

**fischerTiP** 

**Kreative, innovative und spielerische  
Produkte speziell für den  
Werbemittelmarkt brauchen  
starke Partner!**



Seit 1987

b&a Vertriebs GmbH • Dammstraße 4 • 74360 Ilfsfeld • Tel: 07062 / 978910 •  
Fax: 07062 / 9789120 • E-Mail: [gauger@b-und-a.com](mailto:gauger@b-und-a.com)

zündende Ideen  
für Ihre Werbebotschaft



**Plattner**

A-6063 Innsbruck • Steinbockallee 9

Telefon 0043 (0)512/264064 • Fax 0043 (0)512/266494

[office@kp-plattner.at](mailto:office@kp-plattner.at) • [www.kp-plattner.at](http://www.kp-plattner.at)

## A WARM POWER SOURCE

**T**he Hot Power powerbank from Topico can recharge smartphones and iPhones if the battery runs low while you are out and about. This portable recharging station makes it feasible to use your mobile devices all the time, even if you aren't near an electrical socket. This bundle of energy will impress you with its powerful 2200 mAh lithium-ion battery. The powerbank has an input power of 5 V and an output power of 5V/1000 mA. A device can be recharged using the USB cable which comes included. What is more, the powerbank can also be used as a hand warmer, and it gives off heat for up to three hours (approximately 45 degrees). The external heat function can be turned on very easily. With just a touch of a button, you can switch from the powerbank to the hand warmer mode.

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



## SNOW SHOVEL WITH MOTIF

**T**he company soliwood is selling a snow shovel with a motif called "solid by nature", which is made out of artificial resin compressed wood. This shovel is a high-quality tool from abraxa business network which has been tried and tested in the market for many decades. The twelve layers of beech rotary peeled veneers are impregnated with artificial resin and are pressed into shape under very high heat and pressure. It creates an extremely hard and nearly homogenous material, which is very hard-wearing. The snow pusher does not need a metal edge and will retain its hardness and durability, and keep its shape as on the very first day. Decorations and motifs can be freely selected, formed and pressed onto the product as a decoration overlay together with the veneer bundle in one production step. According to the manufacturer, this will prevent the motifs from peeling off when they get wet or are subject to mechanical strain while being used.

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



## EXTRAORDINARILY DECORATIVE

**T**he Plexi Keychain made in Poland is an eye-catching and extraordinarily decorative keychain in any shape and size. Excellent product for your company promotion and Christmas tree decoration at the same time. A keychain pendant with double-sided full colour print. Plexiglass inside with 2 epoxy stickers on both sides. If desired, a customer may choose different designs for each side. Any shape possible. Several fastenings available: snap hook, chain with a ring, cord. Short production time: 5 to 15 business days depending on quantities.

48797 • A&J • Tel +48 32 7520090  
reklama@firma-aj.com.pl • www.brelok.pl





**URGENT  
CLEAN  
WATER  
APPEAL**

A simple drink of water kills a child every 20 seconds in the developing world. With no supply of clean water, they have no option but to take their chances.

But by giving just £5 to Just a Drop, you can help stop these needless deaths from waterborne diseases – and bring life-saving water to children like Eva. We've already helped over a million people, but millions more need us.

Please make the next 20 seconds count – donate £5 to Just a Drop.

# SAVE A LIFE NOW

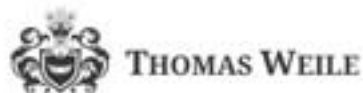
Text **JADH20 £5** to **70070** to donate today.

Or call **020 8910 7981**

Or visit **www.justadrop.org**



Texts are charged at your mobile phone operator's standard rate. The charity will receive 100% of your donation. You must be 18 or over and please see the full paper's permission. For full terms and conditions, and more information, please visit: [www.justgiving.com/info/terms-of-service](http://www.justgiving.com/info/terms-of-service)  
Registered Charity Number: 1150505



**PSI**

PSI Nr. 49345

## Visitenkartenboxen

Sie sind Händler und geben Sie eigene Kataloge aus? Suchen Sie attraktive Artikel und einen Lieferpartner mit großem Lagerbestand? Wir bieten verschiedene Möglichkeiten der Lieferantenpartnerschaft für Kataloghändler, angefangenen von einzelnen Bild- und Produktbeschreibungen bis hin zu ganzen Themenwelten und kompletten Katalogen. Immer alles rund um Lederwaren.

Beispiel aus Kunstleder und Metal - Visitenkartenboxen auch im repräsentativen Querformat. Prägung oder Gravur möglich. Alle Farben kurzfristig lieferbar. Schon ab 1 St. ab EUR 1,40.



T.W.Lederverarbeitung GmbH, Gutzkowstrasse 30, D-01069 Dresden, [www.thomasweile.de](http://www.thomasweile.de), [verkauf@thomasweile.de](mailto:verkauf@thomasweile.de), +49 351 8732 4407



Mathilda Kuchen im Glas - Martina Sulzmann-Schilling & Groth GbR - Alte Str. 4 - 63791 Karlstein am Main, Germany - [www.mathilda-glaskuchen.de](http://www.mathilda-glaskuchen.de) - [info@mathilda-glaskuchen.de](mailto:info@mathilda-glaskuchen.de)

## Brauns-Heitmann GmbH & Co. KG

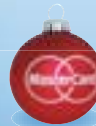
Mrs. Birgit Müllner  
Lükefeld 15  
D-34414 Warburg

Phone: +49.5641.95481  
[birgit.muellner@brauns-heitmann.de](mailto:birgit.muellner@brauns-heitmann.de)

# Christmasballs with Logo!

**Weihnachtskugeln mit Logoaufdruck!**  
**Boules de Noel avec logo!**

**Made in  
Germany**



**BRAUNS HEITMANN**

[krebs-logo.de](http://krebs-logo.de)





*Lindt*



## SWEET ANTICIPATION

**M**agna sweets has added a new brand to its Christmas product line: Lindt chocolates. Three individual Advent calendars with high-quality contents are waiting to be discovered. The smallest of the Advent calendars (225 x 167 x 10 mm) is filled with 24 delicious treats made out of fine milk chocolate, and it can be used both as a table calendar as well as a wall calendar. The Hello Mini Calendar (270 x 24 x 342 mm) is slightly larger in size and comes with 24 individually wrapped chocolate sticks with the flavours caramel brownie, crunchy nougat, cookies and cream and strawberry cheesecake. There are 6 sticks of each flavour hidden behind the little doors. Both calendars can be given a customised personal design. Anyone who is looking for something really special for his customers will be delighted with the Lindt Advent box. The large cardboard box can have a personalised imprint placed on it and inside there are 24 small little cardboard packages with a standard design which also contain the Hello mini sticks.

41617 • Magna sweets GmbH • Tel +49 8146 99660  
info@magna-sweets.de • [www.magna-sweets.de](http://www.magna-sweets.de)



## TREKKING STYLES FOR A GOOD MOOD

**W**hen the leaves start changing colour and the sun delights us with the last warm rays of the year, people love to spend time outdoors. It's time for them to recharge their energy for the upcoming winter. The James & Nicholson and myrtle beach brands are the ideal companions for experiencing nature at its best. The Trekking Collection at Gustav Daiber GmbH stands for light, functional apparel with a cool design and a "all-weather guarantee", because the wind and weather won't discourage people anymore from trekking outdoors, thanks to the special materials and variety of different styles. Taking a look at the latest Trekking Special Interest Catalogue is sure to be worthwhile. The Trekking Collection from myrtle beach and James & Nicholson is just as diverse as nature itself. All of the products are guaranteed to impress you with their functionality, design and style; they include cosy and warm fleece hoodies, lightweight jackets and vests, which can be folded up and made small when needed, durable zip-off pants as well as caps and hats. There is a new traveller hat, which is perfect for anyone who wants to go on a tour outdoors because its sturdy paper material with a plaited appearance is very light and breathable. What is more, the elastic sweatband on the inside of the hat makes it even more comfortable to wear. All of the new hats feature a hat band that can be given personalised finishing and can be easily detached all the way back to the centre of the hat.

42819 • Gustav Daiber GmbH • Tel +49 7432 70160  
info@daiber.de • [www.daiber.de](http://www.daiber.de)

# Weihnachtsverpackungen

Setzen Sie auf Individualität!



Für Sie fertigen wir individuell gestaltete Tragetaschen und Geschenkverpackungen nach Ihren Wünschen. Ab 500 Stück, 4-farbig.





## Die feinsten süßen Werbeartikel



## Schokoladengenuss und viele weitere Süßwaren



**Kaiserstuhl Chocolaterie  
GmbH & Co. KG**  
Ersteiner Str. 10a  
79346 Endingen  
Tel. +49 (0) 7642 90 00 90  
info@kaiserstuhl-chocolaterie.de  
www.kaiserstuhl-chocolaterie.de



## FESTIVE GREETING

**C**hristmas spirit is effectively spread to customers with felt pendants, which stylishly decorate gifts, Advent wreaths and Christmas trees. happyROSS produces these inexpensive and popular products in different shapes, sizes and colours according to individual preferences. Depending on the complexity, a logo can either be added via embroidery, hot stamping, punching or printing. Whether supplied loose or in a set with a little card: the Christmas greeting will be well-received by customers.

44954 • happyROSS GmbH • Tel. +49 4532 2805-0  
info@happyross.de • www.happyross.de

## EYE-CATCHER ALL YEAR ROUND

**W**ith its desktop calendar, Hilarius Design presents an expressive, long-lasting promotional tool that features an innovative fixation system. Thanks to the click system, which is unique worldwide according to the company, it's possible to send the extraordinary desk calendar made of environmentally friendly cardboard flat in an A5 envelope. The recipient can assemble the calendar in just a few easy steps and attach it via the newly developed click system. Thanks to its compact size and the entirely new method of fixation, the desk calendar makes an ideal mailing insert. Furthermore, it can also be used as a cost-effective giveaway or as a welcome gift idea at Christmas or New Year.

49502 • Hilarius Design • Tel +31 6 24 673620  
info@hilariusdesign.com • www.hilariusdesign.com







## SCRUMPTIOUS CAKES

**T**he theme cakes from Global Innovations are the ideal present for any occasion, such as trade shows, events and anniversaries. What is more, they are also the perfect gift for employees or customers, and are ideal Christmas presents. They can also come in customised shapes and be finished with creative pictures or a photo print. The high-quality theme cakes are available as either a vanilla cake with raspberry or lemon filling, or as a chocolate cake with a chocolate or cherry filling. In addition to the theme cakes, there are also individual cupcakes, tarts, brownies or macaroons for sale which can be imprinted. Because the baked goods are prepared fresh on a daily basis and are sent out directly on the same day, they are non-perishable for at least 10 days without refrigeration.

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

## FROM THE HEART

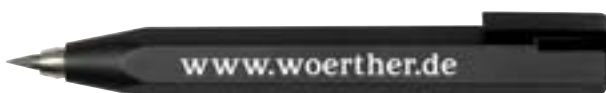
**E**very key can do with a charming guardian angel like "Valerie". The heart, made of matt chrome-plated cast metal, radiates with the power of real crystals – made with Swarovski Elements. Advertising is applied via engraving on the back of Valerie's head and is without charge for orders of 100 pieces or more.

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



-Advert-

**SHORTY**  
MADE IN GERMANY



**Minifeet**  
Kuscheln mit Qualität



Mein Name ist

**Bär,  
Bodo Bär**

Mit der Lizenz  
zum Kuscheln



Schadstoff-  
geprüft  
Sicherheit

www.tuv.com  
ID 0000039873

**mbw**

mbw Vertriebsges. mbH  
Tarper Str. 2 | 24997 Wanderup  
www.mbw.sh

*reisen<sup>thel</sup>.  
my everyday hero*



reisen<sup>thel</sup>  
**ORIGINAL**

carrybag®  
wool



## WORKS OF ART FOR THE TREE

**W**hat goes better with Christmas than the traditional Christmas bulb? And everyone has pleasant associations connected with them. Brauns-Heitmann is offering high-value glass bulbs and flawless workmanship. And the focus is on the issue of "adherence to delivery dates". Thanks to many years of experience producing Christmas bulbs with logos, the company has a great deal of expertise to draw on. There are more than fifty different colours, three sizes and many different packaging possibilities to choose from. Every logo can be accommodated. From single-colour lettering up to a five-colour picture. Of course, single-colour printing can also be finished in glitter. The delivery time amounts to roughly three weeks (including in the months starting with October). A bulb simulation and sample package are delivered free of charge. New at Brauns-Heitmann this year are also individual glass shapes. These little works of art are made in Europe, and are blown and decorated by hand. This turns the logo into a three-dimensional sensation for the Christmas tree. A picture of the motif is all that is required.

46905 • Brauns-Heitmann GmbH & Co. KG • Tel +49 5641 95481  
[birgit.muellner@krebs-xmas.de](mailto:birgit.muellner@krebs-xmas.de) • [www.brauns-heitmann.de](http://www.brauns-heitmann.de)





## THE ADVENT CALENDAR TIN

**E**motion factory is presenting a creative and innovative Advent calendar in the shape of a tin can. The current date is written directly on the tin can with the small red magnetic ring. Four Christmas-themed baking shapes come inside these stylish giveaways. The top can be given a fully customised design using digital printing. The minimum order required is 250 units. A wide variety of design templates are available for giving the tins an impressive Christmas design. Just send the emotion factory team your request for the current Christmas pdf.

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



## A CHRISTMAS SCENT FOR THE CAR

**T**he Polish company Scent of Europe has specialised in promotionally effective air fresheners for cars. The light-weight, small advertising mediums are perfectly suitable for mailings and targeted giveaways at any occasion – of course, also for Christmas. They can be made in any shape and colour imaginable and can be furnished with a special logo or advertising message. More information and details are available from the company's customer service representatives.

48369 • Scent of Europe • Tel +48 793 777676  
info@scentofeurope.com • www.scentofeurope.com

# !!! Think !!!

# BIG



# P. COLLECTION



F. Pecher GmbH | Fabrik für Schreibgeräte  
info@pcollection.de | www.pcollection.de  
Fon: ++49 52 22/94 20 0 | Fax: ++49 52 22/94 20 22



# Myto, a first class range of products from Pure Italian Style



element



Stilolinea offers you a rich collection of elegant gift pens, stylish designed at a very competitive price. Myto is the pleasure to present your own brand through a perfect article with its sinuous lines, fluid and smooth writing.

The customization of the elegant clip and the large barrel surface will enhance the power of your unforgettable message.

  
**stilolinea®**  
THE ITALIAN HEART OF WRITING

PURE ITALIAN DESIGN

MADE IN ITALY



STILOLINEA - Via Toscana, 26  
San Mauro t.se (TO) ITALY  
Ph +39 011 2236350  
Fax +39 011 2236337  
info@stilolinea.it - www.stilolinea.it



## NOT ONLY FOR SANTA CLAUS

**R**aising the Christmas spirit in customers early – this can easily be achieved with the Santa Claus hat from Yink. According to the supplier, the hat is “an absolute bargain and an attention-grabber in the fiercely contested Christmas business”. The promotional message can be applied using a variety of printing techniques onto the white front strip. The Yink service team is pleased to provide advice in this respect. In this way, customers can link their corporate identity with the spirit of Christmas and make the frosty season a little more serene.

48779 • Yink – sprd.net AG • Tel +49 3413929440  
service@yink.com • www.yink.com



## AUTUMN = TEA TIME

**A**DV PAX has the perfect tin to suit every tea. In the newly released complete catalogue customers will again find many new possibilities to package and optimally protect valuable teas from light, heat, moisture and foreign odours. What's more, the flavour and fragrance of the tea are preserved. The company offers a wide range of options in terms of shape, colour and size. Regardless of whether round or rectangular, large or small, bare, single-colour or with a design, there's something to match every taste – and the minimum order quantities are low. All tins are food-safe, of high quality and inexpensive. Starting at orders of 2,000 pieces, ADV PAX also produces individual tea tin creations in consultation with the customer, true to the motto: “Good packaging is the best and most effective advertising for your product”.

46850 • ADV PAX Lutec Vertriebs GmbH • Tel +49 7123 380070  
info@adv-pax.de • www.adv-pax.de



## ON ITS WAY BY BOTTLE POST

**P**leasure, joy, socialising – a bottle of wine is all of these things. And the novel drip catcher, the new summer product by Troika, turns it into a personalised gift. Simply place the metal ring on the bottle, choose one of the six supplied cards, add a few words, attach it, and the bottle post is on its way. The design is the brainchild of Manfred Make-donski. Advertising is applied to the ring via engraving and upright on the card holder. Engraving is free for orders starting at 100 units.

46311 • Troika Germany GmbH • Tel +49 2662 95110

a.bauer@troika.de • www.troika.org



## A PORTABLE LOGO LIGHT

**T**he company ballprint is now also selling an inexpensive version of the "Profi" pocket torch, which has already been featured in its product line: the mini LED pocket torch with a logo projection. It is perfect to use because the keyring is 8 cm long and only weighs 15 grams. The mini version comes in a variety of different standard colours. Special colours can be realised upon request. A multi-colour imprint and the colour projection of a logo allow any advertising desired to shine day or night.

48636 • ballprint gmbh • Tel +49 40 30059139

info@ballprint.de • www.ballprint.de

# Welches Werbemittel schafft das?

## Persönlich Individuell Einzigartig



\* ab Einzelstück möglich

\* Hochwertiges Glas

\* Verblässen nie möglich

\* von 2D Fotos 3D möglich

\* Neueste Lasertechnologie

\* Preise immer:

inkl. Geschenkverpackung

inkl. aller Laserarbeiten

keine Einrichtungsgebühr

Individualisierung immer möglich



Fordern Sie Ihr Angebot an!

# LASERPIX

DAS PERFEKTE GESCHENK

Niki-de-Saint-Phalle-Promenade 56 30159 Hannover

Tel: 0511 370 1 80 80 • Fax: 0511 370 1 80 81

Mobil 0163 33 27 666

info@laserpix.de • www.laserpix.de





## LIGHT IT UP

**T**he LED light from Nestler-matho N-m 290 is the perfect accessory for laptops, PCs and powerbanks. With its flexible neck it is guaranteed to cast powerful light into the dark season and, at its light 15g, is the perfect companion, whether it's in the office, on the move or for home. A promotional message measuring 25 x 4 mm can be affixed to have a high impact onto the metal surface of the LED light. This high-quality product is delivered in chic individual packaging with viewing window – perfect for presentation on the customer gift table.

41816 • Nestler-matho GmbH & Co. KG • Tel +49 7221 2154-0  
[info@nestler-matho.de](mailto:info@nestler-matho.de) • [www.nestler-matho.de](http://www.nestler-matho.de)

## COME IN ITALIA

**T**he “Olive Tomato Panini Rolls” baking mix, offered by Teutoburger, is contained in a large, decorative canning jar and is large enough for approx. 35 bread rolls. Preparation recommendations are enclosed. In addition the set includes a bottle of Montepulciano d'Abruzzo in a tasteful decorative bottle – a wine with a good balance of fruit and silky wood in a cherry-red colour. The incorporated tannins lend it an expressive aroma. It goes particularly well with pasta, mild cheese, pizza and vegetables. Everything is packed safe from breakage and ready to send in the surrounding cardboard box.

42842 • Teutoburger Spezialitäten • Tel +49 5405 93110  
[info@teutoburger.de](mailto:info@teutoburger.de) • [www.teutoburger.de](http://www.teutoburger.de)



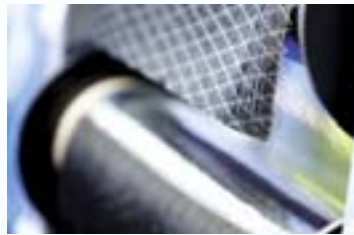
## OPEN LITTLE DOORS AND WIN

**T**he full alphabet and special symbols made out of finest UTZ-certified whole milk chocolate await the recipient of the Quiz Kalender with the opening of the 32 little doors. Every opened door gets one a step closer to the word that solves the quiz. The letters are entered on the back according to the number recorded in the quiz and part of the competition is solved from day to day. That means 32 days of attention paid to one's own promotional message. Kalfany Süße Werbung prints the unmistakable and high-quality Quiz Kalender with the desired motif all round and fills it via IFS-certified in-house manufacturing with 100 g finest German whole milk chocolate. The 346 x 248 x 10 mm calendar offers enough space for a custom promotional Christmas or New Year's message, a competition or an event announcement, and guarantees a particularly high advertising recall rate.

42706 • Kalfany Süße Werbung GmbH & Co KG • Tel +49 7643 801-20  
[vertrieb@ksw24.com](mailto:vertrieb@ksw24.com) • [www.suesse-werbung.de](http://www.suesse-werbung.de)







## COMPOSITES EUROPE

22. – 24.09.2015

Stuttgart

10. Europäische Fachmesse & Forum für Verbundwerkstoffe, Technologie und Anwendungen  
10th European Trade Fair & Forum for Composites, Technology and Applications

[www.composites-europe.com](http://www.composites-europe.com)

## HYBRID Expo

22. – 24.09.2015

Stuttgart

Materials, Technology & Components

[www.hybrid-expo.com](http://www.hybrid-expo.com)

## Bar Convent Berlin

06. – 07.10.2015

Berlin

International Bar and Beverage Trade Show

[www.barconvent.com](http://www.barconvent.com)

## viscom düsseldorf 2015

04. – 06.11.2015

Düsseldorf

Internationale Fachmesse für visuelle Kommunikation  
International Trade Fair for Visual Communication

[www.viscom-messe.com](http://www.viscom-messe.com)

## PSI

13. – 15.01.2016

Düsseldorf

Europäische Leitmesse der Werbeartikelindustrie  
The leading European Trade Show of the Promotional Product Industry

[www.psi-messe.com](http://www.psi-messe.com)

## FIBO

07. – 10.04.2016

Köln

Internationale Leitmesse für Fitness, Wellness & Gesundheit  
The leading international Trade Show for Fitness, Wellness & Health

[www.fibo.de](http://www.fibo.de)

## FIBO POWER

07. – 10.04.2016

Köln

Europas größter Treffpunkt der Bodybuilding-, Kraftsport- und Kampfsportszene  
Europe's biggest Meeting Point for the Bodybuilding, Weight Training and Martial Arts Community

[www.fibo-power.de](http://www.fibo-power.de)

## IEX – Insulation Expo Europe

11. – 12.05.2016

Köln

10. Internationale Messe für Dämmstoffe und Isoliertechnik  
10th International trade fair for industrial insulation materials and technologies

[www.insulation-expo.com](http://www.insulation-expo.com)

## EQUITANA OPEN AIR

20. – 22.05.2016

Neuss

Festival des Pferdesports

[www.equitana-openair.com](http://www.equitana-openair.com)



A division of Reed Elsevier.



## DELICATE TABLE LANTERNS

**P**orzellanfabriken Christian Seltmann are offering extremely thin-walled and delicate table lanterns made of bisque porcelain on the theme of autumn. Developed by the German artist Bärbel Thielke, they are produced exclusively with high-quality craftsmanship at the Schwarzbürger Werkstätten für Porzellankunst at the location of Rudolstadt, Thuringia. They are supplied individually packaged in an attractive gift box and, according to Seltmann, "now at a special-offer price". Further models are additionally available.

49025 • Porzellanfabriken Christian Seltmann GmbH • Tel +49 961 204141  
n.lehner@seltmann.com • [www.seltmann.com](http://www.seltmann.com)



## INNOVATIVE AND HIGH-QUALITY

**G**ifts sets are particularly popular at Christmas. With its Alba series, Eurostyle offers a set containing ballpoint pen, business card holder and keyring in the colour black, made of polyester. The product is packaged in a neutral gift box and impresses due to its unique functionality, distinctive design and value for money. Those searching for a set made of leather will also find what they're looking for in the Eurostyle collection. Billfolds or combination wallets, belts, key cases, business card holders or keyrings not only make ideal promotional tools, they are also visually appealing and extremely functional. Eurostyle is also pleased to put together sets according to customer preferences. Of course, all products in the collection can be individually refined. Depending on the item, embossing or laser engraving can be applied. A metal clip is also suitable for logo branding or, alternatively, for personal initials. This makes every item one of a kind. Eurostyle's last minute service is especially valued by customers deciding at the last moment: products from the collection are generally dispatched a mere 24 hours later; refinement can usually be applied within six working days.

41857 • Eurostyle – Emil Kreher GmbH & Co. KG • Tel +49 921 789520  
info@eurostyle.eu • [www.eurostyle.eu](http://www.eurostyle.eu)



– ADVERT –

1 ADDRESS. THOUSAND CONTACTS.

➤ PSI

THE LEADING EUROPEAN TRADE SHOW OF  
THE PROMOTIONAL PRODUCT INDUSTRY  
13<sup>th</sup> – 15<sup>th</sup> JANUARY 2016 DUSSELDORF

**BOOK**  
YOUR TICKET NOW!

Reed Exhibitions

[www.psi-messe.com/ticket](http://www.psi-messe.com/ticket)



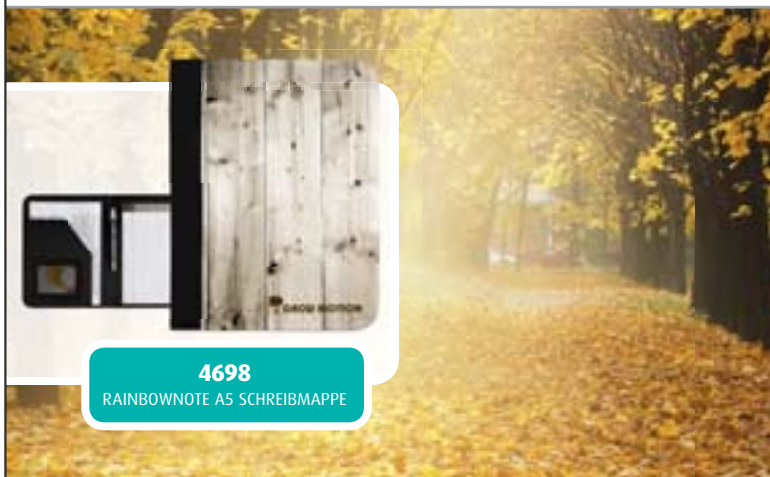
## A FRONT-PAGE POSITION

**T**he new friendly A5-Cover Advent Calendar from Kalfany Süße Werbung opens up “more space for advertising than ever before” and brings every promotional statement to the customer’s notice. Be it in landscape format as a laptop-shaped advent calendar, or in portrait format as a book-shaped calendar for the desk, the all-round customisable promotional message bearer, with its delicately melty whole milk chocolate contents, promises top-class individuality and originality. As a wall advent calendar with opened cover, 365 days of promotional impact are guaranteed by the maxi-sized promotional surface area and the custom-designed year calendar on the inside cover (incl. perforation). Kalfany Süße Werbung produces the A5-Cover Advent Calendar at its own, IFS-certified factory.

42706 • Kalfany Süße Werbung GmbH & Co KG • Tel +49 7643 801-20  
vertrieb@ksw24.com • www.suesse-werbung.de

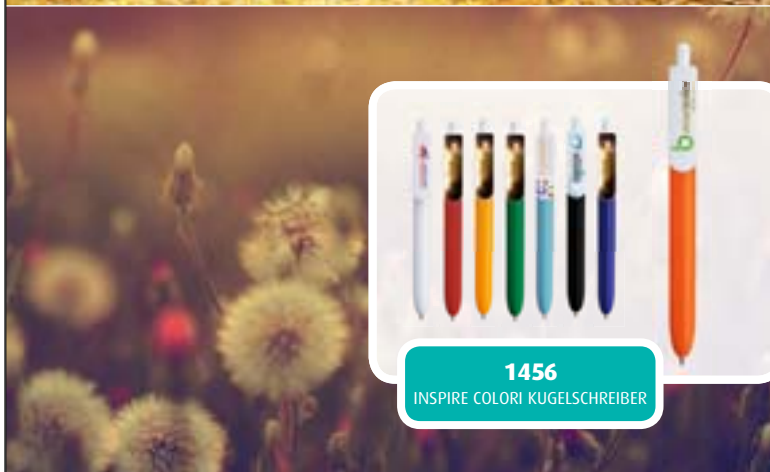


*Selling together!*



4698

RAINBOWNOTE A5 SCHREIBMAPPE



1456

INSPIRE COLORI KUGELSCHREIBER



6422

POWERCHARGER 6600

# VOLLE FARBEN UND SCHNELLE LIEFERUNG!

ARTIKEL MIT AUFDROCK VERSANDFERTIG  
IN AB 4 WERKTAGEN!

Clipper DE | +49 (0)2152 896 300 | herbst@clippergifts.com | www.clippergifts.de





## A VINTAGE CHRISTMAS

**C**hristmas is a holiday filled with nostalgia. The bag series called Country from Halfar, the promotional bag experts from Bielefeld, is perfect for the occasion. This series exudes a lot of retro-charm through its design. The combination of the materials for the bags really lends the bags a vintage look. A velvety brown velour, which looks like wild leather, is paired together with a robust polyester material in blue, beige, green or black. Its authentic overall look is rounded off with special details, like real metal buckles, zippers with weaved ribbons and zipper chains made out of velour. Determining which of the three bags in the Country series will be placed under the tree is only a question of the style and functionality. The spacious sports/travel bag will impress people with its padded base and large main compartment. The bag is very comfortable to carry thanks to its grip handles and shoulder strap with an adjustable length and shoulder padding. The casual shoulder bag with an A4-sized main compartment is perfect for leisure activities and the office. The Country rucksack with a 2 way zipper and convenient front pocket brings together a country style and city talents. All Country models can be finished by printing or embroidery. More vintage bags can be found in Halfar's bag catalogue.

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

[info@halfar.com](mailto:info@halfar.com) • [www.halfar.com](http://www.halfar.com)



## WINTER EVENT HIGHLIGHTS

**E**very city has its very own Christmas market and cups for spiced wine. The finishing specialist Rastal has these popular souvenirs in stock, including a wide array of different cups and glasses. The high-quality range of products, which can either come with a simple or eccentric design, gives you numerous opportunities for finding the right spiced wine cups for you. Other eye-catching Rastal products include the thermos cups made out of glass or porcelain. These cups are a great way to enjoy your spiced wine until the very last drop, thanks to IsoCon by Rastal – the well-conceived double-sided construction with an excellent insulating effect. The to-go beverage container with a silicon cover will make it possible for you to enjoy your coffee or tea while you are out and about. A beautifully designed event cup is guaranteed to be used very often by employees or business customers, even after the cold time of the year has passed. Rastal has specialised in realising customised motifs and lettering for many years. The modern and specially developed finishing options permit the professional and inexpensive manufacture of customised products. If ordered on time, the company guarantees that the products will be delivered at the right time during the pre-Christmas season. The standard delivery time at Rastal is approximately 4 weeks. The spiced wine cups can be customised for a minimum order of 500 units and thermos cups for a minimum of only 250 units.

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

[werbeartikel-service@rastal.com](mailto:werbeartikel-service@rastal.com) • [www.rastal-promotion.com](http://www.rastal-promotion.com)

## FOR INDUSTRIOUS DO-IT-YOURSELFERS

**A**n exceedingly attractive surprise for male and female do-it-yourselfers is the Wiha Advent calendar that is being offered with a new design in 2015. 23 boxes are filled with high-quality tools, which can be removed at the lower end of the calendar. The 24th box is situated at the back of the calendar and contains a tool bag for all the other calendar contents. From 500 units upwards, the calendar can be customized with a logo.

49269 • Wiha Werkzeuge GmbH • Tel +49 7722 959221  
adrian.klausmann@wiha.com • www.wiha.com



## TEA IN PYRAMIDS

**I**f you are tired of simple tea in flat bags, this item can be an interesting alternative. It consists of high-quality tea in pyramid-shaped bags (available in flavours such as Earl Grey, Black Forest Fruit, Black Peach Mango, Black Lemon, Green Tea and Green Mandarin Orange) and a pyramid-shaped cardboard box that can be fully printed using CMYK or Pantone branding. It can also be made of silver/gold cardboard with embossed logos and motifs. The tags attached to the tea bag include original manufacturer's information. Available from 500 pieces.

47460 • B&B Promotional Sweets • Tel +48-22-7246165  
office@promotionalsweets.pl • www.promotionalsweets.pl

-Advert-

## Wir kriegen alles für Sie gebacken...

Tolle Ideen für kreative Weihnachts-Botschaften!



Gleich Gratis-Muster und Katalog anfordern!

emotion factory GmbH | Tel.: +49 7042 8155-0 | Fax: +49 7042 8155-195 | info@emotion-factory.com | www.emotion-factory.com

## REALLY COOL

It is THE calorie-free idea for the contents of the famous 24 little doors: the cool Wera Advent calendar with real high-quality professional tools. This Advent calendar will show everyone that working with a screwdriver can be fun. Inside the calendar there is a very robust and yet design-oriented textile box, which contains screwdriver tools for the most important tightening tasks that need to get done at home, in a workshop, or garden, etc. Additionally, the new mini-ratchet called Zyklop Mini 2 also makes for a special gift; this ratchet offers direct mounting for nuts.

48078 • Wera Werk • Tel +49 202 4045144  
matuschek@wera.de • [www.wera.de](http://www.wera.de)



## TIME TO RELAX

Christmas is also a time for enjoyment and relaxation. The Rituals brand, which is marketed exclusively by Trendfactory for the promotional product industry, has gift sets, scented candles and scented sticks available especially for Christmas season. The spa sets, which come in different sizes and at different prices, all include high-quality Rituals cosmetic products. Ritual gift sets are available in different designs: Sakura, Samurai, Hammam, Tao, Laughing Buddha and Ayurveda. The scented candles and sticks will inspire you in different ways. The sets can be ordered for a minimum order of only one packaging unit (usually 6 pieces). It can be delivered within one week. With these products, the recipient is sure to enjoy a relaxing Christmas holiday.

41941 • Trendfactory BV • Tel +31 252 622233  
info@trendfactory.eu • [www.trendfactory.eu](http://www.trendfactory.eu)

## WARMING DUO

The "Liverpool" set from Easy Gifts unites everything that is required for a cosy evening or daytrip: a 2-in-1 fleece blanket, which is transformed into a cushion via the sewn-on zip, and a thermos flask with a 500 ml capacity. The promotional message is applied by Easy Gifts either by means of laser engraving on the flask or alternatively, on request, as embroidery on the blanket. Delivery is performed in individual packaging in a box.

47300 • Easy Gifts GmbH • Tel +49 911 81781111  
info@easygifts.de • [www.easygifts.de](http://www.easygifts.de)







## A SOURCE OF INSPIRATION

**E**very product from the numerous collections at CD-Lux GmbH is produced in high manufacturing quality while paying a lot of attention to detail. At the same time, the wide array of new products at the Advent calendar specialist includes numerous innovative products with exceptional functionality which will make a statement. The new and elegant "Cube" Advent calendar contains chocolate squares from Ritter Sport and is the perfect present for anyone who wants to make their customers and employees happy. The delicious chocolates guarantee 24 indulgent advertising contacts. CD-Lux is selling a wide range of high-quality Advent calendars filled with premium treats, ranging from traditional wall or table calendars with the finest alpine milk chocolates from Lindt & Sprüngli to the striking "Christmas house" Advent calendar with its exclusive Lindor mini-chocolates. These top-sellers, which can feature a customised customer motif, turn Christmas activities into a unique highlight. All of CD Lux's products live up to the highest demands for optimum quality and value for money. The sweets inside the calendars are exclusively from manufacturers of renowned brands. The company would be happy to send you samples and a generic distributor catalogue.

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

-Advert-

NEU: Namenstempel  
ebenfalls möglich

Klammerloser Hefter:  
Werbemöglichkeit,  
die beeindruckt

PLUS

Tel. +49 211 922 807 10  
info@plus-corporation.com



VICTORINOX

COMPANION FOR LIFE



DER LANGZEIT WERBETRÄGER  
PASSEND ZU IHREM GUTEN NAMEN



1.3603

Victorinox AG  
CH-6438 Ibach-Schwyz, Switzerland  
T +41 41 81 81 211  
WWW.VICTORINOX.COM

MAKERS OF THE ORIGINAL SWISS ARMY KNIFE



## GIVE MORE ATTRACTIVELY

**C**ontents count, but even packaging is a special sign of appreciation. Mahlwerck combines both aspects with its Christmas parcel. The drawer box with matt and glossy printing makes a particularly elegant and high-quality impact as gift packaging. This box is of such stable construction that recipients will happily use it again. The contents can be self-assembled to make a set. The core of a gift set is formed by four of Mahlwerck's most popular top-sellers. These are available as a limited Christmas collection, elaborately printed with attractive motifs: The Softpad Mug, printed in seven colours with a motif by Rubens; the Conference cup, printed in seven colours with a Michelangelo motif; Coffee2Go thermos, printed in seven colours with a Rococo design; the Coffee2Go mug, with exquisite glossy printing on a matt surface: Further additions can be made according to taste. A small pack of coffee from gourmet roaster Dinzler is enclosed as a standard feature. The designers from Mahlwerck thus successfully pull off the combination of festive gift mood and year-round utility: Extraordinary mugs and cups in porcelain for every day, scratch-resistant with dishwasher-safe printing. Richly detailed Mahlwerck engraving is additionally available in minimal runs from just 50 pieces.

44833 • Mahlwerck Porzellan GmbH • Tel +49 8031 274724  
martin.hauer@mahlwerck.de • [www.mahlwerck.de](http://www.mahlwerck.de)



## READY FOR YOUR IDEA

**T**he 410 mm long Quadrocopter Rocket 260 3D FPV from XciteRC is ideal for use indoors and outdoors. At the touch of a button, the built-in camera supplies razor-sharp images and transmits these live to the smartphone mounted on the transmitter or to a selected monitor. Due to the latest six-axis gyro system this model is very easy to fly. The four rotors are perfectly protected by guard rings; the flexible plastic also skilfully absorbs stronger blows. Effective lighting rounds off the fantastic look. A button on the remote control activates the 2 skill level mode – the user decides how fast it should go. With a little practice the Quadrocopter can also perform loops with a simple push of a button. The integrated headless mode is ideal for beginners. Flying time is approx. 8 to 10 minutes. The product is available in white and black and can be personalised via logo, colours and packaging.

49088 • XciteRC Modellbau GmbH & Co. KG • Tel +49 7161 4079910  
g.muerdter@xciterc.de • [www.XciteRC.de](http://www.XciteRC.de)

# Made with love

Lip balm „Made in Germany“



LIPCARE BY KHK

Plastic production



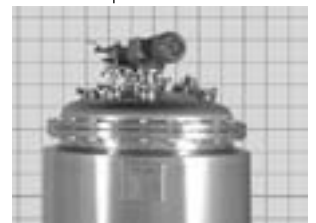
Printing



Laboratory



Bulk production



Filling



IKW<sup>®</sup>  
Industrieverband  
Körperpflege- und  
Waschmittel e.V.

VCI  
Verband der  
Chemischen Industrie e.V.

ICADA  
Internationaler  
Chemischer  
Assoziations-  
Deutscher  
Assoziations-  
Deutscher  
Assoziations-  
Deutscher

PSI

BWL

BDIH

SEPAWA<sup>®</sup>  
detergents - cosmetics - fragrances - formulators



LIPCARE ORIGINAL

LIPCARE DOMING

LIPJAR ALU

- Popular promotional item with appealing image
- For men and women of every age
- Personal companion with a long-term use
- Perfect giveaway e.g. for trade shows, field sales, mailing
- Various print and formula-options (scents)
- Own production in Cologne in accordance with cosmetic GMP
- Compliance with European Cosmetic Legislation
- Formulas controlled by Institute Fresenius
- Submission of the CPNP notification
- Rapid delivery time thanks to own production in Cologne

www.lipcare.de

KHK GmbH

Ringstr. 9-11, D-50996 Köln

Tel. +49 (0) 221/985473-0

e-Mail: sales@lipcare.de

www.lipcare.de



# WINTER EDITION 2015

*Lindt*



MAGNA



*Sweets and more*

MAGNA sweets GmbH  
Gewerbering 5/6  
82272 Moorenweis  
Fon +49 (0) 81 46 - 99 66 0  
info@magna-sweets.de  
www.magna-sweets.de



## DREAM RACER IN THE LIVING ROOM

Who has never dreamed of steering a lovely sporty car some day? Jamara helps to fulfil this dream. With the officially licensed deluxe car models from Jamara you can get the feeling of owning one of these dream racers right in your living room. In various scales, with LED light and perfectly replicated details that have been lovingly created, the radio controlled vehicles are also impressive due to the high-quality workmanship. The doors can be opened by remote control. Included within the scope of delivery are also the remote control and instructions. More information is available direct from the company.

47696 • Jamara e.K. • Tel +49 7565 94120  
e.gropper@jamara.com • [www.jamara.com](http://www.jamara.com)

## EXTRAVAGANT NOSTALGIA

With the high-quality nostalgic measuring instruments from the Armada series, Kasper and Richter is offering a special ornament for the end of the year. Every compass, every sundial and every sextant is hand-made and thus one of a kind. The sea was once conquered with the "Trinidad" sighting mirror compass. For setting the course and leading the way, the sextant was an important instrument for the captain. Today the sextant by the name of "Venturea" stands as a symbol of stability and reliability in a fast moving age. All the devices are special gifts with a story behind them. And if that is not enough, an individual message is displayed by a small laser-engraved brass plate on the high-quality real wood box that protects the instruments. Additional models with all kinds of different functions are available to choose from.

40043 • Kasper & Richter GmbH & Co. KG  
Tel +49 9131 50655-0  
info@kasper-richter.de • [www.kasper-richter.de](http://www.kasper-richter.de)



## FESTIVE PORCELAIN

A classy and stylish gift at Christmastime is the Seltmann porcelain bauble with its decorative Christmas design called "Christmas Wonderland". From orders of 150 units upwards, your own motifs are possible. The bauble is supplied in attractive gift packaging. In Porzellanfabriken Christian Seltmann's special Christmas catalogue you can find many more Christmassy gift items made of porcelain.

49025 • Porzellanfabriken Christian Seltmann GmbH • Tel +49 961 204141  
n.lehner@seltmann.com • www.seltmann.com



## REFLECTOR TO GO

Even very small reflective elements help you be more visible in the dark months. Clothing for adults is rarely fitted with such things. And taking accessories with an eye-catching effect with you is often impractical or you fail to think about it when you leave the house during daylight hours. The company Maximex has developed a handy solution: the "Reflector to go". As it is easily fastened to everyday objects, you always have it with you. The material used is waterproof and fluorescent with a reflective strip. Without detaching the pouch from its attachment, the reflector inside can be removed. The elasticity of the strap and the fact that the fastener can be adjusted in length means it can be used universally. The motif is applied to the protected product using screen printing.

43332 • Maximex Import - Export GmbH • Tel +49 212 23065-0  
info@maximex.de • www.maximex.de



-Advert-

## PREMIUM-QUALITÄT ZUM BUDGETPREIS

STRIMAXX & FRIENDS  
MAXX®  
XX®

### MAXX® Active und MAXX® City

- Automatik-Funktion
- Windproof
- Fiberglasendspeichen
- Holzgriff
- In 6 bzw. 8 Trendfarben
- Mehrfarbig bedruckbar im hauseigenen Druckzentrum
- Lieferzeit wenige Tage

### STRIMAXX & FRIENDS GmbH

Vertriebsbüro Hamburg  
Alte Holstenstraße 22  
DE-21031 Hamburg  
T +49 (0)40-739 2668 20  
info@strimaxx.de  
www.strimaxx.de





And all umbrellas towards the sky: The Fare team underway in the banqueting hall.

## 60 YEARS OF FARE

# AN OPULENT ANNIVERSARY

FARE – Guenther Fassbender GmbH celebrated its 60th anniversary with a lavish celebration recently. The promotional umbrella manufacturer from Remscheid invited around 250 guests to the gathering at the event location The Wolkenburg in Cologne, including partners, colleagues and friends.

**T**he baroque walls of the magnificent listed building provided the absolutely perfect setting for an entertaining evening which will definitely remain in the memories of the guests for a long time to come due to the countless acts on the programme and shared experiences. The host, Man-

aging Director Volker Griesel, flanked by his authorised representatives Günther Schmidt and Lutz Albrecht, greeted the long line of guests in the inner courtyard of The Wolkenburg. In addition, every invited person was given a nameplate at the entrance which facilitated the already re-

laxed and communicative atmosphere even further during the evening.

### AN ABUNDANCE OF SURPRISES

Following a refreshing apéritif in the fresh and summery air, the evening continued in the large and festively decorated banqueting hall of the historical building, where a delicious dinner with selected wines was awaiting the guests. But that was not all because innumerable surprises had been planned between the courses. The evening was hosted by Aljoscha Höhn, who announced the various performances with witty words. To begin with, a specially produced anniversary film was presented to the attendees telling the success story of the umbrella manufacturing plant Fare in an original as well as a tongue-in-cheek way.

### WORDS OF THANKS

After that Volker Griesel took the floor with a few words. He thanked his father Gerhard Griesel who, following the sudden death of the company founder Margot Fassbender in the first half of the 1960s, took





The hosts greeted their guests one by one: The Managing Director of Fare, Volker Griesel (centre), flanked by his authorised representatives Günther Schmid and Lutz Albrecht.



Celebrations in an historical ambience: Winding down the evening in the inner courtyard of The Wolkenburg.

over the company and created the basis for a prospering medium-sized company „with cleverness, intuition and knowledge“. Further words of thanks were addressed – as well as to the mother of the head of Fare – to the team as „the engine and heart of the umbrella manufacturing plant“ as well as to his wife Regine Griesel and the person at Fare responsible for marketing, Carina Hartmann, for perfectly organising the jubilee.

#### DANCE AND MAGIC IN THE ERA OF THE UMBRELLA

An impressive dance performance – during which, of course, countless umbrellas as accessories were central stage – turned out to be the highlight of the evening's programme. The show dance group „the Grunewalder“ took to the dance floor with a captivating display of choreography together with the Fare team actors. Lutz Albrecht proved that, as a dancer with agility as well as staying power, he masters (at least) one other discipline with real enthusiasm apart from his profession



Magical performance with umbrellas: Ernesto Planas from Cuba.

as creative distributor. The presentation of the Cuban umbrella artist Ernesto Planas, who has already won an international Grand Prix with his magical tricks, was

impressive in a totally different way as it was packed with illusionary effects and a stage full of colourful umbrellas of all imaginable sizes charmed the Fare guests as well.

#### DONATIONS INSTEAD OF PRESENTS

After such a lengthy meal, the powerful grooves of the Live Band The Goodfellas brought ample movement onto the dance floor and wound up the successful evening. Many of the guests stood talking together in the idyllically illuminated inner courtyard of The Wolkenburg in order to savour the many impressions of the anniversary evening in the mild air of the southern part of Cologne. The Managing Director, Volker Griesel, and his team also requested that donations be made to the Lerose Foundation instead of receiving birthday presents as this foundation supports needy children, teenagers and families in the City of Remscheid, which is the headquarters of the company. The stately sum of about 10,000 euros was raised during the donation campaign. [www.fare.de](http://www.fare.de) <



The wood used for uma writing utensils comes from sustainably managed forests.



## UMA SCHREIBGERÄTE

# THE SIGNATURE OF ADVERTISING

A ballpoint pen. Granted, at first glance nothing more than a simple everyday object. Are there no more exciting stories than reporting on ballpoint pens? Just wait. For what at first sounds quite dull is the starting point for a very impressive success story here.

**W**e met Jochen and Alexander Ullmann for an interview. They are the third generation of their family at the helm of uma. We wanted to learn more about the Fischerbach-based company from them, a company that has been very successful in the promotional ballpoint market for

more than sixty years. And in the process, we came upon stories that deserve at the very least to be written down by hand.

**AN EXTRAORDINARY SUCCESS STORY**  
Our introduction may appear a bit provocative: uniqueness – how, we asked, should that be possible with an object like a ball-

point pen, which after all is produced in the millions? Alexander Ullmann was unperturbed. “Of course, we can supply large quantities. But considering the huge number of models, colours, combinations and finishing possibilities, everyone is sure to find the right pen for themselves and their company at uma.” His brother Jochen agreed with him, “People are different. A ballpoint pen means something different to each person. Moreover, the writing utensil must always fit the occasion. It makes a difference if I want to hand out thousands of promotional pens at a trade show or make a completely individual gift out of it.”

### IMPRESSIVE DEVELOPMENT

The breadth of uma’s product range is in fact as impressive as the company’s development. It started with founder Fritz Ullmann’s idea of using ballpoint pens as advertising vehicles back in 1949. Not a bad idea, as we can see looking back. This idea became a success story, the company grew and grew, and uma became the signature of advertising, so to speak. Now





A view of the modern production department.



The two managing directors, Jochen and Alexander Ullmann (left to right), with the PEFC certificate in front the company building.

this family enterprise employs more than 150 people, with a constantly rising tendency. Uma sells more than ninety million promotional writing utensils annually, making it one of the world's leading suppliers.

#### INNOVATIVE, CREATIVE, CLOSE TO CUSTOMERS

We wanted to know what had changed since then. The two brothers considered briefly. "Strictly speaking, rather little as far as our aspirations and principles are concerned. They are the same as our grandfather's: innovative, creative, close to customers," said Jochen Ullmann. "Our parents, Peter and Traudel Ullmann, were quite successful with their idea of creating a global enterprise. We are proud to be allowed to continue this success story accordingly, and we are aware of the responsibility to continue consolidating and positioning the uma brand."

#### SOCIAL AND REGIONAL COMMITMENT

One concern that is still very important to uma is social and regional commitment. Hence the deceased company founder in-

itiated the Fritz Ullmann Foundation a few years ago, which promotes a large number of projects in the area of youth welfare and work with the elderly, art, culture and sports in its home region. "The ties to our home of Fischerbach are very important to us," affirms Alexander Ullmann, "also for our employees, who largely come from around here. Everyone is acquainted and help one another, that is a very important principle for us." Accordingly, the company invests each year in training its employees – with

impressive success. "The parents or even grandparents of some of our employees used to work for uma. For us, this is a great endorsement of our philosophy."

#### EXTENSIVE CATALOGUE

So everything is the way it used to be? Not at all, as Alexander Ullmann explains. "We at uma do not tamper with our principles as a regionally responsible employer, they stay as they are. But, of course, a great deal has changed regarding our order volumes and the breadth of the portfolio we

#### UMA SCHREIBGERÄTE

Ullmann GmbH  
Fritz-Ullmann-Weg 3  
D-77716 Fischerbach  
Tel. +49 7832 797-0  
Fax +49 7832 707-13  
info@uma-pen.com  
www.uma-pen.com







The uma factory building fits adequately into the idyllic Black Forest landscape.

offer our customers.” A glance at the latest 2015-16 product catalogue shows that this is no exaggeration. Now grown to 236 pages, uma presents a wide variety of models made of plastic, metal and wood, along with all the model variants, colour and finishing options, and accessories. “Really pretty, isn’t it?” Alexander Ullmann asks us, although it is not entirely clear whether he means the catalogue itself or the model that graces this year’s cover.

#### NON-STOP INNOVATION

The portfolio of products on offer from uma is undoubtedly gigantic. This is not only shown by the catalogue, but the website too presents ample proof. There are so many different models that it is not at all easy to keep track. “We try to constantly keep developing our company and our writing utensils,” Jochen Ullmann explains. “Innovation and quality are the key characteristics

here.” This can also be seen at the industry’s leading annual trade show, the PSI in Dusseldorf. “No other company in our line of business puts so many new products on the market as we do here at uma. And we offer our customers everything to do with writing utensils from a one-stop-shop, no matter whether it is a low-cost giveaway or a high-value individual item.” (Although industry insiders know this, we mention here once again for the sake of completeness that uma distributes its writing utensils exclusively through the specialized trade.)

#### LARGE PORTFOLIO

It is indeed astounding how different ballpoint pens can be and the unusual ideas they can embody. Such as INSIDE CI, which can be branded to the desired CI of the customer by means of an inlay that can be individually designed. The TRINITY is also

extraordinary by having a three-sided barrel offering a third advertising space. But how do you find the right pen among all this multitude? Alexander Ullmann explains, “Precisely because our portfolio is so large, the question of finding a comfortable selection for our customers is decisive. Here we are well ahead with the configurator on our website. Here customers can easily put together an individual model from the categories of plastic, metal, wood and accessories.” His brother Jochen adds, “Here too we are constantly continuing to develop – so get ready to be surprised at what uma will have in store next.”

#### ECOLOGICAL AND SOCIAL RESPONSIBILITY

The wooden writing utensils show especially clearly that uma takes thought for its global as well as regional responsibility. There is a good reason for the company being PEFC certified for quite a while already – so customers can be sure that the wood comes only from sustainably managed forests. And when it comes to social responsibility, uma considers itself to be responsible and ensures that its partners and suppliers in the Far East adhere to socially acceptable working conditions. To conclude, we ask the brothers what the future holds. “Actually, the same as the past fifty years,” they laugh. We wish them every success in this endeavour! <



State of the art and adequate for large capacities: the high-bay warehouse.

International exhibition of advertising specialties,  
promotional garments and personalization technologies

**pte**

**promotiontrade  
exhibition**

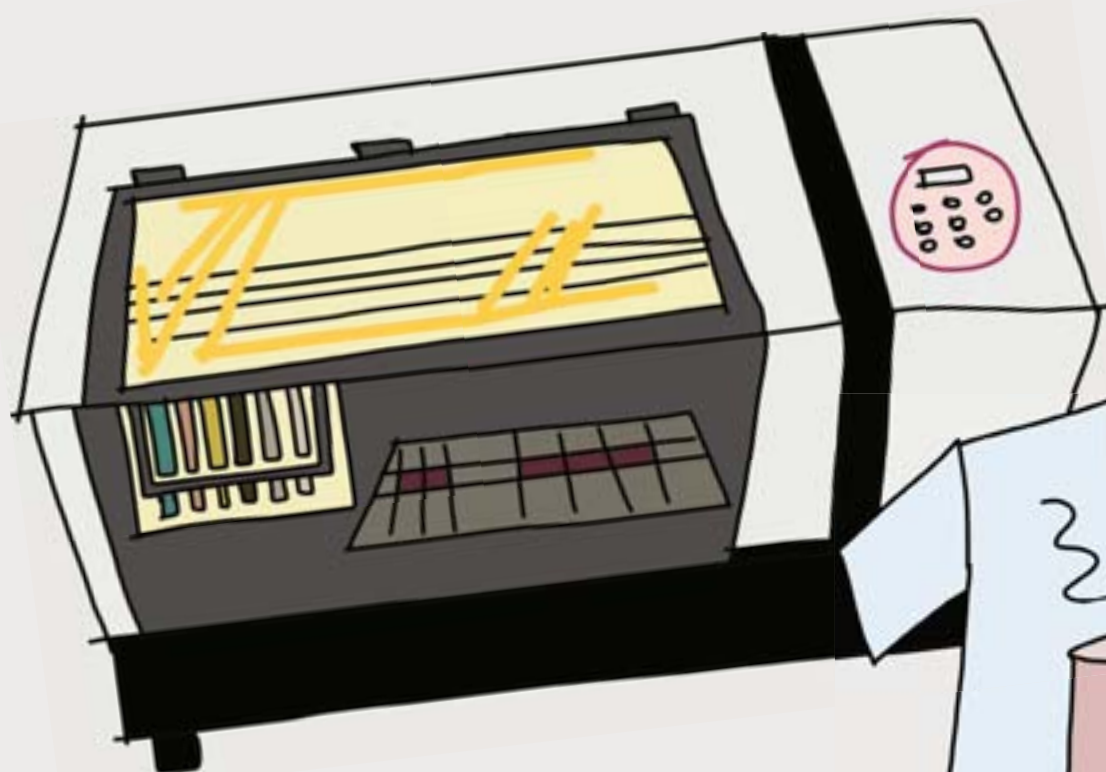
**2016**

16<sup>th</sup> EDITION

**20 / 21 / 22 January**

MILAN, ITALY

>> [PTEITALY.IT](http://PTEITALY.IT)



SPECIAL  
CONDITIONS  
FOR  
NEWCOMERS!



**contact us**

Phone: +39 0239206.222

E-mail: [sales@ops.it](mailto:sales@ops.it)

Event organized by D.P.S. Srl





**SCHWAN-STABILO CELEBRATES 160 YEARS**

# NEW BRAND BUILDING INAUGURATED

Under the slogan “Colors In Motion”, the family-run company Schwan-STABILO celebrated its 160th anniversary on 11 July 2015 and, together with over 4,000 guests, also the inauguration of the new brand building STABILO CUBE.

**E**xactly 160 years of company history and the inauguration of the new building were good reasons to celebrate. More than 4,000 guests were invited to a huge, colourful company celebration in Heroldsberg on 11 July: partners, employees with their families, as well as representatives from industry and politics, among them the Bavarian Minister of the Interior, Joachim Herrmann.

## START WITH 32,000 FLORINS

The company's history began in Nuremberg in 1865: the 25-year-old clerk Gustav Adam Schwanhäußer from Schweinfurt borrowed 32,000 florins from his father – and encouraged by the approaching industrialisation, decided to put all his eggs into one basket. He acquired the bankrupt Nuremberg-based pencil company Großberger & Kurz which had been founded in 1855. Since then, 160 years have passed and the entrepreneurial courage of this young man has paid off.

## MORE THAN 4,400 EMPLOYEES WORLDWIDE

The pencil company developed into a globally successful group of companies with three separate divisions – Cosmetics, Writing Instruments and Outdoor – which is now in its fifth generation of family ownership. The company, which is among the top 100 German SMEs, generated sales of 559.2 million euros in the financial year 2013/14 and has more than 4,400 employees worldwide, almost half of whom work at the German locations. In its anniversary year, the Schwan-STABILO Group welcomed the Maier Sports Group, with the brands Maier Sports and Gonso and 160 employees, to its Outdoor division. Until now, the Outdoor division of the Schwan-STABILO Group included backpack specialist Deuter and the mountain sports brand ORTOVOX.

## CUBE – NEW BUILDING AT HEADQUARTERS

At the company headquarters in Heroldsberg, the CUBE building was completed







The interiors match the colourful world of pen products and even conform with Feng Shui rules.



The anniversary slogan "Colors In Motion" perfectly matches the interior of the new CUBE building.



Strikingly designed and ecologically sustainable, the new CUBE building combines modern working environments, the data centre and the STABILO brand shop under one roof.

for STABILO, the Writing Instruments division, costing around 15 million euros. Strikingly designed and ecologically sustainable, it combines modern working environments, the data centre and the STABILO brand shop under one roof. Even the white administration building from the 1990s featured a basic form of three interconnected cubes. The new building is therefore complementary and contrasting rolled into one. This was preceded by a nationwide architectural competition. The decision was made in favour of an architecturally bold, CI-oriented design by mvarchitekt + starke-architektur. The new cube-shaped building is black and has a so-called pixel facade created by a variety of small, offset-mounted windows. Thanks to this design, a distinct division of floors cannot be recognized from the outside, thus giving the interior of the building a mysterious charm. In contrast, the large areas of glass in the lower half of the cube

give an insight into the colourful interiors that match the colourful world of pen products and are even conform with Feng Shui rules.

#### FOCUS ON SUSTAINABILITY

Just as important as the modern building design was the sustainability of the building. Using a combination of geothermal power plant, CO2 heat pump and free cooling, it is possible to considerably extend the utilisation periods of renewable and natural energy sources. The waste heat from the data centre is also fed back into the energy cycle. In keeping with the self-image and the brand values of the company, the CUBE should offer a working environment that goes beyond traditional departmental boundaries and promotes work in a creative team environment. The result: a successful mixture of open offices, creative retreat areas, sofas and seating areas as well as other open-access communication areas.

[www.stabilo-promotion.com](http://www.stabilo-promotion.com)





Latest acquisition: a high-end digital printing system allows extraordinary customisation possibilities.



In the assembly and refinement area at meterex, one still places great importance on precise hand craftsmanship.

## METEREX CELEBRATES 95 YEARS

# CUSTOMISED PROMOTIONAL PRODUCTS

“When it comes to measurement, we can’t be beaten”, such is the confident appraisal of meterex managing director, Oliver Kuntze. The measurement specialists from Langenfeld are celebrating their 95th anniversary this year and have been PSI members for 50 years. Reason enough for a detailed presentation.

**W**e present the company meterex, an absolute specialist in the area of measuring tapes and folding rules (in the German language better known under the term “Zollstock”). These two product groups form the heart of the meterex range. Indeed, the company boasts one of the largest assortments in Europe in this seg-

ment. The high demands in terms of quality, workmanship, practical utility, and customisability make the meterex products perfectly tailored and extremely popular promotional products with lasting effectiveness – items that many well-known customers throughout Europe have come to trust and rely on.

### REFINEMENT SINCE 1920

This trust is also based on meterex’s wealth of experience, which figuratively and literally “sets new yardsticks” in its specialist field. The family business was founded by Karl Kuntze, who is still represented in the company name, together with his brother Richard in 1920 in Solingen as a galva-





Three generations of precision measurement at a glance (from left): Oliver and Richard Kuntze. The picture on the wall features company founder, Karl Kuntze.

nisation business, in which cutlery and steel tape measures were refined. In 1937 the first measuring tape with automatic retraction left the production line. After surviving World War II, the company also began to export its measuring tapes abroad (America, France, Norway). It produced the first measuring tapes with promotional print in 1955. In 1966 Richard Kuntze, the son of co-founder Richard Kuntze senior, took over the company management and successfully focussed upon the manufacturing of measuring tapes for the promotional product and tool industry and expanded the selection to include the production of spirit levels.

#### NEW APPROACH

Oliver Kuntze has been managing director since 2005, following in the footsteps of his father Richard, although he initially joined the company back in 1990. He set new priorities and extended the product range through folding rules made of wood and plastic. In 1999 the company headquarters was relocated from Solingen to Langenfeld, allowing the company to ben-

efit from better logistical possibilities and to continuously expand its production and storage capabilities until today. At the same time, the finishing techniques for the products were further extended and refined, including the introduction of photo-realistic prints on folding rules, measuring tapes, spirit levels and rulers using digital printing. At the Langenfeld site, meterex unites its own plastic injection moulding facility, manufacturing and assembly, as well as the customisation options of screen, pad and digital printing, which offers the customer maximum flexibility.

#### STATE-OF-THE-ART CUSTOMISATION TECHNIQUES

The most recent acquisition is a high-end digital printing system meeting the latest standards. For the first time, it allows four-colour images on a white base to be printed on folding rules of different sizes in a single run. An optional clear varnish effect can also be applied. Precision is also of utmost importance at meterex when it comes to measuring tapes, spirit levels and rulers. In technical jargon, this is referred to

as “calibratable”, thus also enabling classification in an accuracy class required for professional purposes. “Only the best is good enough for us”, reinforces Oliver Kuntze, who, with meterex, sets highest qualitative standards down to the last detail. This is achieved through continuous further development and innovations. These include remarkable and multi-award winning new creations such as the magnet lifter or the world’s first “Leuchtmeter” (Light Rule). This highly accurate “world’s longest torch” is the outcome of five years of development and has already been patented in ten countries. And what’s particularly remarkable: the light rule has also made its way from the promotional product industry to specialty stores – not the other way around!

#### METEREX – KARL KUNTZE (GMBH & CO.)

Industriegebiet Ost  
Poensgenstr. 17  
D-40764 Langenfeld  
Tel. +49 2173 998869-0  
Fax +49 2173 998869-9  
meterex@meterex.com  
www.meterex.com





Nearly the "world's longest torch": the world's first Light Rule.



Precision is most important at meterex.

#### CUSTOMISATION IS A KEY STRENGTH

meterex is also a specialist when it comes to custom-made items that are designed and developed in close alignment with the requirements and ideas of the customer. One example of this collaboration was the development of a four-metre long folding rule for a well-known customer, into which the customer's catalogue was integrated. New additions to the diverse meterex product range, which has also been expanded to include tools and knives, are the high-precision three-sided rulers, which are custom-manufactured and finished. When considering all of the services in the area of measurement products, meterex has made an impressive name for itself throughout Europe as a true innovator over the years.

#### TAKING CARE OF CUSTOMERS

In addition to the extraordinary products with their remarkable qualities, a further strength of the company is, of course, the customer service. Speed, flexibility and efficiency are top priorities. In terms of measuring tapes and folding rules, refined series can be supplied for orders starting at a mere 100 units. And as a true family business, personal customer care is a core value at meterex. This is largely due to the continuity at the helm of the business. Al-



Refinement via pad printing also takes place in-house.

though Richard Kuntze is no longer active in daily operations, he still advises and supports his son. The father's spontaneous nature and the son's strategic planning strength have always superbly complemented each other until now. At the same time, the close

collaboration with customers remains a constant and central focus.

#### NEW WEB PRESENCE

The re-launch of the meterex website comes at just the right time. Its responsive design for all tablets and smartphones makes it user-friendly and it is available in German, English, French and Polish. Upon request, it can be used with its product range as a neutral internet presence in the design of the respective trading partner. Furthermore, it is planned to implement illustrative product videos for items requiring explanation.

#### 50 YEAR AT THE PSI

One component of meterex's established recipe for success, that's constantly in flux, has ultimately also been its membership in the PSI network, which reaches a 50 year milestone in 2015. At the PSI Trade Show in January, Oliver Kuntze received a badge of honour from PSI Managing Director, Michael Freter, on behalf of his company team for this exceptionally long loyalty. "The PSI has and continues to be the key trade show, allowing us to meet our customers once a year in a concentrated form and to acquire new trading partners. And so, over the course of time, the PSI has been a central theme throughout our company history", summarises Oliver Kuntze. <

# magnetmeter

Das Original von meterex®

Der längste  
Taschenmagnet der Welt !

magnetmeter®  
Der längste Taschenmagnet der Welt!



## magnetmeter

- Vollintegrierter Dauermagnet
- Haltekraft bis zu 500 Gramm
- Für Schrauben, Nägel, Werkzeuge
- Aus Schächten, Motoren, Maschinen...
- Made in Germany
- Dauermagnet mit 5 Jahren Garantie

Karl Kuntze (GmbH & Co.)  
Poensgenstraße 17  
40764 Langenfeld  
Telefon +49 2173 998869-0  
Telefax +49 2173 998869-9  
Mail: [meterex@meterex.com](mailto:meterex@meterex.com)  
[www.meterex.com](http://www.meterex.com)

**meterex®**  
germany. since 1920

PROMO  
OSWISS

PROMO *Fritz* AWARD

WERBEARTIKEL DES JAHRES 2015  
GOLD  
SCHWEIZ



Dipping into the Stilolinea production full of drive.

## STILOLINEA

# BALLPOINT PEN AS A LIFE MISSION

In 1972, Piero Chicco founded the company Stilolinea, a ballpoint manufacturer. By analysing the overall pens market, he selected a then little known but promising niche: the promotional pen. This was the beginning of a lasting success story.

From the outset, Piero Chicco directed his attention to eye-catching, innovative and versatile products. An extensive colour range was just as important for him as the possibility to customize the pens according to the promotional requirements of his customers. The company from San

Mauro Torninese near Turin has pursued this principle to these days. With the purchase of technologically advanced machines and automated assembly lines, hand-crafting experience and technical innovation became the secret of the company's success.



A promotional product for environmentally conscious companies: a pen made from PLA, a material with a green certificate which is biodegradable.

## "MADE IN ITALY" AS A LIFE PHILOSOPHY

Stilolinea always considered as a special advantage the way which is strategically followed for the manufacturing of the promotional products: draft design of the pen, construction of the moulds, moulding of the plastic material, production of the refills, assembly of the pens with fully automatic machines and final inspection. In other words, all from one source and, above all, at one location. The total production of the pens is performed within the 9,000 square metre modern plant in San Mauro Torninese. And this has a significant effect on the quality: The managers attach great importance to the collaboration with local specialists who keep the production processes and machines running at all times. If there is a problem, they can intervene directly. This is the core competence defined by Stilolinea itself which, by its own account, guarantees a consistently high quality for which the company is known worldwide. In addition, the design of the pen is the sole responsi-





bility of Italian designers who – with regard to an efficient advertising strategy – ensure the style and originality of the products. “Made in Italy“ means to Stilolinea the products are manufactured with elegant simplicity always combined with the quality of fine details. For the company, the way of producing its pens is a philosophy of life, meaning that all pens are subjected to a thorough test before leaving the factory as part of a quality control.

#### UNUSUAL WAYS FOR THE SAKE OF INNOVATION

Due to the strict quality control of each pen and the environmental certification of the quality achieved, Stilolinea is recognized both in Italy and abroad as a manufacturer of high-quality products. A special award, particularly as roughly 100 million pens are produced each year. To constantly develop new models, Stilolinea relies on working with companies and institutions that specialise in research and development – and thus in innovation. For instance, the latest pen was created in cooperation with the Polytechnic University of Turin. “We have been working with young people and have benefited from their unusual ideas and their enthusiasm. The result is a new product in a unique Italian design, that satisfies many needs”, says Giuseppe Carretto, one of the Stilolinea managers, when summarizing the successful cooperation. However, Stilolinea has not confined itself to merely expanding its range of products. “We are also continuously looking for new markets,” says Giuseppe Carretto.

#### SUSTAINABILITY AND HEALTH-RELATED ASPECTS

As a manufacturer of promotional pens, Stilolinea believes it has a special commitment to the environment. Therefore, the company also draws the energy needed for production from renewable sources to



Greetings from San Mauro Torninese: the Stilolinea staff in front of the manufacturing plant.

reduce the use of fossil fuels. In addition, the pens are made of non-toxic, durable materials and are inspected in all phases of the production to assess their environmental compatibility. The product lines Vegetal Pen, Ingeo Pen TM and Bio-S! Pen are biodegradable and compostable pens, made from PLA resin (polylactic acid). This is a natural material derived entirely from renewable plant resources. With the Eco-Baron and Eco Ciak, Stilolinea also offers two pens made from recycled plastic in its range. This sustainable approach explains the increasing number of inquiries received from environmentally conscious companies for merchandise from Stilolinea. In addition to its responsibility in terms of sustainability, the pen manufacturer also focuses on health-related aspects. Quality and design are combined through the special treatment of the contact surfaces of the product. One example is the iProtect, a pen manufactured from ABS plastic and provided with an antibacterial zinc ions additive which Stilolinea has the exclusive right to use for the production of writing instruments from the Italian company owning the patent.

#### ON THE WAY TO A BRIGHT FUTURE

The Stilolinea management understands by corporate responsibility to keep the entire production in Italy, to secure local employment and not to relocate anything

abroad, ultimately with the intention to promote the local economy. It is also important for them to create an optimal working environment, and thus an ideal atmosphere to obtain the best possible performance. “A company is like a family,” they say. “The ideas of employees should be handled with respect. Their ideas flow directly into the daily work in order to continuously improve the workflow”. This is the attitude Stilolinea sees itself “on the way to a brighter future”.



Elegant simplicity with the quality of fine details – the philosophy of Stilolinea.



**RALF OSTER**

## SUCCESS THROUGH INNER BALANCE

Since October 2012, Ralf Oster has been Chief Executive Officer (CEO) of PF Concept International BV, which is based in the Dutch town of Roelofarendsveen south-west of Amsterdam, a company of the globally operating Polyconcept Group. He took on the task of building PF Concept up into an internationally operating multi-specialist in promotional products with a striking, persuasive service profile. On this path, so far a highly successful work-in-progress, he has collaborated in a broadly defined “Go2market” strategy in order to implement it together with his team.

**W**e meet Ralf Oster for a portrait interview in Hamburg, where he talks to us about his ideas and plans for the further development of his company in his European sphere of responsibility. However, before we come to talk about him personally he gives us a report on the re-

gular telephone conference with his colleagues of the eight-person management team of the globally operating Polyconcept Group which is scheduled after our interview. The current topic will be the subject of compliance, which plays a significant role within the group. The Po-

lyconcept Compliance Committee sets globally unified standards classifying the group’s roughly 400 suppliers according to a points system. The requirement is for constant strict, detailed audits and certification processes in the fields of quality management, corporate social responsi-



bility and sustainability. “All the products which we put on the market have to fulfil the legal compliance requirements,” Ralf Oster emphasizes. “We carry out this internal and external scrutiny of our suppliers continually,” continues Oster, who with his group of companies would like to “set standards” with responsibly-minded action, especially in these times when the subject of compliance is increasingly taking a central place – also focussing on the promotional product industry. “This is where we as market leader can help to set benchmarks for the industry.”

#### IN-DEPTH EXPERIENCE

But now after this first excursion into the centre of his present duties as CEO of PF Concept we will first just turn to Ralf Oster’s background which finally leads him to the role of multi-specialist in promotional products. Born on 1st October 1961 in Trier, the most westerly city in Germany, he studies business administration at Worms Technical College, graduating with a diploma in business administration and majoring in international marketing, company management and foreign languages. After taking his intermediate diploma, he is already active in market research. He then sets out on his career in 1988, beginning at Zweckform Büro-Produkte GmbH in Holzkirchen near Munich as Export Manager for Europe. After two years he gets the chance as Sales and then also as Managing Director to take care of the branch Zweckform France in Paris, where he is eventually responsible for the entire B2B activities. In the mid-1990s the management of the English branch is also assigned to him. Then from 1997 to 1999 he acts as Managing Director for France and International Sales Director in Paris and Holzkirchen again, where he takes care of the sales and trade marketing of all Zweckform products worldwide outside the DACH region. During this time, the company merges with Avery Dennison. Here Ralf Oster manages the integration of the business regions of Europe and Asia. As Business Manager for Scandinavia and Eastern Europe he amalgamates the corresponding busi-



*Avenue*  
CAREFULLY CONSIDERED GIFT

**bullet**  
RIGHT ON TARGET GIVEAWAYS



ness activities of these regions in Copenhagen, Budapest und Warsaw.

#### THE WAY TO ADVERTISING ARTICLES

Against the background of the Internet, which was coming more and more into the sales focus at the end of the 1990s and which he was increasingly concentrating on at this time, Ralf Oster resigns. He founds his own company in 1999, getting off to a flying start with Officefox.com AG in Holzkirchen and the sale of office supplies in direct sales docked on to the service platform of the wholesale trade, supported by several acquisitions of local Streckenunternehmen and mail-order companies. The firm generates 38 million euros in turnover within eighteen months. After a structural change among the partners, he sells his shares in the limited company in mid-2001. A “great offer” leads him as mana-

ging director to edding International GmbH in Ahrensburg near Hamburg. In January 2004, Oster moves to Paris again, where he works as Vice President and General Manager of EMEA Sanford Brands at Newell Rubbermaid until December 2007. During this time in 2005/2006, he is one of only 13 colleagues selected from all over the world to get the chance to receive executive training with Ken Blanchard and, in addition, in 2009 he does a course as a licensed coach in change management. In order to be closer to his family again, he moves back to Hamburg once more in January 2008 and joins Berendsohn AG, a European group which focusses on the direct sale of promotional products – Oster’s first direct contact with the promotional products sector and his first source of comprehensive know-how in this field. “Due



# RALF OSTER IN PERSON

## What was your first thought this morning?

Can I still catch the plane? And where's my coffee?

## When is your day a good one?

When I have an open, honest conversation with my children.

## What gets you in a good mood?

When my wife and the children acknowledge that I have listened.

## And what drives you crazy?

Sloppiness or if something is just not thought through.

## What are you most likely to forgive yourself for?

Every now and then a beer - even if it is not good for my waist.

## When do you lose track of time?

When playing the guitar.

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

France.

## What do you like spending your money on?

Motorcycles.

## Do you let yourself be seduced by advertisements?

Yes, time and time again.

## When is a promotional product a good promotional product?

If I have it with me, enjoy using it and would recommend it.

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

That was 1988, a brown calculator from Gillette.

## What do you find irritating in relation to promotional products?

When a promotional product is just not usable.



**LABEL**  
DRESS TO IMPRESS

to the internationality and size of the companies which I had previously managed, I decided in 2012, however, to accept the highly interesting offer from PF Concept," says Ralf Oster.

### THE REORIENTATION

Thus an "extremely exciting time" begins for the new CEO. "At PF Concept I found something like a global family with a small decision-making body and a business field which is just as concentrated as it is complex. The stimulus and the challenge in this task for me as Change Manager in an international team was to develop, implement and continually further adjust a new Go2market Strategy and orientation for the company. "In restructuring PF Concept the first thing to do was to analyse and screen the previous processes," explains Oster. "Right away in the first year the first things changed and from 2013/2014 we were able to discern a real turnaround. "The start into the year 2015 also turned out extremely promisingly. In development, according to Oster, the thing is to combine entrepreneurial energy with the corresponding momentum and corporate motivation into the right strategy. "This naturally also demands a lot of flexibility. But the strategy of our closely cooperating team is showing success."

### FIVE PRODUCT WORLDS AND STRONG SERVICES

The essential feature of this ambitious reorientation was the focus on five clearly differentiated product worlds representing the various market segments: Value, Gifts, Apparel, Customisation and Decoration. The first four segments are served by one of the four PF Concept product sectors Bullet, Label, Avenue and World-Source, each comprising a specific portfolio, refining technologies relevant to the target group, custom-fit delivery services and marketing tools. In order to press ahead further with the ambitious growth strategy, the supporting measures and services have been reworked and adapted to the changed requirements of the

market. Here, for example, PF Concept offers an express printing service of only 24 hours – a one-stop-shop solution at its ISO 14001 certified works in Posen, Poland. In addition, a new high-capacity warehouse was erected there in April 2014 which helped to further improve delivery times. In support an online portal offering high-quality services allows partners from the promotional products trade to organize and position orders for their customers even more simply. A committed team of product designers and category managers is highly motivated in its task of constantly offering anew a striking product portfolio. A large number of international design awards in the last few years underline the success of this commitment. “And our customers appreciate all these services,” says Oster.

#### THE CUSTOMER PLAYS A CENTRAL ROLE

“Our attention is focussed on our partners, the distributors and advertising material dealers. Their wishes enjoy top priority from receipt of order to delivery. Here we work day by day on improvements to step up customer care and to facilitate their work for them with our service structure and simplified processes. These also include internal measures and tools to measure and further enhance customer satisfaction. Even in the time of the crisis we didn’t curb these efforts. Today the company is in a substantially stronger position than before and is well on its way to the heights the ‘old’ PF Concept used to reach”, explains Oster. Part of this success strategy is the relaunch of the company as an exhibitor at the PSI 2015. A stand has also already been booked for next year’s trade show.

#### POOLING RESOURCES

Rendering optimal service also means constant critical self-examination. Ralf Oster knows this out of long years of sales experience and so he is continually working with his team on new ways of further de-



veloping global marketing to the benefit of his business partners. In the course of the expansion which is underway, the aim is to continually build up the strengths in the fields of logistics, product development and value added by advertising refinement and process control and to tailor them entirely to the needs and requirements and demands of the respective markets. “For this we combine and use the entire resources of the group in order to further change and improve in all areas,” Oster emphasizes. “For us the title of ‘multi-specialist’ means not only a variety of products and their customization, but being able to offer a complete all-round, one-stop service at uniform worldwide levels – and that, of course, even with smaller orders.”

#### FREEDOM AND BALANCE

The results up to now show that Ralf Oster is on the right road with his company. He lives out his concept and his vision and is confident of his own products. With

all these demands, is there really much time left for the private person? “Certainly I travel a lot, but I try to make the very best use of my time,” says Ralf Oster. And the well-organized father of four children, who lives in Ahrensburg near Hamburg, still does manage to find enough free space for his family. These hours of privacy are then mostly given over to activities together. “We’re all on the go doing a lot of sport,” he relates, be that running, tennis or skiing. But they also play music together and naturally they travel. Besides this Ralf Oster is also passionately fond of riding his motorbike. But he also involves himself with young talent and coaches managers. His credo is: “Lasting success only comes from inner balance, a harmonious family, stamina and enjoying what you are doing.” And this balance – also in weighing private against professional activity – enables him “to stay fit and thus achieve my aims.”

&lt;



# INNOVATIVE PROMOTIONAL PRODUCTS



## SPARKLING ENJOYMENT FROM A CAN

**O** riginal, tangy and fresh: the elderflower drink “Hugo” has now established itself as a light, refreshing summer treat. The tingling aperitif made of fruit wine and soda with the refreshing touch of elderflower, lime and mint is being offered by Sanders Imagetools as of now in a modern 200 millilitre can. A multitude of decorating options allow for almost unlimited design variations. 4c photo-quality printing is applied to various base materials – depending on the design and budget. Even the simulation of metallic gold and of almost all Pantone colours is possible at no extra charge.

46551 • Sanders Imagetools GmbH & Co. KG • Tel +49 9401 60798-43  
welcome@imagetools.com • www.imagetools.com

## SPECIAL LOOK

**T**he Arvey Booster is a 2,600 mA power bank featuring a brand battery and USB/Micro USB connection. The special feature: leather and PU can be inserted into a recess in the middle section of the power bank in a very large variety of materials and colours. A customer logo can be visually and tangibly showcased by applying it to the coating material. And of course a logo and individual names can also be laterally lasered onto the end caps. The power bank can therefore be ideally offered in combination with Arvey notebooks as a set because the same materials are used. The material combination makes this product special. The Arvey Booster can be offered with a PU coating in a quantity of 500 pieces or more at an industry price below 10 euros. It is also available with individual reference material and printing from just 100 units.

48055 • Acar Europe GmbH • Tel +49 6172 1710710  
info@acar-europe.de • www.acar-europe.de







## FOLLOW THE HEALTHY TRENDS

**M**ake your custom drink that keeps you in good shape – that's the main idea of FIZZ cup. It's a cup equipped with a special holder for the insertion. Just fill it with water and add whatever you like to create the taste you like – mint, strawberries, lemon etc. When the weather is hot add some ice and get delicious, refreshing lemonade or fruit drink. It's just that simple. Cup FIZZ has more advantages: modern good-looking design, very practical usage and first of all – it's trendy! Product is also equipped with a removable, plastic straw that may be easily taken out and cleaned before refilling. This cup is available in two colour variants: blue and green, both presenting outstandingly good.

49556 • Asgard Sp. z o.o. • Tel +48 61-8400740  
b.startek@asgard.pl • www.asgard.pl

# lupcard- die Lupe - das Original\*

Scheckkartenlupe mit 4-facher Vergrößerung im Format 86x54 mm -  
\* nur 0,3 mm dünn und 1,9 Gramm leicht!

**lupenmaxx**®  
...wir machen's größer!

info@lupenmaxx.de • www.lupenmaxx.de  
www.mikrofasertuch.de



Wir bringen Ihre Werbung  
**GROSS** raus!



Lupenmaxx GmbH  
Freiburger Str. 8  
79199 Kirchzarten  
Tel.: +49 (0) 7661 909988 0



## STYLISHLY PUT INTO THE LIMELIGHT

**T**he new presentation box for sticky notes from Geiger-Notes showcases these little helpers for desks and handbags perfectly, whether in the showroom or when your outside sales representatives are visiting customers. A cross section of Geiger Notes' product line comes inside the shiny box with black foam material and includes everything from the simple basic block to the elaborate combination set inside an elegant silk envelope. With this product, your sales partners will always have what they need at hand and will have a valuable basis for their presentation.

41615 • Geiger-Notes AG • Tel +49 6134 188-0

info@geiger-notes.ag • www.geiger-notes.ag

## GOOD PROSPECTS

**T**he new year will soon be just around the corner, bringing with it the travel plans for 2016. Arti Kalender & Promotion Service has just the right promotional products on offer to awaken wanderlust and complete the planning for both big and small destinations. The sophisticated photography of these picture calendars opens up new horizons. Combined with a travel notebook and practical giveaways, they make for a perfect trip. Depending on the target group and the line of business, Arti puts together the best possible products and readily provides consulting services. At Arti, you can find a complete range of attractive promotional products in international distribution with many new ideas.

40661 • Arti Kalender & Promotion Service GmbH • Tel +49 5241 803332

info@arti-group.de • www.arti-group.de



## LOKKY REPLACES BUNCH OF KEYS

**A**clanking, scratching bunch of keys is a thing of the past since the arrival of the key holder "Lokky". "Lokky" is a new invention from Goudsmit Magnetic Design. It can hold five standard-sized keys, which all have their fixed place. They are pushed onto a little axle and screwed tight. Each key can be easily reached and used individually. The little chain on the outside provides space for an electronic key card, bonus card or membership card. By means of a logo or slogan on a large domed label, "Lokky" can also be customized.

43808 • Goudsmit Magnetic Design BV • Tel +31 40 2212475

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



# Stedman®

---

just for me



**GEWÖHNLICHES T-SHIRT.**



**STEDMAN® T-SHIRT.**

Stedman® T-Shirts aus **hochwertiger Ringspinn-Baumwolle** fühlen sich nicht nur unglaublich weich an, sie bieten dank ihrer glatten Oberfläche auch eine perfekte Grundlage für die verschiedensten Textilveredelungen.

**Du möchtest ein noch weicher Hautgefühl?** Dann schau' dir die fantastischen Stedman® Stars aus gekämmter Ringspinn-Baumwolle an – die gibt's z.B. auch aus zertifizierter Bio-Baumwolle\* oder als kuschelweiche Baumwoll-Polyester-Melange!

\* Zertifiziert nach den strengen Richtlinien des Organic Content Standard 100.

Fühl' den Unterschied: [www.stedman.eu/soft](http://www.stedman.eu/soft)





## MORE THAN A MYTH

**M**agnificent and dignified is the impression made by the TITAN from uma. For like many titans, the oldest race of gods in Greek mythology, it emanates a modest elegance all its own. And as in the world of the ancient gods, uma also has more than one. The TITAN comes in glossy black with gleaming silver fittings, in brushed stainless steel with a matte finish or in high-value GUN metallic. All designs are available as a metal twist-action ballpoint or rollerball, each with a spring-mounted metal clip. The TITAN makes a truly memorable impression mainly thanks to the printing on it, since this really brings out the advertising message. Whether by means of screen printing, pad printing or – especially impressive on the black TITAN – with high-gloss laser engraving. Granted, this doesn't make it easy to decide. And that is why the TITANS from uma also come as a set in a chic case. Of course, also for special occasions, just in time for Christmas. Thoroughly Olympian writing pleasure is guaranteed by the time-tested uma High-Class refill made in Germany. The interplay of new silver tip, tungsten carbide ball and German ink made in accordance with ISO standards promise more than 10,000 metres of a pleasantly gentle writing sensation.

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

[info@uma-pen.com](mailto:info@uma-pen.com) • [www.uma-pen.com](http://www.uma-pen.com)



## FUN WHILE PLAYING ON AND OFFLINE

**B**lack or white – cards or an app?... at ASS Altenburger, selecting the right promotional product is not a question of “either/or”. Interactive cards combine having fun while playing traditional card games with your family with several new digital game options that will enrich the game. After all, card games are also keeping up with modern times. There are many different technologies available which can be used to combine digital components with playing cards via smartphones, tablets and/or web. During the “augmented reality”, the contents of the cards (e.g. animals) are activated and effectively brought to life on a PC or smartphone, or digital game enhancements or new game contents can be activated with “xRay” or “iTouch”. Programming individual apps is also feasible at ASS Altenburger. On the one hand there are many standard apps available for this, which can be personalised with minimal effort, or alternatively a custom-fit concept can be developed using different technologies which are tailored to the customer's needs. Cards + digital = twice the fun while playing on and offline.

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

[info@spielkarten.com](mailto:info@spielkarten.com) • [www.werbespielkarten.de](http://www.werbespielkarten.de)



# PROMOTIONAL REUSABLE BAGS

20  
YEARS

CEP<sup>®</sup> EXTRA  
PACK

LEADING EUROPEAN MANUFACTURER



*Next time you go shopping, take a reusable bag with you!*



**Sourcing.BG**  
Bulgarian Export Platform

BULGARIA



VELIKO TARNOVO

phone +359 62 611515  
fax +359 62 611551

<http://bags.bg>

SOFIA

phone +359 2 9753547  
fax +359 2 9751080

[team@ep-bags.com](mailto:team@ep-bags.com)





## SHOPPING CART IN A MINI VERSION

**F**or our theme of the month, Chr. Tanner GmbH is presenting the Reisenstapel Carry Bag XXS, filled with roughly 25 brand miniatures. The filling can be adapted to the specific country. This applies in particular to Germany, France, and Spain, for which there is a portfolio of more than 250 different brands. The packing unit of the decidedly handy Carry Bag XXS is six units each.

49542 • Chr. Tanner GmbH • Tel +49 7141 4910614

andreas.doerr@derkleinekaufmann.de • www.derkleinekaufmann.de

## FOR REAL BEACH PLEASURE

**O**ff to the beach with the new 2-in-1 solution from Aglika: here the beach towel (70 x 140 centimetres) and the gym bag (30 x 40 centimetres) are connected to each other with a sewn seam so that the bag cannot get lost and the beach towel can easily be folded into it. The towel and the bag are digitally printed. The printing on the two items can be different. The minimum order quantity is 100 units.

49278 • Aglika Trade Ltd. • Tel +359 62 602102

info@aglika.bg • www.aglikaeurope.com



## CLASSIC MEETS MODERN

**P**arker writing utensils have always counted among the classic product in the upscale segment. Simple shapes and elegant packages underscore the brand's aristocratic character. The "Urban Premium" model is now aiming at an additional target group. New shapes and fine ornaments in the material provide for a breath of fresh air and put new trends in the product mix – and not only for the younger generation. A modern writing utensil in connection with a classic notebook – packed in a distinguished gift box. This combination achieves a perfect link between the classic and the modern. The individual components can also be finished in various ways, providing each with its very own advertising message. Engraving, pad or digital printing put customer logos in the best light and thereby add to the overall upmarket impression.

47160 • Hauff Schreibgeräte GmbH • Tel +49 7531 4571780

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









## LITTLE COMPANION FOR BIG MOMENTS

**W**ith the Selfie Sticks of the Vim Solution GmbH you are always ready if the perfect motive is right before you! By pressing the integrated button you can release the camera through audio cable or bluetooth! You can extract the stick up to 108mm so there is enough space on the picture for groups. They are available in different fresh colours and they protect the smartphones of scratches because of the protection on the top made of rubber. So your travel photo album becomes more special with awesome new pictures.

47555 • Vim Solution GmbH • Tel +49 7661 90949-200

vertrieb@vim-solution.com • www.trader.vim-solution.com



## CRYSTAL CLEAR QUALITY

**B**rand new and a must-have for trendy lifestyle cafés is the new “Nancy” series made of double-walled borosilicate glass. Elegant design in combination with a high level of functionality and durable finishing options create a wonderful synergy. Available in four sizes (S, M, L, XL), for hot-drink lovers and for all coffee specialities the range always has the right version. “Nancy” is also dishwasher and microwave-safe. “Nancy” gets its individual look as a brand representative through high-quality engraving or the XPRESSION print. With just the four-colour process, any HKS or Pantone shade of colour can be implemented cost-efficiently.

45567 • SND PorzellanManufaktur GmbH • Tel +49 6183 80080

info@snd-porzellan.de • www.snd-porzellan.de

## FITNESS FOR IN BETWEEN TIMES

**T**he Rubberband from Laura-Fit is a closed ring made of natural rubber that is pleasant to the skin. The sporty Rubberband is ideal for short activity breaks in between times. It exercises the most important muscle groups, stretches tense areas and activates the cardiovascular system. The Rubberband comes in various thicknesses and colours. Advertising in one or two colours (line printing without grid) is available on orders of 500 or more. The Rubberband comes with extensive exercising instructions. The delivery period, according to Laura-Fit, is three to six weeks, depending on volume.

49520 • Laura-Fit Ltd. & Co. KG • Tel +49 9341 8953-131

info@fitness-wohlbefinden.de • www.fitness-wohlbefinden.de





# Asóciate a aimfap

Asociación compuesta exclusivamente por importadores, mayoristas y fabricantes de artículos promocionales  
Association of Importers, Wholesalers and Manufacturers of Promotional Goods

4 IMPRINT	DICAVESA	IMPORTRECLAM	PMA PRODUCT
4-TEAMS	DIGITAL CAMERAS	IMPRESSIVE WORLD	POSTERFIX
ABANICO EXPRESS	DINO PRINT & CUT	INOXCROM	PPC COMPUTERS
ACE INTERNATIONAL	DISPASUB	ITALOAGENDAS	PRADOPIEL
DIRECT	DISTRIBUCIONES	JHK	PRO PACK EUROPE
AFAMSA	TEXTILES	JOYLU	PRODIR
AFISA	ELVA	JUMAR SPORT	PROMOSERPENTIGRAFF
AHORRA EN TINTA	EMBALAJES -	KEYA SPAIN	PUBLIGIFTS
AKTIVE WEAR	- PUBLICITARIOS	L&D	RENOR
ALCES	NT	LA BOULE OBUT	ROLY
ALTO IMPACTO -	EMILSA	LABOR VIVA	SECANETA
- VISUAL Y PLV	ENDULZARTE	LEDIBERG	SERIPAFAER
AMBER	ENYES	LIDER FUTURA	SHIRTS AND STICKERS
ANBOR	ETITECNIC	LINITEX	SIEGE
ASLEON	EUROSOUVENIRS	LM ACCESSOIRES	SOL'S
ASPU	EZEDICHI	LUXPRINT	STABILO P.P.
BELLOD	FALK & ROSS	MACMA	STYB
BEP	FEBRERO PIEL	MAGIC LLUMS	TEMPUS REGI
BIC GRAPHIC -	FIOTEX	MAKITO	TENLLADO
- NORWOOD	FORMATOS-INGENIA-	MODICO	TEXSOL
BOHORQUEZ 1918	- PLV-MR BLOCS	MOLINO DE CORTINA	TEXTIL MALLORCA
BSC HISPANIA	FRAMA	MUROPUBLIC	TGIFTS
CAMILO VILAS	FREESUB	NEW WAVE GROUP	THE MAGIC TOUCH -
CAPICUA	FUSTABLOC	NKH ESPAÑA	- ESPAÑA
CARAMELOS VINUESA	FUTURE GIFT	NOBRINDE	TOALLITAS_GPQ
CARCHIDEA	GAMAX	NURIMAR	V G
CEM MONTERO	GIVING EUROPE	OK TEXTIL	VALENTO
CIFRA	GLOBOLANDIA	OLEHATS	VALLÉS IMPORT
CLIPY	GRAN FESTIVAL	OMG PUBLICIDAD	VISUALTEXTIL
COMERCIAL CUMER	GRUPO PUNZON	PAD'S WORLD	WEB PELOTA
CROSS	HATAPRESS & -	PAMAY	WORKTEAM
CUHER	- GARMENTS	PAUL STRICKER	ZIRAKETAN
CUKA	HISARNOX	PIXIKA	
DEONET	IBER-DREAMS	PLASTINEZ	

## Sello de Calidad AIMFAP

Nuestros asociados, nuestra mejor **GARANTÍA**  
Our associates are our best **GUARANTEE**



Paseo de la Castellana, 135 • 5ª Planta oficina 506 28046 MADRID (SPAIN)  
TEL: 0034 91 297 54 48 FAX: 91 297 55 03 • [aimfap@aimfap.com](mailto:aimfap@aimfap.com)

ASOCIACIÓN DE IMPORTADORES, MAYORISTAS Y FABRICANTES DE ARTÍCULOS PROMOCIONALES  
Association of Importers, Wholesalers and Manufacturers of Promotional Goods





## TIMELESS LOOK ON THE TABLE

**C**learly defined shapes and a timeless look on the table – these are provided by the new breakfast series BASIC, made of matt stainless steel. It offers storage and serving solutions for various occasions, such as breakfast with the family or a dinner party with friends. The individual components, consisting of milk and cream jug, jam jar, snack bowl, sugar bowl and butter dish, can be arranged on the trays, which are available in different sizes, as required. With matching lids made of stainless steel or plastic, the products can be closed stylishly.

40774 • blomus GmbH • Tel +49 2933 831127

info@blomus.com • www.blomus.com



## DUAL-FACETED CARAFE

**W**ith the W/W carafe from Benjamin Hubert, Menu has taken up the challenge of combining a wine decanter with the function of a water carafe in one design. For maximum aeration (800 per cent) of the wine, the W/W carafe has a silicone filter that lets the wine “rain” into the carafe through tiny openings. This technology simultaneously allows the product to be used as a modern water carafe as the filter holds back added ingredients such as ice cubes, lemon, mint, etc., while pouring. To go with it, special, stackable glasses are available that can sit in the carafe’s wide opening.

49320 • mood rooms eK • Tel +49 170 2800652

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



**FyvarMailing**



**FyvarSearch**



**MyFyvarReKlam**

**FYVAR**  
**ROAD SHOW**  
9º ANIVERSARY



**FYVAR Awards**



**FYVAR**  
**Quality**



**FYVAR**  
**WELCOME PACK / FIDELITY PACK**



européenne  
products association

**Presidency**



**FYVAR**

Asociación Internacional de Fabricantes y Vendedores  
de Artículos de Regalo Publicitarios y Promocionales

**fyvar.com**

BRIEF MESSAGE, LOW PRICES, BIG IMPACT+++THE PSI CLASSIFIEDS MARKET+++NOW NEW EVERY MONTH+++EXCLUSIVE IN THE PSI JOURNAL+++BOOK NOW FOR THE NEXT ISSUE+++ TEL: +49(0)211-90191-114/-150+++FAX: +49(0)211-90191-180+++MAIL: PUBLISHING@PSI-NETWORK.DE

## TEXTILIEN / TEXTILES

Werbung auf Schritt und Tritt - Made in Germany

**ABER**  
textil+design

ab 100 Paar  
individuelle Business-Socken  
exklusiv gestrickt

kreative Ideen  
aussagekräftige Entwürfe  
professionelle Umsetzung



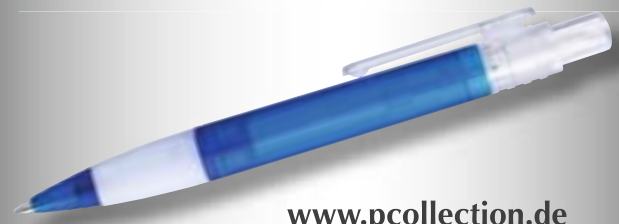
+49 (0)5109-5646 825 info@aber-design.de

PSI No. 49549

www.aber-design.de

## SCHREIBGERÄTE / WRITING UTENSILS

**P.COLLECTION**  
Fabrik für Schreibgeräte



www.pcollection.de

PSI No. 42809

www.pcollection.de

**CLIQUE** ALL YOU NEED IS CLIQUE®  
**BASIC**

Exklusiv erhältlich bei:  
**NewWave**

Info@newwave-germany.de  
Tel: +49(0)203 979 020  
www.newwave-germany.de

Info@newwave-austria.de  
Tel: +43(0)3771 330 40 0  
www.newwave-austria.de

PSI No. 44367

www.newwave-germany.de

**iPROTECT** The only antibacterial pen with ZINC IONS

**THE HIGH PROMOTIONAL QUALITY DEDICATED TO:**

- Pharmacies, parapharmacies and herbalist's shops
- Chemical tests laboratories
- Clinical tests, diagnosis, therapy and research laboratories
- Hospitals, rehab centres or nursing homes, dental surgeries, veterinary clinics and radiological laboratories
- wellness centres
- pharmaceutical companies
- chemical companies
- food industries

**stilinea**  
www.stilinea.it

MADE IN ITALY

PSI No. 45328

www.stilinea.it

**Fifty Five**  
OUTDOORBEKLEIDUNG

*Premium Promotion & Corporate Fashion*

Damen Urban & Freizeitjacke  
"Lake Nipigon"

Sofortlager - Corporate Design  
Fullfillment - 24H Bestellservice

Fifty Five OHG  
Unterm Wasser 17  
57250 Netphen  
Tel: 02738-30540  
Mail: info@fiftyfive.eu  
Shop: www.fiftyfive.eu

PSI No. 49354

www.fiftyfive.eu

## REISEGEPÄCK / LUGGAGE

**TITAN**

TITAN HAMBURG GmbH  
Merkuring 70-72  
22143 Hamburg

www.titan-bags.com

PSI No. 46108

www.travelite.de

Additional suppliers can be found in the reference work  
PSI Supplier Finder 2/2014 or online in our  
PSI Product Finder  
www.psiproductfinder.de



## KUNSTSTOFF-ERZEUGNISSE / INJECTION MOUDED PLASTIC PRODUCTS



**Made  
in  
Germany**  
www.promowolsch.de  
info@promowolsch.de  
**PROMOWOLSCH®**  
The customer factory

PSI No. 44724

www.promowolsch.de

## WERBE-CD's / PROMOTIONAL CD's



SIE SUCHEN  
DIE PASSENDE  
**WERBEIDEE ?**  
Unsere Ideen sehen nicht  
nur gut aus, sondern  
haben auch den richtigen  
Ton... **30% PSI Rabatt**  
**HERMANN-MEDIA**  
GESTALTUNG - MEDIEN - DESIGN - VERLAG  
www.hermann-media.de

PSI No. 49335

www.hermann-media.de

## SCHLÜSSELANHÄNGER UND CHIPHALTER / KEY FOBs AND TROLLEY COINS



**TRIGGI®**  
Der Einkaufswagenauflöser  
**Exklusiv bei  
Pins & mehr**  
**Pins & mehr GmbH & Co. KG**  
Lechstraße 10.8 • 86415 Mering / Germany  
Fon: +49-8233-79312-0  
info@pinsundmehr.de • www.pinsundmehr.de

PSI No. 46925

www.pinsundmehr.de

Additional suppliers can be found in the reference work  
PSI Supplier Finder 2/2014 or online in our  
PSI Product Finder  
www.psiproductfinder.de

## BÜROBEDARF / OFFICE SUPPLIES



**LAINAS**  
**PRODUCTS**

PSI No. 47361

www.lainasproducts.com

### Trend-Set Color \* Das Haft-Notizbuch

Werbemittel mit Stil! **JETZT BESTELLEN!**


**Neuheit  
2015**  
**prinopa**  
*Warum nicht gleich so?*  
www.prinopa.de  
anfrage@prinopa.de

PSI No. 48248

www.prinopa.de

Additional suppliers can be found in the reference work  
PSI Supplier Finder 2/2014 or online in our  
PSI Product Finder  
www.psiproductfinder.de

## KALENDER / CALENDARS



**arti group** 1873  
arti kalender & promotion service  
**DIE KALENDERWELT**  
Bildkalender | Organisationskalender  
Terminkalender | Notizbücher  
Arti Kalender & Promotion Service GmbH  
Carl-Bertelsmann-Straße 161 K | 33311 Gütersloh  
Tel.: +495241 80-88899 | Fax: +495241 80-9525  
info@arti-group.de | www.arti-group.de

PSI No. 40661

www.arti-group.de

**Wir veredeln die Marke Ihrer Kunden.**

- Duftlack
- UV-Lack
- Strukturlack
- Relieflack
- Sonderfarbe
- Prägung
- Nachleuchtack
- Folienkaschierung

[www.terminic.eu](http://www.terminic.eu)

PSI No. 41308 [www.terminic.eu](http://www.terminic.eu)

## FEUERZEUGE / LIGHTER

**LIGHTER**  
IN PROGRESS  
Design & Promotion 2015

**KP Plattner**  
[www.kp-plattner.at](http://www.kp-plattner.at)

PSI No. 41565 [www.kp-plattner.at](http://www.kp-plattner.at)

WERBE- UND PROMOTIONMATTEN /  
ADVERTISING AND PROMOTION MATS

Nicht nur einfach  
Fußmatten -  
Werbematten mit  
farbenfrohen Designs.  
Wir bringen Farbe ins  
Spiel!

**KLEEN-TEX  
FOR PROMOTION**  
[promotion@kleen-tex.eu](mailto:promotion@kleen-tex.eu)

PSI No. 43358 [www.promotion-mats.eu](http://www.promotion-mats.eu)

WERKZEUG, TECHNIK & ELEKTRONIK /  
TOOLS, TECHNIQUE & ELECTRONICS

*Avenue*  
MOBILE  
MUST-HAVES

[www.pfconcept.com](http://www.pfconcept.com)

PSI No. 40972 [www.pfconcept.com](http://www.pfconcept.com)

## SÜSSWAREN / SWEETS

**Schokoladenmünzen**

- als Standard  
Euro-Artikel

oder als

- Spezialanfertigung  
für die Werbung

**Stereo**  
Stereo Holland Gebäck GmbH & Co.  
[www.stereo-holland-gebaeck.de](http://www.stereo-holland-gebaeck.de)

PSI No. 45341 [www.stereo-holland-gebaeck.de](http://www.stereo-holland-gebaeck.de)

harman / kardon | AKG | yurbuds | JBL

Autorisierter Vertriebspartner des Werbeartikelgroßhandels:

**HEKA Werbeartikel GmbH**  
Daimlerstraße 19 • 74196 Neuenstadt  
0 7139 / 48 48 - 0  
[info@heka-werbeartikel.de](mailto:info@heka-werbeartikel.de)

**HEKA**  
*Werbeartikel*

[www.heka-werbeartikel.de](http://www.heka-werbeartikel.de)

PSI No. 43064 [www.heka-werbeartikel.de](http://www.heka-werbeartikel.de)

Additional suppliers can be found in the reference work  
PSI Supplier Finder 2/2014 or online in our  
PSI Product Finder  
[www.psiproductfinder.de](http://www.psiproductfinder.de)

Additional suppliers can be found in the reference work  
PSI Supplier Finder 2/2014 or online in our  
PSI Product Finder  
[www.psiproductfinder.de](http://www.psiproductfinder.de)

## TASCHEN / BAGS

**BÄRENSTARKE IDEEN**

Berlinger Gbr, Hetlinger Str. 19, 25488 Holm  
Telefon: 04103.905 9621  
email: info@berlingerland.de  
[www.berlingerland.de](http://www.berlingerland.de)

PSI No. 16628 [www.berlingerland.de](http://www.berlingerland.de)

**Die Alternative für LKW Planentaschen**  
Exklusivvertrieb über den Werbemittelhandel

PSI No. 48336 [www.trendbagz.com](http://www.trendbagz.com)

Additional suppliers can be found in the reference work  
PSI Supplier Finder 2/2014 or online in our  
PSI Product Finder  
[www.psiproductfinder.de](http://www.psiproductfinder.de)

## BAUMWOLLTASCHEN / COTTON BAGS

**STUTZ & FISCHER GMBH**

- Baumwolltaschen
- Non-Woven-Taschen
- Schürzen
- BW-Beutel
- Kordelzugbeutel
- BW-Rucksack

**Fischer-Import GmbH**

Tel.: 095 71-94 79 47  
Fax: 095 71-94 79 48  
verkauf@fischer-import.de  
[www.stutz-fischer-gmbh.de](http://www.stutz-fischer-gmbh.de)  
Alte Coburger Str. 13 · 96215 Lichtenfels

WERBEARTIKEL

Fordern Sie bitte den Hauptkatalog an!

PSI No. 42320 [www.fischer-import.de](http://www.fischer-import.de)

## REGENSCHIRME / UMBRELLAS

PREMIUMQUALITÄT ZUM BUDGETPREIS

**MAXX® Active und MAXX® City**

- Automatik-Funktion
- Windproof
- Fiberglasendspeichen
- Holzgriff
- In 6 bzw. 8 Trendfarben
- Mehrfarbig bedruckbar im hauseigenen Druckzentrum
- Lieferzeit wenige Tage

**STRIMAXX & FRIENDS GmbH** • Vertriebsbüro Hamburg  
Alte Holstenstraße 22 • DE-21031 Hamburg • T +49 (0)40-739 2668 20  
info@strimaxx.de • [www.strimaxx.de](http://www.strimaxx.de)

PSI No. 48720 [www.strimaxx.de](http://www.strimaxx.de)

## SPIELWAREN / TOYS

**mic-o-mic**  
3D construction kit

- ✓ Eyecatcher auf jedem Schreibtisch
- ✓ Idealer Werbeträger
- ✓ Werbeanbringung an verschiedenen Positionen möglich
- ✓ Eigene Farbstellung und Verpackung schon ab kleinen Chargen umsetzbar

[mic-o-mic.com](http://mic-o-mic.com)

Schäfer Toy Company GmbH • info@schaefer toys.de • Tel. 02684 / 95 70 13

PSI No. 46903 [www.spm-marketing.de](http://www.spm-marketing.de)

Additional suppliers can be found in the reference work  
PSI Supplier Finder 2/2014 or online in our  
PSI Product Finder  
[www.psiproductfinder.de](http://www.psiproductfinder.de)

## KLEINANZEIGENPREISE / CLASSIFIEDS PRICES

Format	Größe (B x H)	s/w Preis	4c Preis
1/4 Seite	90 x 127 mm	799,-	999,-
1/8 Seite	90 x 61 mm	255,-	319,-
1/16 Seite	90 x 28 mm	199,-	249,-
1/32 Seite	42 x 28 mm	99,-	125,-
<b>Rubrik Stellenangebote / Rubric Job Offers</b>			
1/4 Seite	90 x 127 mm		205,-



## INFO:

Anhand der PSI Nr. finden Sie alle Produkte des  
Lieferanten im PSI Product Finder:  
[www.psiproductfinder.de](http://www.psiproductfinder.de)

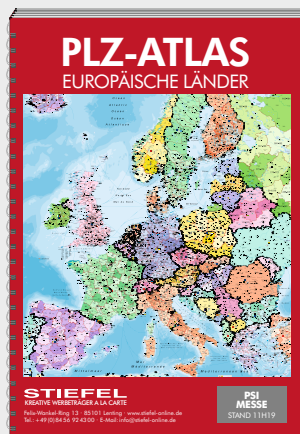


## WANDKARTEN / WALL MAPS

**STIEFEL**  
KREATIVE WERBETRÄGER A LA CARTE

- › 30 europäische Staaten
- › Einzeldarstellung der Länder
- › die wichtigsten Städten
- › PLZ Bereiche
- › Vorwahlverzeichnis der Länder
- › im Format DIN A4
- › für den schnellen Überblick

STIEFEL Eurocart GmbH · Felix-Wankel-Ring 13 a  
85101 Lenting · Tel.: +49 (0) 8456 924300  
E-Mail: info@stiefel-online.de · www.stiefel-online.de



PSI No. 43567

www.stiefel-online.de

Additional suppliers can be found in the reference work  
PSI Supplier Finder 2/2014 or online in our  
PSI Product Finder  
www.psiproductfinder.de

## SONDERANFERTIGUNGEN / CUSTOM MADE ARTICLES

**Was schenke ich Jemandem,  
der eigentlich alles hat?**

Werbegeschenke · Souvenirs · Preise · Kundengeschenke · Kunden-Souvenirs · Medaillen · Schlüsselringe · Schlüsselanhänger · Aufhänger für Schlüsselanhänger · Produktbegleiter  
Personalisierte Präsentationsboxen · Werbefarbung · Beschriftungen · Aufhängungen · 3D Souvenirs



Erleben Sie die Faszination  
3D-Werbegeschenke live. Ob Einzelstück oder  
Grossauftrag. Das Rundum-Sorglos-Paket  
für Sie.

LASERPIX GmbH  
Weg der Saint-Philipp-Präzisions AG  
30759 Hannover  
LASERPIX  
Laser-Präzisions-Technik  
Tel. 0511 311 111-111  
E-Mail: info@laserpix.de  
www.laserpix.de

PSI No. 49291

www.laserpix.de

**VALINA****INNOVATIVE PROMOTIONAL PRODUCTS**

ÜBERRASCHEND ANDERS

**NEU**

Das Glücklicht - Streuartikel mit Zufallszitat  
Individuelle Etiketten und Zitate möglich



Glücklicht - Adventskranzdose

WEITERE PRODUKTE UNTER: VALINA.DE +++ KONTAKT: INFO@VALINA.DE

PSI No. 49558

www.kreitmeier-valina.de

**Weihnatskugeln  
mit Logoaufrdruck  
Christmasbaubles  
with logo**

Made in Germany

**BRAUNS HEITMANN**

Lütkefeld 15, D-34414 Warburg · Phone: +49.5641.95481  
birgit.muellner@brauns-heitmann.de · **www.krebs-logo.de**

PSI No. 46905

www.krebs-logo.de

## NACHHALTIGE PRODUKTE / SUSTAINABLE PRODUCTS

**Bottles for Water**

Join our  
campaign!

Promote  
Retap Bottles  
for a good cause.

bottlesforwater.org

Support  
clean water

All donations  
will go to  
1001fontaines.

1001fontaines.com

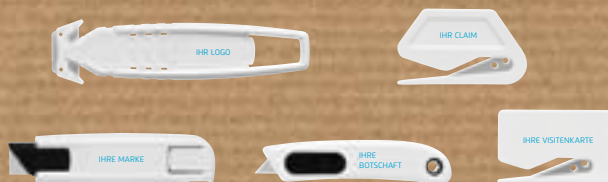
**Please contact:** Patricia Schandlbauer | Tel.: +45 53 56 05 49 | Mail: ps@retap.de

PSI No. 48273

www.retap.dk

## SICHERHEITSMESSER / SAFETY CUTTERS

HINTERLASSEN SIE EINEN  
BLEIBENDEN EINDRUCK.



ENJOY SAFETY  
MADE IN SOLINGEN

**martor**

PSI No. 40111

www.martor.de

Additional suppliers can be found in the reference work  
PSI Supplier Finder 2/2014 or online in our  
PSI Product Finder  
www.psiproductfinder.de

## TASCHENMESSER / POCKET KNIFE

**Multifunktional**

**PUMA TEC Multitool**

- 9 Werkzeuge
- Nylon-Etui
- Geschenkbox

Nr. 300200



C. JUL. HERBERTZ GMBH [www.herbertz-solingen.de](http://www.herbertz-solingen.de)

PSI No. 41275 [www.cjherbertz.de](http://www.cjherbertz.de)

## MASSBÄNDER / MEASURING TAPES



**magnetmeter®**  
Der längste Taschenmagnet der Welt!

[meterex@meterex.com](mailto:meterex@meterex.com)  
[www.meterex.com](http://www.meterex.com)

meterex®  
germany since 1920






PSI No. 41836 [www.meterex.com](http://www.meterex.com)

VEREDELUNG & WERBEANBRINGUNG /  
FINISHING & PROMOTIONAL LABELLING

PORZELLAN - GLAS - DRUCK

**KOSSINGER**

Aktiengesellschaft

DER WERBEARTIKEL-SPEZIALIST



PSI No. 42087 [www.koessingerag.de](http://www.koessingerag.de)

**fabuprint**

■ ■ ■ Für Sie machen wir Druck!

**Textildruck für höchste Ansprüche!**

- Lohndruck ohne Aufpreis
- 100% Kundenschutz
- Schnelle Lieferung
- Neutraler Direktversand
- Fullservice (Umlabeln, Polybeutel etc.)

**RABATTAKTION**  
Keine Filmkosten  
Rabattcode: PSI092015

**FABU-Print GmbH & Co. KG** | Meinbergstr. 69 | 44269 Dortmund  
Tel.: 0231-228 193-0 | [info@fabuprint.de](mailto:info@fabuprint.de) | [www.fabuprint.de](http://www.fabuprint.de)

PSI No. 16618 [www.fabuprint.de](http://www.fabuprint.de)

## UNTERNEHMENSVERKÄUFE / BUSINESS FOR SALE

## Nachfolger/in gesucht

28 Jahre Handel mit Werbe- und Repräsentationsartikel, bundesweit mit **1300 Kunden**. 80% unserer Kunden sind langjährige Stammkunden aus der Metallindustrie, Pflege-Einrichtungen & Kliniken, Kommunen, Ämter, Vereine u. Verbände, Banken, Hilfsorganisationen, Universitäten, Baustoffe, Energieversorger, Tagungen & Seminare, Communication, Marketing & Werbung, Bad-Heizung-Umwelttechnik, Bayer. Städte- u. Gemeindetag, Apotheken, Tourismus, Elektro & Netzwerktechnik, Polizei, Abfallwirtschaft, Parteien, Techn. Gerätebau, Werkzeugbau, Autohäuser, Anlagenbau, Büchereien, Medizin-Elektronik, Zweckverbände, Verbände, Spediteure, Dt. Rentenversicherung, Hotel- u. Gaststätten, Fahrzeugbau, Fördervereine, u.v.m.

Die Umsätze werden mittels Showroom, Internetshop, Newsletter, Telefon-Verkaufsteam und Außendienst-Mitarbeiter generiert. Ertragswert 1.021.000 Euro.

## Vorzugsweise Komplettübernahme mit Bürogebäude

BJ 2008, in Oberfranken, bevorzugter Standort an der in A9. Einstieg in einen laufenden und gut funktionierenden Betrieb, Grundstück 2500 m², 50 Parkplätze, mit viel Platz für Events, Nutzfläche 494 m², 15 Büroräume, dekorativer Showroom, Tagungsraum, Lagerräume 85m², Lasergravurtechnik, Klimaanlage, Brauchwasserspeicher Geschäfte u. Gastronomie in unmittelbarer Nähe.

Denkbar wäre auch ein **Verkauf des Unternehmens ohne Immobilie**, das Unternehmen kann an jedem x-beliebigen Ort fortgeführt werden.

Wir freuen uns auf Ihre Vorschläge (Finanzierung, Mietkauf, etc.). Bei Interesse, Zuschriften bitte an:

PSI Journal  
Chiffre Nr.: 2015080901  
Völklinger Str. 4  
40219 Düsseldorf  
[verlag@psi-network.de](mailto:verlag@psi-network.de)

## STELLENANGEBOTE / JOB OFFERS



## Vertriebsprofi (m/w) gesucht

Wir sind ein erfolgreiches und zukunftsorientiertes Unternehmen in der Werbemittelbranche mit Sitz in Jüchen und suchen zum weiteren Ausbau unserer Marktposition und zur weiteren Verstärkung unseres Team einen Vertriebsprofi (m/w) für den Außendienst.

## Ihre Aufgaben:

- Betreuung und Beratung Ihrer Kunden und Akquisition von Neukunden
- Für Ihre Kunden entwickeln Sie selbstständig Ideen und präsentieren diese bei Ihren Kunden
- Sie konzentrieren sich auf den Verkauf und die Umsetzung Ihrer Ideen - für die Angebots- und Auftragsabwicklung steht Ihnen ein leistungsfähiges Back-Office-Team zur Verfügung.

## Ihr Profil:

- Sie sind überzeugend in Ihrem Auftritt bei Entscheidern aller Ebenen
- Sie verfügen über eine kaufmännische Ausbildung und können einige erfolgreiche Jahre in der Werbemittelbranche vorweisen
- Sie haben eine strukturierte und abschlussorientierte Arbeitsweise
- Sie haben Freude am Verkaufen und arbeiten gern in einem erfolgreichen Team

## Wir bieten:

- Eine leistungsgerechte Vergütung mit fixem Gehalt und erfolgsabhängiger monatlicher Provision
- Einen sicheren Arbeitsplatz
- Ein selbstständiges, vielfältiges und interessantes Aufgabengebiet
- Ein junges, nettes und dynamisches Team sowie ein gutes Betriebsklima

Wir freuen uns auf Ihre aussagekräftige Bewerbung mit Angabe Ihrer Gehaltsvorstellungen und frühestem Eintrittstermin per Post oder E-Mail an: OLIPROMO GmbH, Frau Müller-Altmann, Kölner Straße 21, 41363 Jüchen [maren@olipromo.de](mailto:maren@olipromo.de)

## S&P Werbeartikel

KREATIVITÄT FÜR IHREN ERFOLG

### Mit Werbeartikeln Kunden begeistern

S&P Werbeartikel ist seit 1988 vertrauenswürdiger Händler und Berater für Mittelständische Unternehmen bis hin zu Großkonzernen. Zur qualitativen Betreuung unseres stetig wachsenden Kundenstamms suchen wir zum nächstmöglichen Zeitpunkt ein neues Team-Mitglied als

### KEY ACCOUNT MANAGER/IN

IM INNEN- UND AUSSENDIENST

#### Ihre Aufgaben:

- Betreuung und Ausbau des bestehenden Kundenstamms
- Ganzheitliche Projektbetreuung von der Idee bis zum Auftrag
- Präsentation von S&P in Kundenterminen
- Projektbezogene Einkaufsverhandlungen mit Lieferanten

#### Sie sollten mitbringen:

- Kaufm. oder gleichwertige Ausbildung im Marketing-Vertrieb
- Hands-On Mentalität, proaktives Arbeiten sowie Teamfähigkeit
- Neugierde auf Menschen, Unternehmen und Werbung
- Verhandlungssicherheit im Kundengespräch
- Mehrjährige Erfahrungen im Werbeartikel-Vertrieb
- PKW-Führerschein

Wir freuen uns auf Ihre Bewerbungsunterlagen:

**S&P Werbeartikel GmbH**  
Daniel Meffert – Persönlich –  
Hauptstraße 105, 40668 Meerbusch  
d.meffert@sp-werbeartikel.de



### Reed Exhibitions

Reed Exhibitions organisiert jährlich mit mehr als 3.700 Mitarbeitern über 500 Messen in 43 Ländern und ist damit der weltweit größte Veranstalter von Messen, Ausstellungen und Kongressen. Mit ca. 120 Mitarbeitern veranstalten wir - Reed Exhibitions Deutschland - vom Standort Düsseldorf aus 10 Messen pro Jahr in ganz Deutschland. Viele dieser Messen sind Welt- oder Leitmesse!

Das PSI Promotional Product Service Institute ist seit mehr als 50 Jahren die führende Institution in der internationalen Werbeartikelbranche und eine Niederlassung der Reed Exhibitions Deutschland GmbH.

Für die Vermarktung und die Betreuung der bestehenden Händlerprodukte des PSI suchen wir zum nächstmöglichen Zeitpunkt

#### Teamleiter Vertrieb „Werbeartikelhandel“ (w/m)

##### Mit den Aufgabenschwerpunkten:

- Aktive telefonische und persönliche Vermarktung der PSI Produkte (Mitgliedschaftspakete, Webshops) an nationale und internationale Neukunden
- Telefonische Betreuung der bestehenden Kunden (Inbound/Outbound)
- Fachliche Anleitung des „Händler-Sales-Teams“ inkl. Führung der einzelnen Verkäufer mit Zielvorgaben
- Planung, Steuerung und Reporting sämtlicher Vertriebsaktivitäten (Budgetierung pro Region, Kunde und Produkt) sowie kontinuierliche Optimierung der Vertriebsstruktur und Pflege des CRM-Systems
- Daten- und Adressmanagement
- Erstellung von Verkaufskonzepten und Gesprächsleitfäden
- Festlegung von Verkaufszielen in Abstimmung mit den jeweiligen Abteilungen sowie Planung des gesamten Verkaufsprozesses von der Neugewinnung bis zu Kundenrückgewinnung
- Erstellen von individuellen Lösungskonzepten, Angeboten und Verträgen sowie Sicherstellen der Kundenzufriedenheit
- Präsentation der PSI bei Kunden, Verbänden und auf Veranstaltungen
- Budget-, Umsatz-, Ergebnis- und Personalverantwortung, Reporting an den Geschäftsführer PSI
- Schnittstelle zu Marketing

##### Sie bieten:

- Mindestens 2 Jahre Erfahrung in der Kundenbetreuung und im Verkauf, Erfahrung in einem Call-Center sind von Vorteil
- Erste Führungserfahrung
- Souveränität im Umgang mit unseren Kunden sowie Freude an Beratung und Verkauf
- Eine engagierte, kommunikative und belastbare Persönlichkeit mit Verhandlungsgeschick und Abschlusssicherheit auf Entscheidungsebene
- Systematische, sorgfältige und analytische Arbeitsweise, Kommunikations- und Durchsetzungsfähigkeit, Eigeninitiative und Zielorientierung sowie routinierter Umgang mit Vertriebskennzahlen
- Stilsicheres Deutsch und verhandlungssichere Englischkenntnisse, weitere Fremdsprachenkenntnisse sind von Vorteil
- Versierter Umgang mit gängiger Standardsoftware und Kommunikationsmitteln
- Führerschein Klasse 3 und Bereitschaft zu Dienstreisen

##### Wir bieten:

- Attraktive Rahmenbedingungen in einem internationalen Arbeitsumfeld
- Selbstständiges und eigenverantwortliches Arbeiten in einem motivierten Team
- Umfassende Einarbeitung und gute Weiterbildungsmöglichkeiten

Haben Sie Interesse an dieser Position? Dann freuen wir uns über Ihre aussagekräftige Bewerbung - gerne per eMail - an: [Bewerbung@reedexpo.de](mailto:Bewerbung@reedexpo.de)

Reed Exhibitions Deutschland GmbH, Abteilung HR, Völklinger Str. 4, 40219 Düsseldorf  
[www.reedexpo.de](http://www.reedexpo.de)  
[www.psi-network.de](http://www.psi-network.de)



08.30 - 17.30  
[www.psp.de](http://www.psp.de)

### Telefonische Auskunft auch sonntags von 17 - 18 h

Unser Auftraggeber ist seit etwa 25 Jahren erfolgreich im gesamten Werbemittelgeschäft tätig (kleine charmante Ideen bis zu internationalen Shop-Lösungen). Das Unternehmen ist Full-Service-Anbieter und hat einen hervorragenden Ruf auch bei internationalen Großkunden. Als Nachfolger des Unternehmensgründers suchen wir den/die

### Geschäftsführer (m/w)/MBI

#### Werbemittel/Shop-Lösungen

Rheinland-Pfalz

Die gesuchte Persönlichkeit bringt erfolgreiche Vertriebs-erfahrung mit (Marketing-erfahrung ist von Vorteil) und hat den Wunsch, die Gesamtverantwortung für die Gesellschaft zu übernehmen. Eine Beteiligung – auch Mehrheits-beteiligung – am Unternehmen ist vom Gründer des Unternehmens absolut gewollt, da er sich nach einer angemessenen Übergangsphase konsequent aus dem Unternehmen zurückziehen möchte.

Die Gesellschaft ist über die letzten Jahrzehnte stetig erfolgreich gewachsen und schuldenfrei und verfügt über eine hohe Eigenkapitalquote. Das Team – insbesondere auch für die erfolgreiche Abwicklung der Projekte – ist langjährig erfahren und motiviert.

Bitte richten Sie Ihre Bewerbung, deren vertrauliche Behandlung zugesichert wird (Beachtung von Sperrvermerken ist selbstverständlich), mit tabellarischem Lebenslauf, Handschriftenprobe, Zeugniskopien, Angaben über Einkommensvorstellung und frühestmöglichem Eintrittstermin unter Kennziffer 48462 an die

**Personalberatung PSP**  
Porges, Siklosy & Partner GmbH

Colmantstraße 36 • D-53115 Bonn • Telefon +49 (0) 228 650091 • [bewerbung@psp.de](mailto:bewerbung@psp.de)  
Belgien • England • Frankreich • Luxemburg • Niederlande • Österreich • Polen  
Rumänien • Schweiz • Skandinavien • Spanien • Ukraine • Ungarn



**HBW**  
merchandise  
feel your brand.

Wir haben ein Ziel: mit unseren Ideen täglich Marken und Botschaften greifbar machen! Seit über 25 Jahren begleiten wir Unternehmen und Institutionen im Bereich Werbeartikel von der strategischen Beratung bis zur Umsetzung.

Zur Unterstützung unseres Teams an unserem Standort in Köln (Deutz) suchen wir ab sofort einen:

### Mitarbeiter im Vertriebsinnendienst (m/w)

#### Ihr Profil:

- Sie haben eine abgeschlossene kaufmännische Ausbildung und mindestens zwei Jahre Erfahrung als Kundenbetreuer, idealer Weise in der Werbeartikelbranche.
- Erfahrung in Angebots- und Auftragsbearbeitung sowie Kundenpräsentationen
- Ein natürliches Gespür für die Chance einen neuen Kunden gewinnen zu können
- Leidenschaft für gute Kommunikation
- Ausgeprägt strukturiert, zielstrebig und ergebnisorientiert

#### Ihre Aufgaben als Kundenbetreuer:

- Selbständige Auftragsbearbeitung einschließlich Angebotserstellung und Kalkulation
- Arbeiten mit unserer Warenwirtschaft Promidata
- Erstellen von Kundenpräsentationen in MS Powerpoint
- Einkauf und Bestellwesen bei unseren Vorlieferanten
- Produktions- und Terminüberwachung
- Beratungs- und Verkaufsgespräche mit unseren Kunden

Wenn Sie Spaß daran haben, im erfrischenden Umfeld einer inhabergeführten Werbemittelagentur als „Kundenbetreuer mit Herz und Verstand“ gemeinsam mit einem jungen und motivierten Team die Ziele unserer Kunden voranzutreiben, freuen wir uns auf Ihre Bewerbung (inkl. möglichem Einstiegstermin & Gehaltsvorstellung) an [j.bebendorf@hbw-merchandise.com](mailto:j.bebendorf@hbw-merchandise.com)

HBW merchandise GmbH & Co. KG • Kaltenbornweg 20-24 • 50679 Köln - Germany





Wir sind ein inhabergeführtes Unternehmen und bewegen uns auf dem internationalen Werbemittelmarkt als eines der marktführenden Unternehmen und wollen weiter wachsen. Für die Umsetzung unserer strategischen Ziele benötigen wir weitere engagierte Manpower mit Zukunftspotential. Verstärken Sie unser tatkräftiges, sympathisches Team! Wir suchen einen:

### Branchenprofi für Pins/Lanyards (m/w)

#### Das sind Ihre Aufgaben:

- Sie kümmern sich eigenverantwortlich um den Ausbau und die Weiterentwicklung unseres Sortiments und arbeiten eng mit unseren Know-How-Trägern zusammen.
- Sie organisieren Inhouse-Schulungen und sorgen für deren Durchführung.
- Sie stehen in engem Kontakt mit unseren Partnern in Fernost.
- Sie betreuen unsere Sonderprojekte mit Fachkenntnis und Engagement.
- Sie sind firm in Benchmarking, Preisermittlung und Kalkulation.
- Sie wirken aktiv bei der Vorbereitung und Kontrolle unserer Verkaufsunterlagen mit.
- Sie bearbeiten Aufträge und Anfragen.
- Sie bringen kreative Ideen in unser Team ein.

#### Das bringen Sie mit:

- Sie haben eine kaufmännische Ausbildung und 3 Jahre Berufserfahrung
- Sie sind Experte im Werbemittelimport, insbesondere in den genannten Fachbereichen
- Sie haben sehr gute Kenntnisse in Excel, über das übliche Maß hinaus
- Sie sind zielorientiert, willensstark, ehrgeizig und haben Spaß an der Arbeit
- Sie sind belastbar und arbeiten gern im Team
- Sie haben sehr gute Deutsch- und Englischkenntnisse in Wort- und Schrift

#### Das bieten wir:

- Eine Festanstellung in Vollzeit
- Ein dynamisches, motiviertes und engagiertes Team
- Ein attraktives und modernes Arbeitsumfeld
- Leistungsgerechte Bezahlung
- Eintrittsdatum: ab sofort

Wir freuen uns auf Ihre aussagekräftige Bewerbung unter Nennung Ihrer Gehaltsvorstellungen.

LM ACCESSOIRES GmbH | Toyota Allee 54 | D-50858 Köln | Herr Markus Gärtner  
T +49 2234 9900-330 | F +49 2234 9900-430 | m.gaertner@lm-accessoires.com | www.lm-accessoires.com



Wir sind ein inhabergeführtes Unternehmen und bewegen uns auf dem internationalen Werbemittelmarkt als eines der marktführenden Unternehmen und wollen weiter wachsen. Für die Umsetzung unserer strategischen Ziele benötigen wir weitere engagierte Manpower mit Zukunftspotential. Verstärken Sie unser tatkräftiges, sympathisches Team! Wir suchen einen:

### Branchenprofi Powerbanks/USB-Speichersticks (m/w)

#### Das sind Ihre Aufgaben:

- Sie kümmern sich eigenverantwortlich um den Ausbau und die Weiterentwicklung unseres Sortiments und arbeiten eng mit unseren Know-How-Trägern zusammen.
- Sie organisieren Inhouse-Schulungen und sorgen für deren Durchführung.
- Sie stehen in engem Kontakt mit unseren Partnern in Fernost.
- Sie betreuen unsere Sonderprojekte mit Fachkenntnis und Engagement.
- Sie sind firm in Benchmarking, Preisermittlung und Kalkulation.
- Sie wirken aktiv bei der Vorbereitung und Kontrolle unserer Verkaufsunterlagen mit.
- Sie bearbeiten Aufträge und Anfragen.
- Sie bringen kreative Ideen in unser Team ein.

#### Das bringen Sie mit:

- Sie haben eine kaufmännische Ausbildung und mindestens 3 Jahre Berufserfahrung
- Sie sind Experte im Werbemittelimport, insbesondere in den genannten Fachbereichen
- Sie haben sehr gute Kenntnisse in Excel, über das übliche Maß hinaus
- Sie sind zielorientiert, willensstark, ehrgeizig und haben Spaß an der Arbeit
- Sie sind belastbar und arbeiten gern im Team
- Sie haben sehr gute Deutsch- und Englischkenntnisse in Wort- und Schrift

#### Das bieten wir:

- Eine Festanstellung in Vollzeit
- Ein dynamisches, motiviertes und engagiertes Team
- Ein attraktives und modernes Arbeitsumfeld
- Leistungsgerechte Bezahlung
- Eintrittsdatum: ab sofort

Wir freuen uns auf Ihre aussagekräftige Bewerbung unter Nennung Ihrer Gehaltsvorstellungen.

LM ACCESSOIRES GmbH | Toyota Allee 54 | D-50858 Köln | Herr Markus Gärtner  
T +49 2234 9900-330 | F +49 2234 9900-430 | m.gaertner@lm-accessoires.com | www.lm-accessoires.com

## INSERENTEN-VERZEICHNIS / LIST OF ADVERTISERS

PSI No.	INSERENT / ADVERTISER	SEITE / PAGE	PSI No.	INSERENT / ADVERTISER	SEITE / PAGE
PSI Partner	AIMFAP	143	42020	mbw® Vertriebsges. mbH	099
45495	Art di Como Design GmbH	031	41836	Meterex - Karl Kuntze (GmbH & Co.)	127, 151
40661	Arti Kalender & Promotion Service GmbH	089, 147	45974	Multiflower GmbH	055
49060	ASI Advertising Specialty Institute	157	41816	Nestler-matho GmbH & Co. KG	007
47411	badge4u	049	44367	New Wave GmbH	041
16628	Berlinger GbR Patrick Röhrer & Romana Röhrer	149	47532	OLIPROMO GmbH	151
49635	BlenderBottle Europe GmbH	037	49990	O.P.S. srl	121
PSI Partner	bpma - British Promotional Merchandise Association Ltd.	056+057	42809	F. Pecher GmbH101,	146
46905	Brauns-Heitmann GmbH & Co. KG	095, 150	46925	Pins & mehr GmbH & Co. KG	147
45452	CD-LUX GmbH	U2	45727	Plastolan GmbH	053
PSI Member	Chiffree 2015080901	151	41565	KP Plattner GmbH	093, 148
40511	Clipper B.V.	107	48564	PLUS Europe GmbH	031, 090, 111
PSI Partner	CNR EXPO	141	48248	Prinopa GmbH	147
42819	Gustav Daiber GmbH	033	42332	prodire S.A.	001, 009
49633	Dehenhof Globale Produktionsagentur GmbH	055		PSI Mediadata Journal / PSI Media Guide Journal	081-086
41430	Eckenfelder GmbH & Co KG	035		PSI - Reed Exhibitions Deutschland GmbH	002+003, 019-029,
45997	emotion factory GmbH	109			Lesezeichen/Bookmark
47094	Extrapack Ltd.	139		PSP Porges, Siklóssy & Partner GmbH	152
16618	FABU-Print GmbH & Co. KG	151		Reed Exhibitions Deutschland GmbH	152
42320	Fischer-Import GmbH	149	42938	REIDINGER GmbH	053
48315	fischertechnik GmbH	093	47182	Reisenthel Accessoires Inh. Peter Reisenthel	100
PSI Partner	FYVAR - Asociación de Fabricantes y Vendedores		48273	Retap ApS	047, 150
	de Artículos de Reclamo	145	46325	Slodkie Upominki	063
41615	Geiger Aktiengesellschaft	045	45383	Smartwares® Printables GmbH	137
49072	GWV Gesamtverband der Werbeartikel-Wirtschaft		45567	SND PorzellanManufaktur GmbH	050
	e.V. Düsseldorf	075	4787	S & P Werbeartikel GmbH	152
45666	Halfar System GmbH	051	45328	Stilolinea Srl	102
2975	HBW merchandise GmbH & Co. KG	152	48720	Strimaxx & Friends GmbH	115, 149
43064	HEKA Werbeartikel GmbH	148	44574	Take 2 - Designagentur GmbH & Co. KG	004
41275	C. Jul. Herberich GmbH	055	PSI Partner	Terra Institute GmbH	159
42907	Inspiration GmbH	087	48336	TRENDBAGZ GmbH	149
49346	Jaguar Tomasz Chwilowicz	095	44970	TRIGON Deutschland GmbH	005
41545	JUNG BONBONFABRIK GmbH & Co KG	U4	46311	TROIKA Germany GmbH	043
48639	Kaiserstuhl Chocolaterie GmbH & Co. KG	098	41848	uma Schreibgeräte Ullmann GmbH	018
42706	Kalfany Süße Werbung GmbH & Co. KG	091	43385	VELOFLEX Carsten Thormählen GmbH & Co.	039
46131	KHK GmbH	113	44281	VICTORINOX AG	111
43358	KLEEN-TEX INDUSTRIES GMBH	148	PSI Partner	viscom - Reed Exhibitions Deutschland GmbH	067
41794	Karl Knauer KG	U3	42394	WÖRTHER GmbH	042, 099
48698	Kröll Verpackung GmbH	097	47395	Zwilling J. A. Henckels AG	071
47361	Lainas Products S.A.	147			
49291	LASERPIX GmbH	103, 150		Beilagen / Inserts (*Teilaufgabe / Part circulation)	
49520	LAURA-Fit Ltd. & Co. KG	053	48316	CHOCOLISSIMO by MM Brown Deutschland GmbH	*
43765	Listawood Promotional Products Ltd	039	44455	LINOTEX GmbH	*
42487	LM ACCESSOIRES, WERBEMITTEL & EXCLUSIVANFERTIGUNGEN GmbH	153	47814	Lupenmaxx GmbH	*
			49467	PiNkey AG	*
47814	Lupenmaxx GmbH	135	46596	POLYCLEAN GmbH	*
41617	MAGNA sweets GmbH	114		PSI - Reed Exhibitions Deutschland GmbH	
40111	MARTOR KG	039, 150			
48728	Mathilda Kuchen im Glas	095			



# Neue Mitglieder New Members

PSI Journal 08-09/2015

www.psi-network.de

Wir freuen uns über folgende neue Mitglieder im PSI Netzwerk /  
We are looking forward to welcoming the following new members  
to the PSI network

## PSI Händler / Distributor

**PSI No. 16628**



**Berlinger GbR**

**Patrick Rölver & Romana Rölver**

Hetlinger Straße 19

25488 Holm, GERMANY

Tel.: +49-(0)4103-9059621

E-Mail: info@berlingerland.de

Web: www.berlingerland.de

KREATIV? JA KLAR!

Wir, die Firma Berlinger, schaffen optimale Kundenbindung durch innovatives Corporate Design, modernes Web Design und Werbemittel passend im CI des Kunden.

Uns ist es wichtig, dass Ihre Kommunikation mit Ihren Kunden durch unsere Ideen gestärkt wird. Wir freuen uns auf Sie.

**PSI No. 16716**



**Drucktreff Harald Schieber**

Bahnhofstr. 18a

86830 Schwabmünchen, GERMANY

Tel.: +49-(0)8232-77400

Fax: +49-(0)8232-77500

E-Mail: info@drucktreff.de

Web: www.drucktreff.de

Seit über 25 Jahren gestaltet, produziert und bedruckt die Fa. Drucktreff alles was rund um den Firmenauftritt notwendig ist. Jetzt auch mit einer UV-LED-Druckmaschine für Werbeartikel – echte Kleinauflagen mit kurzer Lieferzeit sind nun kein Hindernis mehr. Ein erfahrenes Team freut sich auf Sie!

**PSI No. 16669**



**innovative Werbeideen - Ulrich Kortenjan**

Caldeloerweg 9

48165 Münster, GERMANY

Tel.: +49-(0)-2501-9732804

E-Mail: ulrich@kortenjan.de

Web: www.innovative-werbeideen.com

Wir bieten seit 15 Jahren „Werbung aus Leidenschaft“ schnell & flexibel mit persönlichem Engagement. Neben dem Werbemittelhandel liegen weitere Schwerpunkte in den eigenen Manufakturen für Buttons, so wie Geschenk- & Werbeartikel. Sowie individuelle Artikel aus der Gastronomiewerbung.

**PSI No. 16759**

**Interdisc Berlin - Susanne Mattheus**

Großgörschenstraße 25

10829 Berlin, GERMANY

Tel.: +49-(0)30-21750645

Fax: +49-(0)30-21750642

E-Mail: info@interdisc-berlin.de

Web: www.interdisc-berlin.de

Wir sind als Medienproduktion, CD/DVD-Kopierer und Scout im Werbemittelbereich für sinnvolle und CI-gerechte Produkte unterwegs. Auf intensive und individuelle Beratung legen wir mit unserem Full-Service Angebot viel Wert. Mit der PSI-Mitgliedschaft wollen wir die Erweiterung des Geschäftsfeldes endlich offiziell machen und freuen uns auf neue und interessante Kunden sowie Lieferanten.

**PSI No. 16614**



**Vetter Werbung - Timo Vetter**

Industriepark 6

27777 Ganderkesee, GERMANY

Tel.: +49-(0)4222-800171

Fax: +49-(0)911-3084404222

E-Mail: info@vetter.tv

Web: www.vetter.tv

Ob Design, Drucksachen, Beschriftungen, Internetseiten (mit und ohne CMS), Werbeartikel, Großformatdruck oder AdWords - Vetter Werbung erfüllt als Full-Service-Werbeagentur bereits seit 2006 Ihre Wünsche. Zusammen mit unseren Partnern bieten wir Beratung, Konzeption und Umsetzung aus einer Hand.

**PSI No. 16622**

**Werbeposter Nord - Andrea Vollbracht**

Siblinerstraße 4

23715 Ahrensböck Ot Gießelrade, GERMANY

Tel.: +49-(0)4525-6423615

Fax: +49-(0)45257/6423616

E-Mail: info@werbeposter-nord.de

Web: www.werbeposter-nord.de

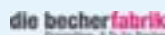
Werbeposter-Nord wurde im August 2009 in Schleswig Holstein gegründet. Unser Unternehmen befasst sich rundum mit Werbung jeder Art, wie zum Beispiel.....Werbeanhänger, Werbesysteme, Werbeartikel und vieles mehr. Wir erweitern ständig unser Sortiment. Alles was sie nicht finden, können sie gerne erfragen, wir sind flexibel. Unser Unternehmen liefert Deutschland weit.

# Neue Mitglieder New Members



## PSI Lieferanten / Supplier

**PSI No. 49568**



**die becherfabrik - Stephanie Azizi**

Hauptstraße 364  
51143 Köln, GERMANY  
Tel.: +49-(0)2203-1864424  
Fax: +49-(0)2203-1864425  
E-Mail: [info@die-becherfabrik.de](mailto:info@die-becherfabrik.de)  
Web: [www.die-becherfabrik.de](http://www.die-becherfabrik.de)

die becherfabrik steht für hochwertige, innovative und umweltschonende To Go Cups. Unsere Produktqualität, die persönliche Beratung, sowie unsere kurzen Lieferzeiten werden von unseren Kunden sehr geschätzt. Unser Ehrgeiz ist es: Erst zufrieden zu sein, wenn alles stimmt.

**PSI No. 49561**

**FOTO DI CLAUDIO & C.SNC**

Via Roma 105  
12045 FOSSANO, ITALY  
Tel.: +39-(0)172-636355  
E-Mail: [info@cbpromoter.com](mailto:info@cbpromoter.com)  
Web: [www.cbpromoter.com](http://www.cbpromoter.com)

Bitte besuchen Sie unser Profil (PSI Nr. 49561) im PSI Product Finder 2.0!

Please visit our profile (PSI No. 49561) within the PSI Product Finder 2.0!

[www.psiproductfinder.de/herstellersuche](http://www.psiproductfinder.de/herstellersuche)

**PSI No. 49558**



**Kreitmeier-Valina Design & Produkte GmbH**

Papierstraße 5  
84034 Landshut, GERMANY  
Tel.: +49-(0)871-4306877  
Fax: +49-(0)871-4306878  
E-Mail: [iv@kreitmeier-valina.de](mailto:iv@kreitmeier-valina.de)  
Web: [www.kreitmeier-valina.de](http://www.kreitmeier-valina.de)

VALINA ist ein Design Label für innovative Produkte mit emotionalem Mehrwert und Designanspruch. Die Zutaten für unsere Produkte sind Ideenreichtum, Querdenken und die Freude am „noch nicht da gewesenem“. Informationen zu Promotional Products finden Sie unter [www.valina.de](http://www.valina.de) oder [shop@valina.de](mailto:shop@valina.de)

VALINA is a design label for innovative products with emotional added value and design standards. The ingredients in our products are a wealth of ideas, lateral thinking and the joy of „not seen before.“ Information about Promotional Products, see [www.valina.de](http://www.valina.de) or [shop@valina.de](mailto:shop@valina.de)

**PSI No. 49555**

**Kretzer Scheren GmbH**

Lohdorfer Straße 171-173  
42699 Solingen, GERMANY  
Tel.: +49-(0)-26235-23  
Fax: +49-(0)-26235-50  
E-Mail: [s.mueller@kretzer.de](mailto:s.mueller@kretzer.de)  
Web: [www.kretzer.de](http://www.kretzer.de)

Mit Produktionsstandort Deutschland sind wir der größte Hersteller Solinger Scheren und blicken auf eine fast 100-jährige Erfahrung in der Herstellung hochwertiger „Solinger“ Qualitätsscheren zurück. Wir haben es uns zur Aufgabe gemacht, für alle Schneidanwendungen immer die beste Schere zu liefern.

With our production plant in Germany, we are one of the leading scissors producers of high quality scissors “Made in Solingen”. We look back on nearly 100 years of experience in the manufacturing of scissors. Our mission is always to offer the best scissor for any of the customer's cutting demands.

**PSI No. 49565**

**Handelsagentur Nientiedt  
Hans-Georg Nientiedt**

Industriestraße 22a  
48369 Saerbeck, GERMANY  
Tel.: +49-(0)-2574-2260465  
Fax: +49-(0)-2574-2260466  
E-Mail: [info@handelsagentur-nientiedt.de](mailto:info@handelsagentur-nientiedt.de)  
Web: [www.handelsagentur-nientiedt.de](http://www.handelsagentur-nientiedt.de)

Die Handelsagentur Nientiedt ist ausschließlich im Werbehandel tätig und bietet Händlern neue Ideen und Produkte. Er repräsentiert Spezialisten wie: Premo, Herbertz/Solingen, Leifheit/Soehnle, Vacu Vin und Magasin. Außerdem bietet er den weltweit einzigen unumkippbaren Becher von Mighty Mug.

**PSI No. 49562**



**pano.city Marketing GmbH**

Windmühlenbergstraße 20  
38259 Salzgitter, GERMANY  
Tel.: +49-(0)-731-49249404  
E-Mail: [j.broetz@panocity.de](mailto:j.broetz@panocity.de)  
Web: [www.panocity.de](http://www.panocity.de)

Regenschirme mit bestechendem Motivdruck, höchsten Qualitätsansprüchen und BSCI zertifizierter Produktion - das ist panocity. Attraktive Konditionen für Kombi-besteller, Kleinauflagen mit Motivdruck ab 200 Stück, alle Veredelungsarten sowie Erstellung von Digitalmustern. Kreativ für Ihren Erfolg.



## DISTRIBUTOR FINDER IN NEW EDITION

**T**he Distributor Finder 2015/2016 will be appearing on 1 November 2015. The current contact details of PSI distributors contained therein offer real win-win-chances:

- PSI suppliers are enabled to make a simple and fast search.
- Distributors of promotional products have the occasion to establish new contacts.



PSI honorary members who have been loyal to the network for more than 30 years, as well as PSI distributor members who have signed the Code of Conduct of the German association of the promotional products industry (GWW) are specifically marked as such. (With the Code of Conduct, companies are committed, inter alia, to fair competition, to protecting the environment and to using high-quality promotional products.) The new PSI Distributor Finder is complemented by focus topics related to the promotional products market as well as by portraits of selected distributors.

## START YOUR CHRISTMAS SEASON WITH PSI

**C**hristmas will arrive this year faster than you might think. Therefore, now is the best time to prepare for Christmas. And to the delight of PSI members: PSI provides professional support through Product Sourcing. And it is all quite straightforward:

Simply send a model of a new product together with your latest Christmas catalogue to the PSI sourcing team.

This enables the sourcing team to keep pace with trends and inform potential and existing customers about all new products.

For inquiries, simply call +49 211 90191-333 or send an e-mail to: [ProductSourcing@reedexpo.de](mailto:ProductSourcing@reedexpo.de).

Please send your product samples and Christmas catalogue to:

PSI - Reed Exhibitions Deutschland GmbH

Astrid Langenstein

Völklinger Straße 4

D-40219 Düsseldorf

## CONCRETE EFFECTIVENESS FOR EXHIBITORS

**M**arketing is good. Marketing is important. And it is important that good marketing is hands on. PSI 2016 turns it into something possible. Concrete products at the entrance pique the visitors' curiosity and lead directly to the exhibitors' stands. Everybody who wants to raise his company's profile, to stand out from the crowd, to appeal to his target group at the entrance to the exhibition halls or brand his product with his stand number and thus increase traffic at his stand, PSI offers sponsorship deals that are attractive in terms of content and price. No matter if

- PSI Snack Box
- PSI Bonus Voucher
- PSI Product Promenade
- PSI Office-Box or
- one of three specific marketing packages

– with the PSI sponsorship and promotional opportunities exhibitors will be ideally positioned for PSI 2016.



All sponsorship and promotional opportunities are available at [www.psi-messe.com/sponsoring](http://www.psi-messe.com/sponsoring). If you wish to receive personal consultation, Kerstin Gebel from PSI is at your disposal, telephone: +49 211 90191-184, e-mail: [Kerstin.Gebel@reedexpo.de](mailto:Kerstin.Gebel@reedexpo.de).



# Put Some Balance Back Into Your Life.

Running a successful ad specialty business involves a lot of moving parts. Often, YOU are the CEO and CFO, the sales and marketing department, the call center and probably your own admin assistant – plus, you have a life outside of the office.

Don't let the back office steal time away from selling and from your life. Put some balance in your day with best-in-class tools designed specifically for ad specialty professionals like you:

- Relationship Management
- Multichannel Marketing
- Sourcing & Quoting
- Order Management
- E-Commerce

**We can't add hours to the day, but we can give some back!**

**Take back today. Call ASI® at (800) 546-1491**

or [www.asicentral.com/membership](http://www.asicentral.com/membership)  
to learn more about your member benefits.



Advertising  
Specialty  
Institute®

---

---

# POLARIZATION

**T**he time has come. We are on the verge of awarding the first „PSI Sustainability Awards 2015“, the new sustainability prizes of the PSI. With well over 100 entries, the first round has exceeded all expectations. This is evidence that the promotional products industry is intensively dealing with this topic.

Nevertheless, the issue of sustainability polarizes like no other, especially in the trade. Rarely do I receive so many letters that condemn an issue to such an extent and label it as irrelevant for the industry. The overall picture clearly shows that this

issue stands for growth in the future. The multitude of initiatives taken by suppliers and dealers shows the seriousness and enthusiasm with which sustainability is tackled.

On closer inspection, however, our efforts are still in their infancy. When considering the sustainability analysis of products and initiatives, the jury consisting of specialists has repeatedly uncovered massive deficiencies. Supposedly sustainably produced products are not labelled as such, or lack the necessary evidence. This leads to irritation and fuels accusations of green-

washing. A good example is tableware made of bamboo flour and corn starch, which is advertised as a sustainably produced and biodegradable product. In truth, many of these products contain synthetic plastics which are concealed in the advertising.

Many a lab report, for example, reads like this: „.... In three out of four analysed samples made from melamine, the specific migration limit for this substance was exceeded. Due to a misleading description, all products were judged, among other things, to be not marketable ...“

If such a message is exploited by the press in conjunction with our industry, we all know what will happen. It will set us back and damage the image of our industry. This awareness of the true meaning of the supposed buzz word „sustainability“ and the responsibility that goes with it has not yet sunk in with all market participants.

» The issue of sustainability polarizes like no other, especially in the trade. «



Best regards,

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

Michael Freter  
Publisher of PSI Journal  
Managing Director PSI  
[michael.freter@psi-network.de](mailto:michael.freter@psi-network.de)



# Kundengewinnung verbessern - Glaubwürdigkeit steigern



Der einfachste Weg zum  
Nachhaltigkeitsbericht

- Ihr Input
- Unsere Experten
- Ein Tag im Workshop

Sprechen Sie uns an – wir freuen  
uns über Ihren Anruf.

Ralf Nacke

Tel. +49 1577 976 9969

[r.nacke@terra-institute.eu](mailto:r.nacke@terra-institute.eu)

terra   
institute

Kompetenzzentrum für Zukunftsfähigkeit  
von Wirtschaft & Gesellschaft

[www.terra-institute.eu](http://www.terra-institute.eu)



## UNDERSTAND AND FEEL GOOD

**A**lthough it sounds like an invention of modern marketing strategists, the term “wellness” is older than we might have thought. It first appeared in 1654 in a monograph by Sir A. Johnson as “Wealnesse” and is translated as “good health” according to the Oxford English Dictionary. In the modern understanding today, however, it stands for a holistic health concept and has, after all, been a generic term since the 1950s for the then new health movement in the United States. The first title theme of our October issue also focusses on products related to “Health, Cosmetics, Wellness”. Our second product section presents versatile “customised products”.

**Please keep in mind the product topic of the November issue with the title themes “(Mobile) Communication and Lifestyle” and “Tools, Hobby, Auto” and send your product presentations (image and text) no later than 18 September 2015 to: Edit Line GmbH, Redaktion PSI Journal, e-mail hoechemer@edit-line.de.**



## REVIEW OF TREND 2015

**T**REND is traditionally a mixture of information, communication and entertainment. Although in its 28th year, to some extent it is now under new auspices in 2015. For the first time in its history, the newly founded GWW is the organizer. And: The PSI Sustainability Awards will be awarded for the first time. We have a look back.



## MORE SUCCESS THROUGH PARTNERSHIP

**T**he Dutch import and wholesale company Clipper BV has developed into a recognized international player over the past 70 years. Today the company sells an extensive range of giveaways and corporate gifts with over a thousand different quality products. Currently the company is working on a repositioning.

### IMPRINT

Published exclusively for the promotional products trade by PSI Promotional Product Service Institute, Reed Exhibitions Deutschland GmbH  
Völklinger Straße 4, D-40219 Düsseldorf  
Tel.: +49 211 90191-0  
Fax: +49 211 90191-180  
Internet: www.psi-network.de

**Publisher:** Michael Freter

**Management:** Hans-Joachim Erbel, André Weijde

**Editing:** Edit Line Verlags- und Produktions-GmbH  
Dekan-Laist-Straße 17, 55129 Mainz  
by order of PSI GmbH

**Editor-in-chief:** Manfred Schlösser

**Executive Editor:** Ursula Geppert

**Editors:** Martin Höchemer, Anke Zimmermann,  
Christian Jacob, Werner Menzel, Christoph Zimmermann,  
Simon Dietzen

**Duty Editor:** Martin Höchemer

**Project Manager Publishing:** Anja Heidbüchel

**Advertising Sales Manager:** Anja Heidbüchel

### KEY ACCOUNTS

**Key Account Manager:** Armin Cyrus,  
Tel.: +49 211 90 191-161, armin.cyrus@reedexpo.de

### CROSS MEDIA SALES

**Sales Manager:** Senija Menzel  
Tel.: +49 211 90 191-114, senija.menzel@reedexpo.de  
**Sales Executive:** Thomas Passenheim  
Tel.: +49 211 90 191-150,  
thomas.passenheim@reedexpo.de

### REGIONAL CONTACTS

**Belgium and France:** Reed Exhibitions ISG Belgium  
and France  
Omblin Delannoy  
Tel.: +33 1 79719306, odelannoy@reed-export.fr  
**Italy:** Reed Exhibitions ISG Italy s.r.l.  
Luigi Quadrelli  
Tel.: +39 02 43517048, luigi.quadrelli@reedexpo.it

**Spain:** GPE S.L.  
Ludvine Bastien  
Tel.: +34 93 4244000, gpe@gpexpo.com

**Turkey:** Istexpo  
Eylül İgin  
Tel.: +90 212 275 8283, eylul@istexpo.com

**UK:** Reed Exhibitions ISG UK  
Richard Thiele  
Tel.: +44 208 9 10 78 21, richard.thiele@reedexpo.co.uk

**Design:** Edit Line GmbH, Mainz  
by order of PSI Promotional Product Service Institute,  
Reed Exhibitions Deutschland GmbH

**Layout:** Stephan Weiß, Stephan Flommersfeld,  
Kerstin Vogtmann, Carlotta Katzer

**Photos:** Lars Behrendt, Ursula Geppert, Martin Höchemer,  
Anke Zimmermann. The title theme and editorial content  
include the use of photos from www.fotolia.de


**Translations:** Translanguage, D-40885 Ratingen

**Printing:** Kössinger AG  
D-84069 Schierling

Advertisement price list no. 46 of 1 January 2014 applies.  
ISSN number 1436-6193

Signed articles reflect only the opinion of the author. The publisher  
shall assume no liability for unsolicited manuscripts, photos and  
other documents. Return only if return postage has been paid (like-  
wise no liability).

For members of the PSI, the subscription price is included in the  
membership fee.

 Reed Exhibitions

# Centsationell.

Unsere günstigen Preise sind die beste Werbung. Für uns und für Sie.



Innovativ, praktisch, nachhaltig. Und das alles zu einem centsationellen Preis! Unsere Notizwerbe-mittel sind in vielerlei Hinsicht beeindruckend anders. Lassen Sie sich überzeugen.



# TRADITION OPENS DOORS!

