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POWER FOR PROFESSIONALS
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JOURNAL

SPECIAL:
Products for
Football Fans



Gunnar und Nils Sprinkmann
Sprinkmann GmbH
Competence and continuity

Product Guide

Health, cosmetics,
wellness
Custom-made products

GWW

Setting the course for
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BEST PRACTICE PRODUCT DEVELOPMENT

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EDITORIAL: ONLY ONE ASSOCIATION IN GERMANY

Everyone knows how hard it is to break up established structures, especially if they are linked to elements of hierarchy and power and exist on a voluntary basis. Hundreds of examples of this are familiar from politics and public administration in every European country. The promotional products industry in Germany, in which all the associations were at times in a better or poorer position, started off on this path two years ago. The main impetus came from the BWL, the suppliers' association. Here it had long been clear that it no longer made any sense to continue with such petty details and the existing structures.

These lines are from an editorial which appeared almost a year old. And this year has witnessed an accomplishment that many had wanted but not everyone believed could happen. The newly constituted German association of the promotional products industry (GWW) met for the first time as part of a work-related summer meeting. The previously independent organizations are now merged into sections. They each choose a spokesperson who will then join the board of the German association. The first official elections will take place in Berlin in December. In symbolic terms, certainly a good choice.

At the summer meeting, it proved surprisingly clear that it was a wise decision to choose the path of unity, even though it was quite steep and rocky. In the first working sessions of the sections it became very clear that a very similar opinion is shared in almost all points and that the challenges of the future are seen in a similar light. There was no trace of old jealousies that often caused some people to lose sight of the essentials.

A big compliment goes to everyone who helped shape this process constructively. Many will no longer be involved in the new GWW, at least not performing their previous duties. Hats off to those who returned to the ranks in order to pave an entirely new way.

Let us hope that in the medium to long term this step will also induce all market participants – suppliers, consultants and advertisers – to regard it as a path of unity. Without customers, we will not be able to take the industry to where we all would like to see it: as equal partners of the business sector. In the focal theme of this issue (starting on page 8) you will find a good example of how such a partnership might look like. That should catch on.



Manfred Schlösser

On this note

Manfred Schlösser
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UNDERSTANDING AND WELL-BEING

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Since the outset, sensible and consciously aware persons as well as physical and mental well-being have shaped health matters. This has led to the development of a strong consumer market to which the promotional product industry has contributed attractive and beneficial products..



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THE CUSTOMER AS A TEAM PARTNER

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In our case study, we examine the development of the Ford Vignale Collection as a successful implementation of brand values in a product collection by all parties involved. The special feature of our round table: In addition to a distributor and five supplier partners involved in the project, the industry customer was also at the table.

GLAMOROUS EVENING

60



Each year, the TREND presents new products and developments in the industry. But it offers even more: The evening event following the first day of the trade show is a relaxed get-together with dinner and party character. This year, the evening was dedicated to the presentation of the PSI Sustainability Awards at the elegant Classic Remise in Düsseldorf.

SUCCESS THROUGH DESIGN

62



In 2005, PSI launched a new service for its members: the PSI Design Forum. "Why do designers actually attend this trade show?" was the question often asked at the time. Meanwhile, everyone knows: The team of four experienced product designers acts as creative advisors and design partners on the topic of elegant and highly effective promotional products.

COMPETENCE AND CONTINUITY

88



Six generations, three of them as promotional product consultants: Gunnar Sprinkmann GmbH is steeped in tradition. The company, which is always named after the current shareholder, remains one of the most renowned German promotional product consultancies. In our profile of Gunnar and Nils Sprinkmann, we not only focus on the entrepreneurs themselves, we also look at their own personal understanding of their profession as promotional product consultants.



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BEAUTIFULLY WRAPPED

They were known for their creative disguises and wrapping: the glamorous artist couple Christo and Jeanne-Claude. Whether there were 178 wrapped trees in a Swiss park, covered footpaths in the State of Kansas, the wrapping of the famous Pont Neuf in Paris or the Reichstag in Berlin – wherever Christo and Jeanne-Claude artistically used packaging material, a lot of attention was guaranteed. Precisely because of the eye-catching packaging. The packages depicted here exemplarily show that the wrapping around a product can be a real eye-catcher in the promotional product industry.



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GWW SUMMER MEETING

SETTING THE COURSE FOR THE FUTURE

At the Summer Meeting of the “new” German association of the promotional products industry (GWW), clear personnel decisions were made in the nominations for new elections in Berlin on 16 December. Until the general meeting there, the old board will remain in office. Seen from this viewpoint, the Summer Meeting in Morschen, Hesse, was only a provisional result, but a very important one.

When the results of the first workshops of the sections landed on the table at the meeting place in Haydau Monastery, it quickly became apparent that everyone agreed on nearly all points and even the significance of future topics was seen in a very similar light. Obviously, the wind of change is blowing through the GWW. There is no trace left of the former quarrels between the individual associations, which not infrequently hampered their professional work. Quite the contrary.

ACTIVE UNITY IN THE INDUSTRY

In the lovely, quiet atmosphere of the monastery in Morschen in northern Hesse, what many industry insiders had considered impossible only a few years ago was accomplished: industry unity was actively engaged in, people were elected unanimously, and topics for the future were sounded out. In the future, the GWW will be organized as an association with board and various professional sections, similar to the DEHOGA, the German Hotel and Catering Association. These sections will bring their work into the board, a six-man body made up of the speakers of the sections and two other chairmen.

ELECTION OF THE SECTION SPEAKERS

The following persons were elected as section speakers and deputy speakers at the

Summer Meeting: Dr. Frank Ohle (Senator) and Jürgen Geiger (Geiger-Notes) for the Supplier Section, Ronald Eckert (Döbler) and Karin Lindenberg (Mansard) for the Consultant Section, Frank Dangmann (Lamy) and Sven Weiß (Eilers) for the Brand Manufacturer Section, and Manfred Schlösser (PSI) and Martin Heinemann (CDH) for the Business Partner Section. These persons, who were nominated by their sections, will run for a seat on the board at the members' meeting in Berlin on December 16. In addition, Patrick Politze will run for the position of chairman and Michael Freter as one of his deputies.

TRIAL MEMBERSHIP POSSIBLE

The members' meeting of the GWW currently comprises around 300 members. To help it grow quickly, a decision was made in Morschen to offer trial memberships for half the annual fee and for one year in the future. During this time, the trial members will experience how working in a practice-oriented association can help foster success. Patrick Politze, the incumbent and probably new chairman, concluded the Summer Meeting in Morschen with these words, “It is good that we have now been able to address the major problems of the industry together.” And he played a big part of this togetherness. <



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- **Holger Kapanski**, DIE6 Promotion Service GmbH
- **Meinhard Mombauer**, LM Accessoires GmbH
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BEST PRACTICE PRODUCT DEVELOPMENT

CUSTOMER AS TEAM PARTNER

In our case study, we examine the development of the Ford Vignale Collection as a successful implementation of brand values in a product collection by all parties involved. The special feature of our round table: In addition to a distributor and five supplier partners involved in the project, the industry customer was also at the table. This not only resulted in a deeper understanding of the interaction between industry representatives and the customer, but also provided an insight into the brand strategy and brand management of a global brand.

Creativity and competence – when it comes to the development of tailor-made products and custom designs, the industry shows what it is capable of. The path to the optimal product is sometimes long, sometimes short, sometimes smooth and sometimes rocky, but certainly always different. Every distributor and every supplier has his individual way of approaching the task of the customer and implementing a project. What we see at the PSI or in the showrooms are the results of development processes that demand a great deal of personal experience, knowledge and skill from the trade and the suppliers. Whether the products are really suitable, whether the handling works and the customer is ultimately satisfied depends on how all parties involved work together and interact.

It was precisely this part of the process that we closely examined in our case study of the „Ford Vignale Collection“ project. To this end, we invited a distributor and his customer, as well as five suppliers participating in the development of the collection, to the round table. Attending our roundtable discussion were: Steven Baumgärtner (cyber-Wear), Patrick Döring (Acar), Jörg Herzog and Claudio Marchi (zogi), Meinhard Mombauer (LM Accessoires), Tobias Köckert (Mahlwerck) and Toska Siekmann (Alta Seta) as well as the lead designer of the customer Ford, Erika



Not commonplace, but purposeful: Supplier and industry customer engaged in a dialogue. From the left, Tobias Köckert and Markus Egbert from Team Ford Customer Service Europe.

Tsubaki (Ford design) and Markus Egbert, Manager Accessories (Ford Customer Service Division Europe). Together we examined the question: What is important when a high-quality collection of design articles is developed for a brand manufacturer? How does such a process work and what stumbling blocks have to be overcome?

The lively and very open discussion not only provided answers to these questions, it actually went beyond the actual topic and critically questioned the tradi-

onal roles of the trade, supplier and end customer in today's promotional product business. Direct contact between the industry customer and the supplier is still judged to be problematic, although for good reasons, it is increasingly becoming the norm. The participants all agreed on this point: The more complex the projects and the more demanding the tasks are, the more meaningful and purposeful is the involvement of suppliers in the communication between distributors and the industry customer.

To understand the requirements that lie behind the Ford Vignale Collection, we first of all want to clarify: What is Ford Vignale?

Erika Tsubaki: Ford Vignale is the most exclusive line of equipment that a customer can choose for a Ford vehicle. It is initially available for the new Ford Mondeo. The design should not only be appealing, but should also fascinate the customer. The central element is the characteristic hexagon which, among other elements, also ap-

pears as a distinctive emblem on the radiator grille and on the seat cushion seams. The many details turn every Ford Vignale into something very special: In addition to the sleek lines of the exterior design, the Ford Vignale boasts a high-quality interior with comfortable seats made of soft leather with delicately handcrafted stitching, as well as various innovative technologies. The brand experience is complemented by tailor-made, personal service and individual

advice provided in Ford Vignale lounges exquisitely appointed in the same style, at 500 selected car dealerships in Europe.

The namesake of the brand is the Italian car designer Alfredo Vignale...

Markus Egbert: Yes, he has indeed been an inspiration for us. Vignale is regarded as an artist among carbody designers and created some of the most legendary cars of the 50s and 60s. Vignale represents a part

of our brand history because Carrozzeria Vignale was acquired in 1969 by Ghia, which has been part of the Ford Motor Company since 1970. The name is synonymous with the high standards that we as designers and carmakers still have today: We do not only attach great importance to technical perfection, but equally to aesthetics, equipment details and quality of workmanship. These features are reflected in the Ford Vignale brand which combines elegance with sportiness.

How important is the Vignale concept in the Ford brand strategy?

Erika Tsubaki: Ford Vignale is a part of our brand strategy: We thus document that we can offer a premium line throughout Europe, without being a pronounced premium manufacturer. Our top equipment line Titanium has been very successful for years, hence with Ford Vignale we have really upped the ante and created a high-end range which the market is clearly receptive to. The underlying aim is to serve both discerning Ford customers and to entice new customers from the premium segment to take an interest in Ford. The core brand attributes are technology, safety, quality and environmental awareness. These features characterize not only all Ford cars, but also all other products that we develop. The brand strength is also reflected in the details that set Vignale apart.

How did the idea of the Ford Vignale Collection arise?

Markus Egbert: The definitive idea was: The customer should be able to take something from the experience of driving his Ford Vignale model – on trips, but even when his car is back in the garage the contact with the brand should remain a lasting experience. Hence a collection of extravagant, high-quality lifestyle accessories, in which we set the same high standards as the vehicles themselves, has been developed to match the vehicle equipment line. The implementation was carried out in close cooperation with cyber-Wear, our longstanding partner for merchandising.

Steven Baumgärtner, cyber-Wear: “Partnership and trust must be both the aim and the way.”



Erika Tsubaki, Ford Design: “We understand and respect each other and everyone pulls together.”

cyber-Wear has been in charge of the Ford Merchandising division since 2010 and is responsible for the development, production and marketing of the Ford Lifestyle Collection. How did this collaboration actually come about?

Steven Baumgärtner: Ford had found that the standard products available on the market did not optimally represent the brand and began taking the design of individual products into their own hands. The aim was to create a collection whose products are perfectly tailored to the target groups and match the respective vehicles in all aspects. For this purpose, a partner was sought and cyber-Wear was able to prevail as a supplier in a Europe-wide tender. Today the Ford Lifestyle Collection includes around 235 products, such as bags, textiles, caps, watches, model cars, as well as mugs, key chains and numerous other accessories. The collection is marketed through a shop operated by us. Thus a very friendly and trusting relationship between us and the designers and marketing managers of Ford has developed over the years. When the Ford Vignale Collection project was discussed, we were again chosen owing to our experience as a supplier to European markets. With the Lifestyle Collection, we actually demonstrate that we understand the brand, that the quality is right and that distribution works very well.



Jörg Herzog, zogi: “We were involved as true partners and everyone acted professionally.”

Meinhard Mombauer, LM Accessoires: "The Ford Vignale Collection is an exceptional project with the right balance between communication, performance and price."



Silver-plated brass with laser-engraved lettering: The Ford Vignale money clip is an elegant accessory.

What are the differences between the Lifestyle Collection and the Ford Vignale Collection?

Erika Tsubaki: Each article of the Ford Vignale Collection is a specially designed product innovation. In addition, the Ford Vignale Collection has a far higher claim – in terms of design, materials and workmanship. The Vignale products are luxurious, elegant lifestyle products with a touch of extravagance, yet appearing very discreet, not least because of the choice of colours. The customer should intuitively associate them with fashion, elegance and Italian design. We unmistakably adopted the styling language of the brand in the design, which was nevertheless very subtly implemented. We are therefore some way from the Lifestyle Collection. However, it must be clearly stated here that the Lifestyle Collection consists of well-conceived assortments with carefully selected finished products. Here, too, cyber-Wear guarantees us a top quality – promotional products off the shelf cannot be found here. After all, all the products should adequately represent the brand, even if there are different levels.

Which aspects were paramount in choosing the product range?

Erika Tsubaki: The strategic objective of the Ford Vignale Collection is to emotionally charge the brand and increase brand loyalty. The question was: What accessories are useful, practical and bring enjoyment to the customer on the go and at home?

What can emotionally extend the driving experience? Together with cyber-Wear, we quickly arrived at a travel bag, ladies' handbag, iPhone case, purse, silk tie and scarf, USB stick, money clip and set of espresso mugs. The designs were submitted by Ford Design whilst cyber-Wear selected the suppliers and coordinated the production. It was important to us that all products form a uniform line and that everything comes from European production. Product – quality – experience: These three aspects cannot be separated. That is why the collection is a part of the brand.

What was the decisive factor in the choice of suppliers?

Steven Baumgärtner: We asked ourselves: „Who can do what?“ And „Who understands what Ford wants?“ Accordingly, we approached partners we trust and with whom we have had good experience. What was decisive was whether they would be able to deliver the required high quality on schedule.

What role did cyber-Wear assume?

Steven Baumgärtner: We were and are the coordinator, mediator, problem solver. And of course, the link between Ford and the suppliers. Due to the high quality standards and the complexity of the project, we chose to bring the Ford team together with the suppliers/manufacturers. This has proved to be very practical in order to quickly clarify issues and to be able to make adjustments: For instance, the designer should see for himself why a seam at a certain point of the pocket is not possible. Or what problems occur when implementing the Hexagon pattern on porcelain. Hence he was able to adapt his design accordingly or practical solutions were sought together. This worked well in practice and accelerated the entire project. It is important that all parties communicate openly and that everyone knows his role and assumes responsibility.



How well did the cooperation work from Ford's perspective?

Markus Egbert: We knew from experience that cyber-Wear and we speak the same language. We also hit it off immediately with the suppliers. That in itself is already a solid basis. By the second meeting, cyber-Wear was already very well prepared. The professional expertise as well as the enthusiasm with which the cyber-Wear team addressed the tasks really impressed us. One advantage is certainly that our Ford team of four people is quite small and able to make decisions. I think all parties reacted very quickly and flexibly and were open to suggestions and changes. This accelerated and simplified the whole process, and ultimately led to great results. This is also perceived externally. It was not without reason that the luxurious Vignale Weekender was distinguished with the coveted IF Design Award.

How was product development and what special challenges emerged for the suppliers?

Patrick Döring: Acar produces the Vignale Weekender, a travel bag with a spacious design made from exquisite, hand-stitched leather, reflecting the appearance of the soft leather seats. There is a matching ladies' handbag in the same trapezoidal silhouette, the lining of which reflects the pattern of the car seats. As for the procedure: We received a detailed inquiry which already included a lot of information, and therefore we were soon able to begin producing a prototype. The claim for a higher, uniform quality, especially in terms of a natural material such as leather, is a major challenge. For example, it is not easy to evenly dye a large area of beige leather. After just two samples, however, the decision was made. The blind embossing required some experimenting. Here, too, everything was relatively uncomplicated: The approval came direct from Ford in our production facility in Turkey, where the de-

signers themselves had inspected the facility. Of course, something like this is only possible when the distributor and supplier have a trustful relationship.

Meinhard Mombauer: The Vignale money clip made of silver-plated brass comes from our company. We needed just two tests before we had achieved the specified quality. The lasering process was eventually carried out by us in Cologne. I see this as a learning process in which you get to know your strengths and weaknesses. What counts with such product developments is alone the result which we and the customer must be satisfied with.

Toska Siekmann: Alta Seta produces the silk scarves and ties according to the specifications of Ford Design – naturally from the highest quality fine silk made in Italy. We initially presented several material qualities and specified the dimensions and colours. Once the material had been specified, a sample was immediately produced. During production in our Italian facility, we made modifications together with the designers: For example, it was found that the silk in the chain had to be more tightly woven to bring the pattern and the logo to bear. I personally found it great that the Ford designers worked together with us in a team to implement our ideas. The result has convincing: The four-colour lining at the tip of the tie, which reflects the design of the silk scarf, met with an outstanding response. Thus, the requirement to create an exclusive design was fully met.

Jörg Herzog: A USB stick in the design of a vehicle key – this is really something special and an exciting task for us. Ford gave us invaluable support here, enabling us to make a prototype based on CAD data. Once a decision on the size and material had been made, the task was solved. We understood the idea and everything instantly worked perfectly.

Tobias Köckert: When it comes to fine porcelain, one naturally thinks first of Meissen porcelain manufacture, and in fact this op-

tion was briefly discussed. However, this option was priced well beyond the specifications. We therefore invited cyber-Wear and the Ford team to our own factory and collectively brainstormed ways to implement the hexagon design on a set of espresso mugs. Luckily we had some time and a budget to try out some variations. After we showed what is possible, we specified a variant that in our opinion would provide the best result. That is the difference to normal merchandising products: When developing a design product that must reflect the brand values and an idea, a dialogue always takes place in order to create the optimal product. In the case of simple merchandising products, the result is more likely than not determined by the budget and therefore the options are limited.

What experience did you gain from the project?

Steven Baumgärtner: Transparency is the most important principle of cooperation in the framework of a project. Anyone who acts accordingly need not be hesitant about doing direct business. In our industry, however, this fear is still widespread, as well as a certain overestimation of one's capabilities. As distributors we have to admit that we cannot do everything. That is why we need to involve competent partners who can overcome unusual challenges with enthusiasm and passion. Accordingly the results are good – a vivid example of this is the Ford Vignale Collection. I would appeal to my fellow distributors to further develop this concept of partnership and not to stigmatise distributors or suppliers who work as transparently as we do.

Markus Egbert: We are glad that there are companies such as cyber-Wear who support us in a field that is not part of our core business: We can build cars and support dealers, but the distribution of merchandising products is an entirely different kettle of fish. cyber-Wear has filled this gap

and supplied us with ideas and concepts for the Ford Lifestyle Collection and the Ford Vignale Collection that fit into our brand strategy. Our long-term cooperation and friendly relations confirm that we are welcome as a customer. Approaching difficult tasks in a constructive dialogue also gives us a good feeling.

Erika Tsubaki: The human aspect is also important in this context: We understand and respect each other and everyone pulls together.

Jörg Herzog: Everyone involved has acted professionally. It was encouraging to see how we as suppliers were involved as true partners. cyber-Wear prepared the entire project very well and we were perfectly briefed. In this respect, I really became aware that we often do not adequately know the needs of our customers. Information is (also intentionally) withheld, leaving us to make product proposals or designs on spec. We could purchase and develop much more efficiently if we had more information.

Tobias Köckert: For me, it was an extraordinary experience of constructive cooperation and we were equal to the requirements placed on us as a manufacturer. The project was a lot of fun, not least because Ford recognized our production expertise and all parties were prepared to deal objectively with the issues at stake.



A top design product has been created with the Ford Vignale Weekender. What is important is "open communication, transparency and cooperation", explains Patrick Döring, Acar.

High-quality leather in a striking form and with surprising features: The IF Award-winning Weekender, the ladies handbag and purse, echoes the styling of the Ford Vignale down to the last detail.



The creatively adapted signet on the finest silk puts the brand values of the Ford Vignale elegantly in the limelight.



Toska Siekmann, Alta Seta:
“Detailed briefing, clear guidelines and the customer works in the team on the implementation – I would like to see that more often.”

Tobias Köckert, Mahlwerck: “An exceptional experience of constructive cooperation.”



Patrick Döring: I can also confirm that for Acar. I wish that more distributors would adopt such open communication, transparency and cooperation with a view to achieving a clear objective. For me, this project means a genuine partnership of distributor and supplier. In my experience, distributors who work like cyber-Wear in our Vignale project develop positively and enjoy more success.

Toska Siekmann: I was impressed by the highly professional preparation by cyber-Wear and Ford Design. We had clear guidelines and were able to act immediately. This is something we would like to see more often. I also think we all learned from each other.

Meinhard Mombauer: The project showed me that the more information we receive from the distributor, the more professional we can work as a supplier. It is naturally advantageous if a distributor knows his customer as well as in this case, and the supplier gets the chance to discuss details directly with the customer. However, I want to emphasize that the Vignale project is not an everyday task: Unfortunately, in daily business, we are often reduced to the buyer status. Although distributors have great ideas, they usually have little opportunity to implement them – especially when the customer’s purchasing department is responsible for sourcing. Time after time, the purchasing department is not briefed properly and eventually an inadequate product is created. The Vignale project is thus rather an ideal case that was enjoyable because communication, performance and



With the set of espresso mugs, the Ford Vignale also has a seat at the table: The characteristic hexagon also cuts an outstanding figure on porcelain.

price were spot on. The fact is: As a supplier I need small distributors just as much as large ones, creative ones as well as pure resellers, and of course high-volume orders.

Do you have a message for the industry?

Steven Baumgärtner: As distributors, we are only as good as those who work with us. Really good projects only work in a collective manner, and to achieve this it is helpful to show customer the production. Being intransparent and withholding information is counterproductive. Partnership and trust must be both the aim and the way.

Meinhard Mombauer: We have to accept that the market has opened up and that in principle everyone can sell to anyone. Everyone can now import themselves and everyone can do business. We have the possibilities to do this. But it is wise not to do that, but rather to perfect what you can do best and to act together in the market.

Finally, let us return to the Vignale

Collection: What is the marketing strategy?

Markus Egbert: Distribution is carried out exclusively through the marketing channels of Ford: These are the Europe-wide targeted 500 Ford Vignale Lounges at selected flagship stores and the e-commerce platform operated by cyber-Wear which can be accessed via the Ford website. In addition, we present the Vignale Collection as well as the Ford Lifestyle Collection at all major trade fairs where we exhibit. We are supported by cyber-Wear whose own team looks after the shop integrated into the stand. Of course, the characteristic design elements of Ford Vignale are reflected in the design of all distribution platforms mentioned. Whether it be lounges, online shop or displays at the stand – everywhere the uniform design line conveys that Ford Vignale is synonymous with comfort, exclusivity and sophistication. Inci-



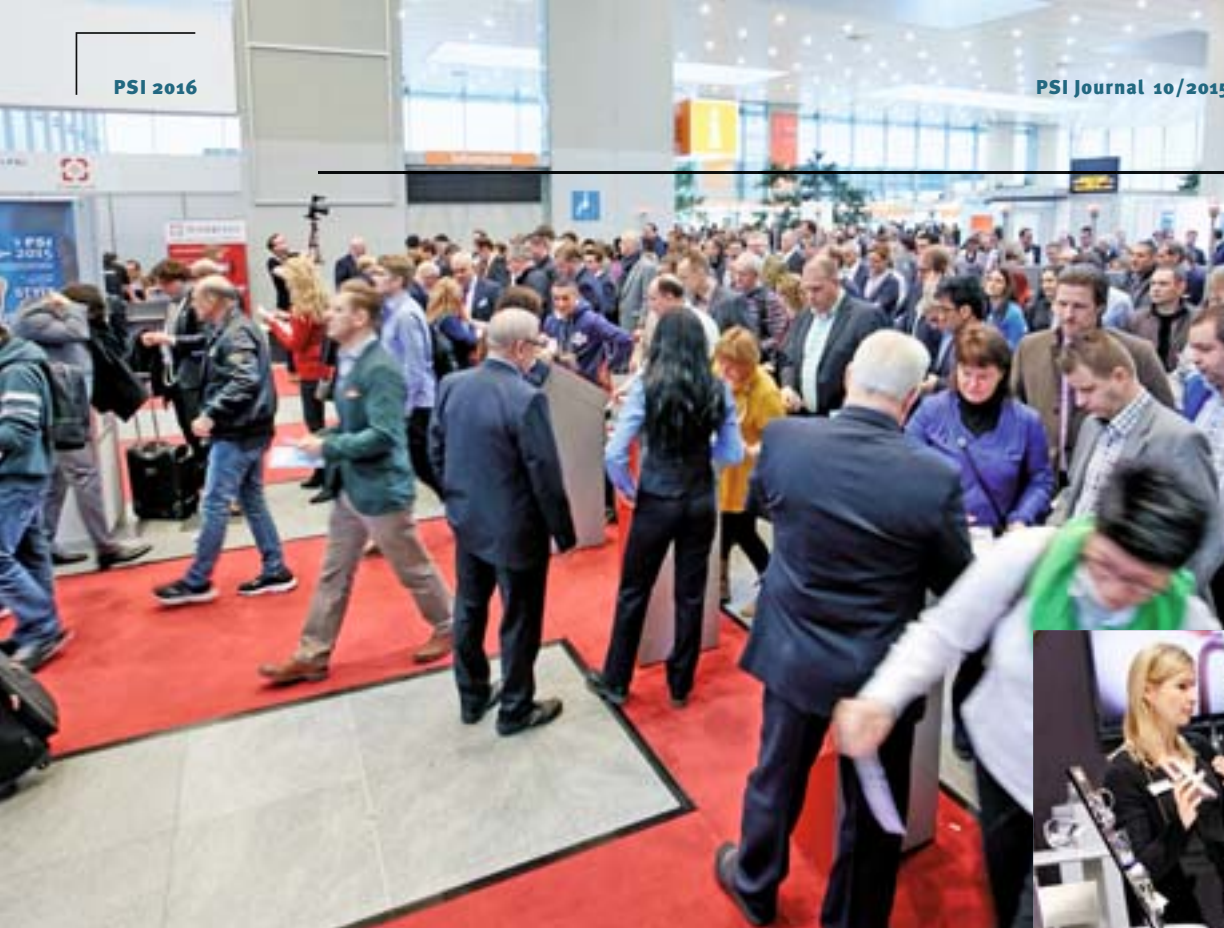
Attending the round table were: (left to right) Claudio Marchi, Jörg Herzog, Erika Tsubaki, Markus Egbert, Steven Baumgärtner, Meinhard Mombauer, Daniela Nieleck, Toska Siekmann, Patrick Döring and Tobias Köckert.

dentally, cyber-Wear produced luxurious cushions for the seating area of the Ford Vignale lounges that also reflect the material, colour and design elements of the Vignale models. The salespeople and hostesses wear Vignale scarves and ties, thus complementing the professional appearance of the brand. Fittingly, cyber-Wear has developed a high-quality aluminium name badge for the lounge managers.

Can you tell us whether sales of the Vignale Collection have got off to a good start?

Markus Egbert: The preparations for the launch of the Ford Mondeo Vignale are currently in full swing. More than 70 new Ford stores with integrated Vignale Lounge are already in place in Europe. We are continuing our efforts to enthuse distributors

for the lounge concept and the collection, so that they can pass on this enthusiasm to the customer. The lounges act as an interface between the customer and the brand; the brand can be experienced here in all its emotionality. Whoever receives individual advice here automatically comes in contact with the Vignale Collection and can be inspired by its elegant design. In addition to private customers, the so-called 'user choosers', corporate customers who can configure their vehicle themselves within a budget, have been especially selected as the target group of Ford Vignale. However, some of the items of the Vignale Collection are offered as a gift or premium – for example, if the seller gains the impression that an expensive bag is more likely to affect the customer's purchase decision than a discount on the purchase price. <



During the run-up, exhibitors can already do a lot to ensure that the PSI 2016 is well visited. For instance, they can invite their distributor customers free of charge or take advantage of the marketing packages of the PSI.



PSI 2016

IT'S WORTH BEING THERE

Trends and product premieres, technical knowledge and networking – the PSI is not only the biggest, but also the most wide-ranging promotional product trade show in Europe. In 2016, the PSI will once again be laying the best foundations for making this industry gathering place into a successful business platform. Anyone who takes part in the invitation initiative by exhibitors and PSI not only gives their customers a gift, but will also win new customers with ease. An opportunity exhibitors should seize.

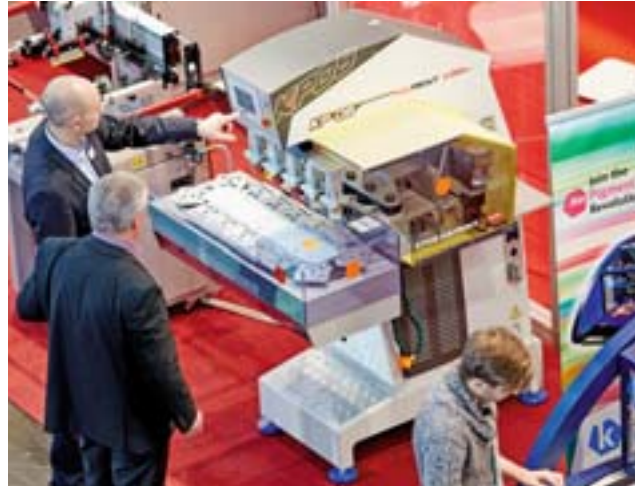
To make the PSI the vibrant trade show we all wish it to be, many parameters have to be right and many cogs must mesh. PSI as a professional trade show organizer and authority on our industry provides the framework and the organizational struc-

tures for the event. Each year, there are new offers and services, and more and more highlights that make the trade show an indispensable event for exhibitors and visitors. Last year's trade show in particular plainly showed that it just does not work

without the PSI. A number of exhibitors who had other priorities and did not go to the PSI have returned to the halls of the trade show in Düsseldorf, saying that this was a necessary, profitable step. The PSI is a young, timely lifestyle show with a high innovative potential that impressively reflects our industry's standard of performance and creativity.

INVITE DISTRIBUTORS FREE OF CHARGE

Imaginative stands with innovations and classics of all categories, product premieres appearing for the first time at the PSI, as well as highlights such as the fashion shows on the CATWALK, the GUSTO tasting pavilion, the TECHNOLOGY FORUM and the HALL 13 AREA, the realm of inventors, newcomers and young companies – this is all a familiar sight to industry insiders. A colourful picture full of variety that characterizes an industry that can do much more than is appreciated "outside" of the PSI. You have to have seen the PSI to get a feeling for the possibilities offered by the promotional products business. That is why PSI started an invitation initiative with exhibitors two years ago, which was very well received and led to an increase in visitors of around eighteen per cent.



PSI 2016: The whole range and variety of promotional products at one trade show.

LITTLE TROUBLE, GREAT EFFECT

So exhibitors have another chance this year to invite all their distributor customers to the PSI free of charge – whether they are members of the PSI or not. No exhibitor should miss this opportunity to nurture existing customer relationships and build up or expand new contacts. The invitation process is very easy thanks to e-mail templates and the online service centre (OSC), and what is more, exhibitors can count on the support of PSI. There are two options: you can invite the distributors with an individual invitation and marketing campaign, in which you receive from PSI a voucher code and registration link to be integrated into the invitations, which are then sent as a mailing to the desired mailing list. The second possibility is to send the invitation by way of the OSC. To do so, just use your PSI login data to log in to the OSC, where a modifiable sample text is deposited. The voucher code and registration link are automatically inserted and your personal database can be uploaded. It remains anonymous to PSI.

QUALITY OF VISITORS ASSURED

What happens then with those who were invited depends on whether they are PSI

members or not. If they are, the distributor can login to the ticket shop at www.psi-messe.com and order the free ticket with the voucher code. If the invited distributor is not a PSI member, he must first register in the PSI Directory of Verified Distributors. PSI checks to make sure that the company in question is serious and professional. After all, the quality of the PSI has to be maintained. If the address is cleared by PSI, nothing more stands in the way of the respective distributor redeeming the voucher in the PSI ticket shop. He now has a one-time opportunity to visit the PSI as a non-member. Interesting for the follow-up to the trade show is the fact that PSI makes a report available showing who accepted the invitation and visited the PSI. So exhibitors themselves can do a great deal toward making the PSI an even better-known marketplace for promotional products and help make the trade show a success with this invitation campaign. There is also additional support from PSI related to marketing: three different marketing packages, sponsoring and many possibilities to advertise create awareness and make it easier to approach customers. Details can be found at www.psi-messe.com.



NEW: PRESENTATION OF PRODUCTS THAT COULD WELL BE SOUVENIRS

An interesting new offer enabling exhibitors to document their creativity is the souvenir pavilion. This is aimed at exhibitors whose portfolio features products that can in principle be used as souvenirs. Thus the souvenir pavilion with its specially highlighted exhibition area is an attractive, affordable way to present creative products to the PSI public. The souvenir package includes not only a counter including lettering and outfit, but also a marketing and press package, as well as two free exhibitor IDs. The places for this themed presentation are limited, so it is worth obtaining information. <



BELIEVE IN BRANDS

Ein Sinn mehr für große Werbewirkung: Post-it® Notes Aroma Pads

Sehen, fühlen und riechen - Botschaften verankern sich tiefer im Bewusstsein, je mehr Sinne das Werbemedium anspricht. Nutzen Sie duftende Original Post-it®s für besonders effektive Werbung, z.B. als Giveaway am POS.

Verbinden Sie Kundenprodukte und repräsentative Sinneswelten mit dem unschlagbaren Nutzen von Original Post-it®s. Durch einfaches Reiben der Post-it® Haftnotiz wird der von Ihnen gewählte Duft freigesetzt und bleibt nachhaltig im Gedächtnis.

Wählen Sie aus über 100 Düften für unzählige positive Assoziationen oder setzen Sie Ihren individuellen Duft ein. Selbstverständlich sind die neuen Post-it® Notes Aroma Pads auch formgestanzt erhältlich.

Fordern Sie noch heute Ihre Produktmuster unter www.promotion.michaelschiffer.com an. Der Vertrieb erfolgt ausschließlich über Werbemittelhändler.



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Telefon: +49 (0) 28 43/16 92-0 ■ www.promotion.michaelschiffer.com



Promotional Products



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 13th January
in Dusseldorf. **NEW** – Select your personal
favourites as candidates for the People's
Choice Award, the award for the most
creative innovations.



"Our writing instruments have a design all of their own."



Arno Ritter

Ritter-Pen

We have a long tradition of offering superior quality – and of coming up with ever new designs and fresh colours. We offer the complete package – from development through to production and advertising application. We ensure our customers get just the right pen – meeting their individual tastes and budgets.





***“Enthusiasm
and passion ... put
a smile on people’s
faces – that’s our
philosophy.”***

MAXX Factory GmbH

Everyone has its own special needs and wishes. These demands are our aim and our purpose. Together with our clients we develop special experience and add some colour. And that’s why we are the first port of call for high-quality and sustainable products. In 2016 we promise a new highlight on the topic of sustainability.



Dagmar Kornhaas

12



***“TROIKA is
up-to-the-minute.
Which is why
TROIKA is always
the right choice.”***



Lüdger Böll

TROIKA Germany

Advertising carriers are multifaceted. Innovativity, contemporary design and exclusivity generate new and impressive application possibilities. TROIKA combines innovative ideas and high-quality products to create a pioneering range.



***“Our top priority
is to make sure our
bags are distinct.”***

Halfar System

Promotional products get the message across. They help bring it to life. HALFAR bags and rucksacks provide spaces used by many well-known brands to present themselves. This is a great source of pride – and of motivation over the last 25 years in the development and production of products which meet our customers' needs to the full.



Peter Leseberg

***“Advertising
which touches the
spot. That's what it's
all about.”***

JUNG BONBONFABRIK



Jörg Dennig

Increasing the appeal of your message. Through advertising that speaks not only to the taste buds but also to the heart and the head – generating maximum buzz. At JUNG, only the most tasteful ideas find their way into the promotional bag. And into people's minds.



***“Details
count in brand
environments. The
winners are innovative
premium products
which have a strong
impact.”***

Mahlwerck Porzellan

The function and form of the custom-made Mahlwerck mugs and cups are designed to create a specific brand impact. The custom-designed products highlight the personality of the brand in question. The “branded china” products serve a crucial function within the branding.



Tobias Köckert

16

***“Importing is
what we do.
We always aim to
provide a select
range of products.”***



Harald Vöth

team-d Import-Export

It's all about the mix. Exclusive designs and models, imaginative products which set themselves apart from the rest, infused with a sizable portion of Swabian reliability. That's the world of team-d. The promotional product sector has so much more to offer than off-the-peg products. And we're proof of it.



***“5 CUPS
premium teas are
the ideal way of
giving good taste”***

5 CUPS and some sugar

We make tea a tasteful experience – with individual organic tea blends, award-winning packaging and customised branding. The superior quality is immediately apparent.



Eike Pazulla

18



***“Lifestyle in
Luggage – our
trolleys define
progress.”***



Thomas Gradwohl

TITAN Hamburg

Think progressively. Act quickly. Operate intuitively. Communicate internationally. These claims change how people see the world and go about their daily lives. And they intensify the desire for different kinds of innovation. As an innovator and trendsetter, our goal is to achieve all of these.

19



***“We serve
the custom of
making a gift with
products as unique
as possible.”***

ANDA PRESENT GROUP

We turn creative ideas into outstanding promotional products – we always keep an eye on convincing cost/performance ratio of a competitive product collection. It is not our aim to keep up with the pace but to set it. Our daily mission: to contribute successfully to the development of European promotional gift giving culture.



Attila Andras

20



HEALTH, COSMETICS, WELLNESS

UNDERSTANDING AND WELL-BEING

Since the outset, sensible and consciously aware persons as well as physical and mental well-being have shaped health matters. This has led to the development of a strong consumer market to which the promotional product industry has contributed attractive and beneficial products.

Whilst in early times health was deemed to be the ultimate good, modern-day people are no longer content with just being healthy. Beyond purely physical, mental and social well-being, the human being longs for a holistic feel-good experience that allows him to cope with the stress and pressure of society's time-is-money mentality more easily. Wellness is the magic word, of course, linked to an industry that turns over billions every year. Although it sounds like an invention of modern marketing strategists, the term "wellness" is (perhaps) older than you might have expected. It first appeared in 1654 in a monograph by Sir A. Johnson as "wealnesse" and is translated according to the Oxford English Dictionary as "good health". In modern understanding, however, it stands for a holistic health concept and, since as early as the 1950s, has been a generic term for a then new health movement in the USA. What is new in the field of advertising vehicles for "Health, cosmetics, wellness" is presented in this section.





Imagetools - Professional Hand Cleanser

Sanders Imagetools is promptly following the call of the market and, as of now, is offering a new, high-quality line of products: a concentrated, paste-like professional hand cleanser that reliably removes stubborn dirt such as oils, fats, tar, bitumen and printing ink as well as normal dirt, of course, and is particularly kind to the skin. Its double action cleansing and protection is impressive: the newly developed formula cleanses pore deep with skin-friendly scrubbing granules and a complex system of surfactants made of renewable materials. High-quality fatty substances of natural origin provide for lasting skin protection. Whether for industry or tradespeople, in the garden, workshop or garage: the professional hand cleanser is for universal use and will delight everyone since it allows you to get cleaned up quickly after work: simply rub it into your dry hands until the dirt comes away. Add some water, wash thoroughly and rinse well. It goes without saying that it is "Made in Germany" and has been dermatologically tested and classified as "very good". The raw materials are biodegradable in accordance with the OECD screening test. Whether in a tube (20, 50 and soon even 100 ml) or in the handy 300 ml dispenser with long-term advertising effect: the variety of packaging from Sanders Imagetools provides a fantastic option for any field of application. The communication on the product is implemented to the highest standards through a photo-realistic 4c print.

**PSI 46551 • Sanders Imagetools GmbH & Co. KG • Tel +49 9401 60798-0
welcome@imagetools.com • www.imagetools.com**

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Ladies bathrobe



Milton Care set

Carlton
Comfort gift set

SEASONS



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the video

-Advert-

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HANDY PILL DISPENSER

With its pill dispenser, Global Innovations has released a new patented product from the area of health and custom-made products onto the market. Many people are required to take medication regularly. The pill dispenser offers an attractive possibility to keep the pills in the customisable dispenser within easy reach at all times (e.g. in the handbag). It functions similar to a retractable ballpoint pen. Exactly one pill is released each time the end is pressed. Thus, the dispenser ensures uncomplicated dosage of the user's medication. The insert, which can be easily exchanged, allows the dispenser to be adapted to different pill sizes. This handy custom-made product can be supplied for orders starting at 5,000 units.

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



A DREAM OF A BATHROOM

Multiflower has a feel-good greeting on hand in the form of the Badetraum folded card filled with orange aroma bath salts. The pleasant scent of the bath salts pampers the body and inspires the senses. There is room for printed advertising on the standard motif of the card. Orders of only 250 or more can bear a customized design.

PSI 45974 • Multiflower GmbH • Tel +49 6223 86656-0
info@multiflower.de • www.multiflower.de

WELLNESS FACTOR TIMES FOUR

The massage brush from Frank Bürsten is a wellness tool for home use. This promotional product encourages well-being not just once, but four times: whether it's massages for relaxation, against cellulite, to clean the skin or boost circulation. This allows promoting companies to contribute to the well-being of their customers and remain in positive memory during times of relaxation. The massage brush can be ordered with or without hand strap and/or removable handle upon request. In terms of bristles, customers can choose between soft natural bristles and hard natural fibres. The company logo or individual advertising message is printed on the brush.

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



WIR SIND NOMINIERT



In den Kategorien

Sustainable Product 2015
Economic Excellence 2015

Süße Weihnachtspräsente für Kunden und Mitarbeiter!



EXKLUSIVE WEIHNACHTSPRÄSENTE



PREMIUM ADVENTSKALENDER



Weihnachtsmann von
Lindt & Sprüngli (40 g)



Präsent „Himmlische
Weihnachtszeit“



HELLO
Xmas Santa (140 g)



TOBLERONE
Dreieckstafel

INDIVIDUELLE WEIHNACHTSPRÄSENTE FÜR JEDES BUDGET!

„Schenken heißt, einem anderen etwas geben, das man am liebsten selbst behalten möchte“. Dieses Zitat der Schriftstellerin Selma Lagerlöf trifft es auf den Punkt. Mit einem schönen Weihnachtspresent drücken Sie gegenüber Kunden, Mitarbeitern und Geschäftspartnern Ihre Wertschätzung aus. Lassen Sie sich von unseren individuellen Präsentideen begeistern und fordern Sie gleich den neuen Katalog unter www.cd-lux.de bzw. info@cd-lux.de an.



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STYLISH MIRROR IN OWL DESIGN

With its elegant “Eulenbande” pocket mirror, Troika has created a must-have for every handbag. The smart utensil impresses on the inside with a standard mirror and 2x magnifying mirror, on the outside with its unmistakable design. Troika also has a mix-and-match tip: the matching business card case and handbag clip make the “It look” complete. A whole nest full of jolly mini owls, brightly coloured and cheerful. This little gang is certainly endearing. Advertising can be applied using printing and engraving on the front or back. Engraving is free-of-charge for orders of 100 or more.

PSI 46311 • Troika Germany GmbH • Tel +49 2662 95110

a.bauer@troika.de • www.troika.org



HEALTHY START WITH EARLY BIRD

With the three-piece set named “Early Bird” every day begins with a healthy wellness moment – a set for everyone who places importance on wellness and good nutrition at the start of the day. Those who prefer oranges with their cereal can rely on the help of the stylish snail “Emma P.”. The small blade effortlessly cuts through the peel without damaging the pulp. The juice stays in the orange and the fingers remain clean. With the help of “Pink”, preparing grapefruit is a pleasure; the serrated spoon enables easier extraction of the flesh. “Kiwi” is far more than just a spoon; it also helps to open the fruit. The kiwi is scored all the way round with the tip of the beak and the two halves are then simply twisted in opposite directions. The “Leaf” muesli bowl provides the perfect design to suit the fresh snack. In the choice of product material Koziol places value on highest quality. Only thermoplastics are used, which are 100 per cent recyclable and do not contain any softening agents. The colour pigments are exclusively made in Germany. All colours and materials used are certified and physiologically harmless.

PSI 47406 • koziol »ideas for friends GmbH • Tel +49 6062 6040
incentives@koziol.de • www.koziol-incentives.de

-Advert-

GET READY TO BE AMAZED!

The new
PSI Network site
goes online this autumn.

www.psi-network.de

Reed Exhibitions

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- für jeden Anlass der passende Werbeträger



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L I S T A W O O D
PROMOTIONAL PRODUCTS



CREATIVE PREMIUM ORGANIC TEA

How to spread good taste – “5 CUPS and some sugar” shows it. In its tea factory, located in Berlin, high-quality loose tea leaves are processed into finest tea compositions and dispatched daily in award-winning designer packaging. The ingredients are, in most cases, of organic quality and can be freely selected. Not only the excellent taste, but also a custom-printable tag attached to the 50g or 100g premium packs, makes 5 CUPS tea a gift which is sure to generate many “oohs” and “aahs”. The creative tea experts comprehensively advise customers on the appropriate tea varieties, arrange impressive desired branding, and take care of the shipping of the beautifully packed delicacies, upon request with an enclosed greeting card. Crunchy biscuits, sugar, honey, tea glasses – everything is possible at 5 CUPS.

PSI 49619 • 5 CUPS and some sugar GmbH • Tel +49 30 609813-320
sales@5cups.de • www.5cups.de/firmenkunden

MIRROR, MIRROR ...

On the wall, show me the finest promotions of them all! One example of a very successful promotion is the special edition of the “10 Minute Makeup” guide by star makeup artist Boris Entrup, which the Munich-based publisher DK Verlag has released together with Maybelline. The original book has already been translated into several languages and has become an international best-seller. What’s more: the author had already enjoyed an extremely successful collaboration with Maybelline over many years. So what was more natural than to utilise these combined strengths? DK Verlag produced a special edition of the book, focussed on a mascara, with the best makeup tips related to this mascara. Customers, who purchased a mascara in the promotion period, received the book – featuring an impressive high-quality look – as an added gift. The DK team is pleased to provide further inspirational ideas.

PSI 48489 • Dorling Kindersley Verlag GmbH • Tel +49 89 442326-228
sondervertrieb@dk-germany.de • www.dorlingkindersley.de



ELEGANT AND REFRESHING

Clear, pure water can also contribute to a strong sense of well-being. Water in a particularly elegant form is provided by the Metmaxx water carafe “PureAqua” from the product range of Spranz GmbH. The permeable stainless steel screw top lid allows drip-free pouring and the “enrichment” of the water with contents such as ice cubes, lemon slices or other aromatic ingredients. The “tempered glass” also makes the carafe suitable for filling with hot beverages. It has a 1 litre capacity.

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



GIFT GIVING MADE EASY

Fold open, fold shut, hang up, place upright: the travel toiletry bag "Tour" from Halfar leaves all options open. And this also makes it an ideal Christmas promotional product or festive gift for different target groups and senders. The bag, made of attractive structured mini ripstop, impresses as an ideal supplement to the ever popular gift perfume, as a bonus for cosmetic ranges or as merchandising related to travel and vacation. The sporty, compact bag is available in black, marine, red and beige. Its spacious main compartment certainly offers ample space for shampoo, brush, shower gel, toothpaste and co. Bottles, pots and sensitive contents are also perfectly protected thanks to extra padding. To keep things tidy, three zipped pockets are provided, ideal for tissues, razor blades and the important little things in life. The extra highlight is the hanging mechanism, which presents everything within easy reach – almost like a little bathroom cabinet for on the road. The versatile toiletry bag can be refined via screen printing or embroidery.

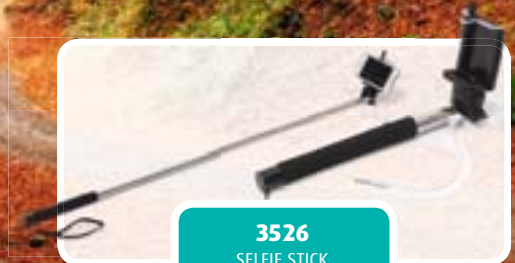
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NEUE CLIPPER
EXTRA-BROSCHÜRE
ERHALTEN? **BITTE
KONTAKTIEREN
SIE UNS:**





FAR EASTERN FLAIR

The exclusive Dutch wellness brand “Rituals” is also becoming ever more popular in the rest of Europe. Every October Rituals develops a large selection of new, attractive “Trendy Wellness Sets”. The different sets are all packaged in their own colour versions. Inspired by ancient, Far Eastern traditions, every product tells a unique story. In the manufacturing process, carefully selected ingredients are combined with the latest technologies to ensure that the recipient can enjoy old Far Eastern traditions at home: whether it’s in the private “Hammam”, through the balancing of Yin and Yang with “Tao”, or with tea, body peelings and aromatic oils based on the “Ayurveda” philosophy. The “Laughing Buddha” tradition has inspired a collection of uplifting products. Through organic Mandarin and the revitalising power of Yuzu, the Laughing Buddha collections helps to create greater bliss in daily life. “Sakura” marks the beginning of spring, symbolising that beauty is fleeting and life must be enjoyed. Inspired by this tradition, the Sakura collection allows users to experience a fresh start every day. Japanese Samurai warriors were convinced that an immaculate appearance had a positive influence on one’s density on the battlefield. Perfect body care developed into an art, in order to increase trust, strength and control. This ancient wisdom in the basis for the collection Ancient Samurai. Trendfactory BV is responsible for the distribution of the Rituals sets to resellers.

PSI 41941 • Trendfactory B.V. • Tel +31 25 26222-33

info@trendfactory.eu • www.trendfactory.eu



BEAUTIFUL BEAUTY UTENSILS

Rubis cosmetic instruments are popular among those in the know due to their exceptional quality and pioneering, multi-award winning design. Thus, it’s no wonder that the world’s first tweezers made of seamless drawn aluminium also come from the Swiss company Rubis – distributed by Victorinox for the promotional product market. The lifestyle product, available in the colours purple, Tiffany Blue, silver, yellow and green, is incredibly light, lies comfortably in the hand and features elaborate workmanship. A highly precise, slanted tweezer tip safely and effortlessly extracts the finest and shortest of hairs. The clever packaging – a transparent plastic sleeve – rounds off this harmonious product.

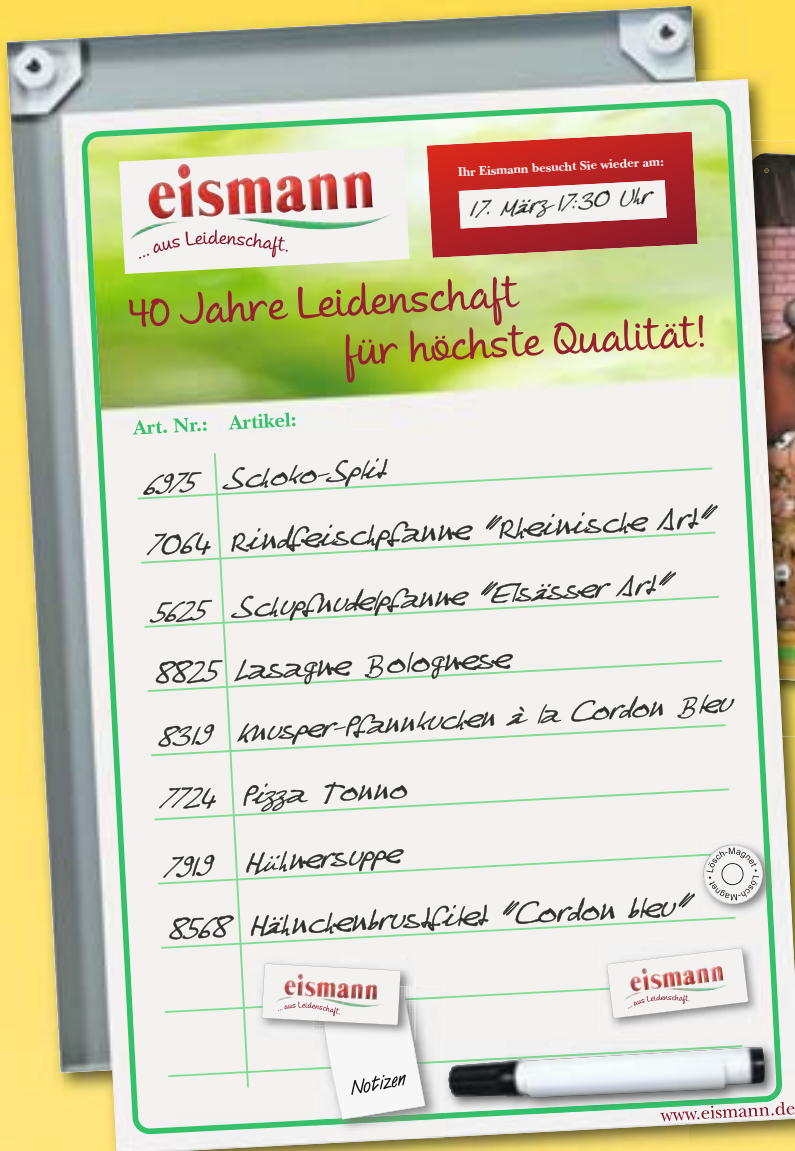
PSI 44281 • Victorinox • Tel +41 41 8181211

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

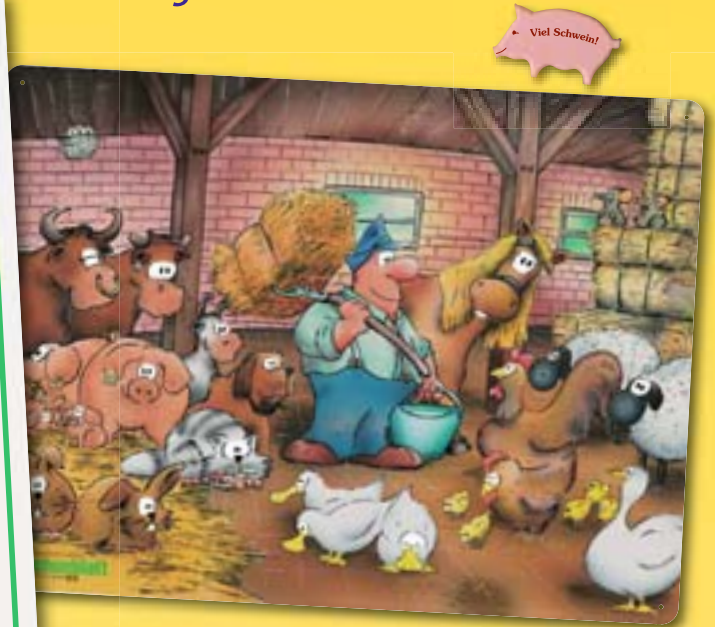
Magnet-Memoboards mit Zubehör

„Werbung die haften bleibt“

Made in Germany
garantiert kurze Lieferzeiten!



Whiteboard in optischer Blockausführung

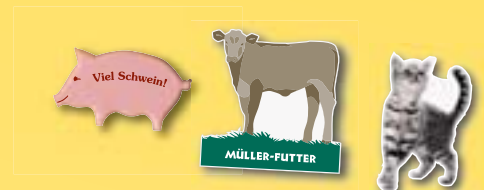


Wand-Magnettafel

Löschmagnet

Standardmagnet

Boardmarker mit
Stiftablage



Sonderform-Magnete

Im Baukastensystem kann aus einem vielfältigen Produktsortiment an Magnet-Tafeln und Magneten ein individueller Promotionartikel zusammengestellt werden.



Tisch-Memoboard



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www.adamo-design.de • info@adamo-design.de



PARADISIACAL FRAGRANCE

This will have a soothing effect on any customer: a coconut bath set with a paradisiacal fragrance, comprising a body lotion, a little bottle of bath foam, a little bottle of shower gel and two bath flowers for heavenly bathing pleasure. The supplier, Macma, prints the advertising material digitally (in multiple colours) on a label that is stuck onto the individual packaging in the desired position.

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



FULL FRUIT FRESHNESS

Enjoy the full taste of fresh fruit with the ultra-fast “To Go” GourmetMaxx smoothie maker. This mixer conjures up a really fresh vitamin kick out of bananas, berries, mangos and all other kinds of fruit. Simply put in the fruit, close the lid, switch it on and everything gets evenly blended in the wink of an eye. Thanks to the practical, sealable “To Go” cup, the smoothies can also be immediately taken along and enjoyed on the run. Even milk shakes, desserts, sauces, and dips can be quickly and easily prepared with the compact mixer. All parts are easy and quick to clean, all removable parts are dishwasher-safe.

PSI 41259 • Lehoff Im- und Export GmbH • Tel +49 40 529607-0
info@lehoff.de • www.lehoff.de

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DIAGNOSIS THANKS TO "NOVA"

For their topic of the month, the specialists from the company R. Cermak present their "Nova" mini torch with patented switching mechanism. Nova lights up with the help of yellow LED, making it ideally suited for eye and throat diagnostics. R. Cermak stands for durable products of high quality "Made in Germany". All manufacturing processes are carried out in accordance with environmentally friendly criteria.

PSI 44668 • R. Cermak – Mini-Taschenlampen • Tel +49 7231 106105
info@penlights.de • www.penlights.de



HANDY CARE KIT

No trip should be without it: the "Pocket" manicure set from Giving Europe's range, with its tweezers, nail clippers, file and nail cleaner, has all the important utensils needed to care for your hands. Made of sturdy, pleasant material (metal and synthetic) it can even be attached to a bunch of keys by means of a chain, if desired. The advertising will stick in people's memory through pad printing.

PSI 45737 • Giving Europe GmbH • Tel +49 421 596597-0
kontakt@givingeurope.de • www.givingeurope.de



1955 1965 1975 1985 1995 2005 2015

Lasting joy

from the nineties to the present day!

With an exclusive mini or regular umbrella as a Christmas gift you will give someone a special treat that lasts long after the festive season. With a premium finish, chic packaging and individual personalisation, your friends and business partners will fondly remember your gift for years to come. You will find iconic collections at FARE Schirmwerk.



FARE – Guenther Fassbender GmbH

42899 Remscheid | Germany | Tel +49 2191 60915-0

facebook.com/FARE.Schirmwerk



TWO STARS IN THE ADVERTISING SKY

The “Star Dust” utensil pouch from Inspirion turns customers into little stars. However, the felt pouch with the lovely star application on the front does not put on airs at all, since the spacious main compartment with zipper can put away quite a bit. It has plenty of room for care products, such as hand cream, lipstick, powder, and blister pads. However, the pouch can just as well be filled with pens and office accessories. And since a star in the advertising sky does not attract very much attention on its own, there is also a shopper of the same name featuring a star motif. Thanks to the long shoulder strap and the spacious main compartment with Velcro fastener, this shoulder bag proves to be an ideal shopping companion. One thing is as obvious as the evening star: the advertising on felt bags from Inspirion will be born under a lucky star.

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

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

AT THE PERFECT TEMPERATURE

Whether you want cooling or heating, this gel cushion from elasto form offers both. In contrast to conventional gel cushions, it is not only for heating, but can also very simply provide for a cool head. Thanks to integrated gel beads, the cushion can store heat as well as cold to be gradually reemitted. The gel cushion is made of PVC, which makes it easy to shape yet reliably keeps the gel beads from getting out. The “Bead” cooling/heating cushion is ready to provide warmth in a few moments.

Just lay it in water at 60°C for about ten minutes. And for cooling, just keep it in the refrigerator until it is needed. The item comes in two different versions: apart from the round edition, there is also a somewhat smaller oval version.

PSI 41369 • elasto form KG • Tel +49 9661 890 0

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





**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**

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drop**
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Texts are charged at your mobile phone operator's standard rate. The charity will receive 100% of your donation. You must be 16 or over and please ask the bill payer's permission. For full terms and conditions and more information, please visit: www.justgiving.com/info/terms-of-service

Registered Charity Number: 11008056

Ssssspeaker

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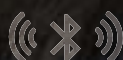
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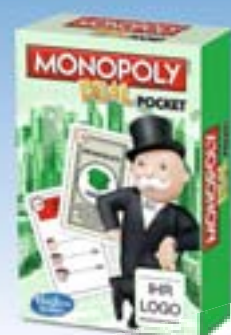
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TRIVIAL PURSUIT

Picktaka!

Boggle
Stamm

FLUTTERMANNOVER

ASS
ALTENBURGER



A BREATH OF FRESH AIR

Good and clean air is a fundamental requirement for human health. The air quality monitor WL 2000 from Technoline monitors the indoor air quality around the clock and reminds users to ventilate at the right moment. Thanks to the built-in sensor up to 5,000 harmful substances in the air can be identified. What's more, the display shows the time, as well as the current temperature and humidity. Whether it's at home or in the office, with its stylish design and an applied advertising message, the air quality monitor adorns every space and helps to improve the quality of life of its fortunate recipient. WL 2000 is also available as a set with a gateway, which allows the monitor's data to be accessed anytime and anywhere in the world free-of-charge via app.

PSI 43817 • Technotrade Import-Export GmbH • Tel +49 3375 216050
info@technotrade-berlin.de • www.technotrade-berlin.de



NEVER FORGET THE DETAILS

Keeping your nails and hands clean is just as important as dressing and acting professionally in a working environment. In other words: every detail matters. Flowie is five-part manicure set that comprises scissor, nail clipper, nail cleaner, cuticle trimmer and nail file in elegant white case from imitation of leather. The tools are made from stainless steel and are build to last. Remind your employees or business partners how important are they for you. We recommend using as pad printing technology – logo of company will be recalled whenever Flowie is in need.

PSI 46051 • Reda a.s. • Tel +420 548 131125
export@reda.cz • www.reda.info

TRUE RELAXATION

Gentle relaxation and recharging one's batteries. Immerse in soothing and harmonious sounds. Precious regeneration and wellbeing for body, mind and soul – each of the four relaxation sets from the micx wellness collection helps to achieves this. Feel Good pure emotion, Meditation in harmony, Relaxation in nature or Wellness pure sensitive, ensure true relaxation with remarkable harmony and, at the same time, guarantee atmospheric promotional impact. Further information on the entertainment gift collection can also be found at www.mediasets.de and directly at micx-media.

PSI 45899 • micx-media in concept gmbh & co. kg • Tel +49 5205 9910-0
info@micx-media.de • www.micx-media.de



HIGH VISIBILITY



Mach auf Dich aufmerksam!

Ob in der Dämmerung, bei schlechten Sichtverhältnissen oder nachts, Textilien mit einer hohen Sichtbarkeit lassen Dich nicht nur besser aussehen sondern sorgen auch dafür daß Du gesehen wirst!

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020964 HARDY REFLECTIVE JACKET

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Tel.: +49(0)8033 979 120
www.newwave-germany.de

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PSI 45383 • Stedman • Tel +49 241 705020

support@stedman.eu • www.stedman.eu



WELL-ROUNDED

The Dutch company Premo b.v. proves that small quantities are also possible when it comes to personalized care products. The spray sticks from Premo are filled with sun cream or hand cleansing spray and are available from just 100 units upwards with 360-degree all-round printing or a 4c printed label. Tubes of sun cream and aloe vera hand cream, which, like the spray sticks, are made in Europe, are offered with customization from just 100 units upwards.

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

sales@premo.nl • www.premo.nl

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RENAISSANCE OF EMOTIONS

In emotion factory's Christmas range, good old-fashioned felt slippers are enjoying a true renaissance as a mood-setting giveaway. After all, the message is feeling good and getting warm, making "Finchen's felt slippers" the perfect way to get in the mood for the pre-Christmas period. Attached between the two slippers is the promotional card that can be custom printed with digital printing from 100 units upwards. The slippers are perfect door openers for the sales force, letting customers feel good with every step they take in the office.

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



Ihr Logo.
Ihre Zielgruppe.
Genau Ihre Tasche.



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Starke Taschen.

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Halfar System GmbH | D-33719 Bielefeld | Germany
Telefon: +49 (0) 521 / 98 244-0 | www.halfar.com



EXCLUSIVE WELLNESS SET

A soothing bath relaxes the body and soul, especially in the colder period of the year. This stylish indulgence set, in a soft white tone, transforms every bath into a true wellness oasis. The set consists of 250 g body lotion, 250 g shower gel, 175 g bath salts packed in an appealing satin pouch, an aesthetic candle and two invigorating bath balls. The set generates a uniform calming, pleasant fragrance of cotton. This allows the gift giver to create a relaxing and peaceful bathing experience for the customer. To round off this elegant promotional product, Yink offers the possibility to apply a logo or promotional message on the supplied gift packaging.

PSI 48779 • Yink – sprd.net AG • Tel +49 341 3929440
service@yink.com • www.yink.com



COLOURFUL FILING

This is an absolute “must have”: the “4Beauty” nail file fan. With this new design, 4Beauty is introducing an interesting change to pocket nail care instruments with the two-in-one manicure systems and colourful file fan variations. Designed to be pleasant to touch, 4Beauty is six centimetres long and fits comfortably in the hand so that the four file surfaces are quick and easy to use. Three different surfaces for shortening and filing, and a high-tech polishing surface for a glossy finishing. Logos and advertising messages can be placed using digital printing in up to four colours on the front and back.

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

MOMENTS TO PAMPER YOURSELF AT HOME

The new Seasons gift ideas in the end-of-year collection from PF Concept are exclusively available from Avenue and change your own four walls into a feel-good oasis. With the Milton Verwöhn-Set, consisting of fluffy hand towel, a wooden nail brush and an aromatic massage soap, each part of the body, from head to toe, receives well-earned attention. The pleasantly soft microfibre towel and matching slippers from Carlton Komfort gift set bring that luxurious “hotel feeling” to the home and let recipients forget the daily routine for a brief moment. Also new in the end-of-year collection are the cuddly Seasons blankets, which invite you to indulge in sweet idleness on the couch after a relaxing bath.

PSI 40660 • PF Concept Deutschland GmbH • Tel +49 2822 960-0
info@de.pfconcept.com • www.pfconcept.com



www.psi-network.de

The PSI Network site, the PSI Product Finder and the PSI Webshop will relaunch with a new look and enhanced features.



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LIFE
FUN
2015**

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Anschmiegsamkeit
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INSPIRION
» TRADING IDEAS

TOPICO



FUN WHILE BRUSHING TEETH

After the big success of the singing and radiant toothbrush mug in the advertising and retail market, Global Innovations has developed a new, optimised variety of the bright children's hygiene product. The composed tooth brushing song teaches children in a playful manner to brush their teeth in the correct way. A new highlight is the integrated mini USB port, which now allows 10 additional favourite songs to be loaded. The standard version already contains several songs. It's also possible to pre-install songs in different languages or e.g. festive Christmas music (including Europe-wide intellectual property rights). The minimum order quantity for this bathroom highlight is 3,000 pieces.

PSI 46626 • Global Innovations Germany GmbH & Co. KG

Tel +49 6502 93086-0

info@globalinnovations.de • www.globalinnovations.de

NAIL CARE MADE EASY

The high-quality scissors from the Solingen-based "Ruderer" brand by Walter Broch Nachf. GmbH & Co. KG are today still largely made by hand. Hand sharpened scissor blades and hardened edges ensure long-lasting sharpness. Precision workmanship is essential for the smooth and even cutting operation of the scissors. High-quality materials and many years of expertise lead to first-class products. The company with a long tradition offers nail and cuticle scissors in numerous varieties – with or without manicure tip. Special nail care models for diabetics are also no problem. The scissors are available in different versions. For example, nickel-plated, nickel-plated brush-matting, matt chrome and stainless matt. A special printing process is particularly interesting for advertising, allowing individual and colourful designs to be applied to the scissor handle. There are almost no limits to the creative possibilities.

PSI 43717 • Walter Broch Nachf. GmbH & Co. KG • Tel +49 212 338175

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



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www.psi-messe.com

LM ACCESSOIRES

FURTHER STAFF REINFORCEMENTS

Since summer, Janine Busser has been visiting customers in the Netherlands for LM Accessoires. The new addition to the field sales team at the Cologne-based company is already a familiar face in the industry and has been underway for many years



Janine Busser



Frederik Probst

when it comes to promotional products. On 1 August 2015, Florian Keuten joined the team as a new trainee and will be familiarised with the design of a variety of advertising media in the graphics department. Furthermore, Salvatore Laudanis is underway through Germany and Austria for the Cologne-based promotional products company. Individual customer contact is his daily motivation: „Nowhere do we learn so much about the requirements, wishes and concerns of customers than in a personal conversation for which I of course set aside a lot of time,“ he says. With Frederik Probst, LM Accessoires has further strengthened its sales team. The young and ambitious promotional products professional also knows LM Accessoires well from the purchasing side and is looking forward to using his knowledge to benefit the customers.

Last but not least, Florian Keuten joined the team as a new trainee and will be familiarised with the design of a variety of advertising media in the graphics department. www.lm-accessoires.com



Salvatore Laudanis



Florian Keuten

IN MEDIAS WERBEMITTEL

THE SEARCH WAS WORTH IT

Two new employees have reinforced the team at “in MEDIAS werbemittel” since the beginning of July 2015. Evelyn Wabra, a graduated communications specialist (BAW) and art director, supports the graphics department with her long-standing experience in the areas of catalogue design,



Evelyn Wabra (l.) and Tina Kröner.

photographic editing, retouching and final artwork. Tina Kröner, a graduated communications specialist (BAW), brings creative impetus and fresh ideas as well as experience in the field of concept, design and marketing. “Through the impetus of the new employees, new original products can be created for customers of in MEDIAS”, says owner Heidi Martin. www.in-medias.de

KARLOWSKY FASHION

TAMING A DRAGON WITH EASE

This summer, the team at Karlowsky Fashion GmbH decided to tame a dragon. With team spirit and motivation, all employees of the specialist for trendy workwear grabbed a paddle and demonstrated at the Dragon Boat Team Event that they not only know how to implement the slogan „We are all in the same boat and only together can we reach our goal!“ at the company. The highly efficient team with Thomas and Niels Karlowsky successfully mastered unfamiliar terrain in their Dragon Boat Challenge and ultimately made it successfully to the finish. www.karlowsky.de



The Karlowsky team
ploughing steadfastly
through the water.

KHK GMBH

A NEW TEAM MEMBER IN THE LAB

Biologist Dr. Tatjana Levey has joined the cosmetic specialist KHK. She is responsible for all aspects of quality management, is preparing for the ISO 9001 certification and is



Helping to expand
the production
expertise of KHK:
Tatjana Levey.

responsible for implementing the extremely important cosmetic GMP (Good Manufacturing Practices). The formulas for the KHK skin care products constantly undergo further development in the company's perfectly equipped, in-house lab, where

individual customer requests can also be realised. www.lipcare.de

QUALITY MANAGEMENT

HALFAR CERTIFIED TO DIN 9001:2008

Safety, quality, reliability and predictability are nouns that many customers attach special importance to when it comes to evaluating suppliers. In this connection, the bag specialist Halfar System GmbH has long set benchmarks with its trading partners. The next milestone has now been achieved with the successful certification according to quality standard DIN ISO 9001: 2008. „For Halfar this also means that relevant processes were analysed from A to Z again and a number of improvements for both the present moment and for the future were defined. It was also documented that creative work and flexibility do not necessarily conflict with the concept of quality standards“, says Peter Leseberg, Sales and Marketing Manager of the business division Promotion Bags at Halfar. www.halfar.com

KALFANY SÜSSE WERBUNG

NEW POWER

Dominique Cadin has taken over the position of Area Sales Manager for the Süße Werbung Export division. Cadin has extensive knowledge in the area of sales and product management in Europe from



The new employees (left to right): Pascale Amrhein, Dominique Cadin

her previous experience working in the food wholesale industry. Pascale Amrhein supports the Customer Service Export team. Amrhein has recently successfully completed her bachelor's degree with a focus on International Management. www.suesse-werbung.de

RESTRUCTURING-

REEKO DESIGN JOINS CARSTENSEN

Reeko design, the promotional product importer in Quickborn near Hamburg, is now an affiliate company of Carstensen Import-Export Handelsgesellschaft mbH in Ellerau. Reenald Koch, Managing Director of reeko, comments: "After more than 25 years in our industry, I want to transfer the business to a larger structure to strengthen its market position." Koch acquired Roeder & Co., one of the oldest promotional product importers in Germany, in 1996 and resold it to Antalis in 2000. In 2003, after working as General Manager of the new Unit Antalis Promotional Products, he founded his own promotional products import business, reeko design, which he developed into a successful player on the market. During this period, Carstensen Import-Export with offices in Bangkok, Hong Kong, Jakarta and Shanghai was already an important reeko partner. The long-standing good relations were now crucial for the integration of reeko design at Carstensen. Koch expects "even better approaches to joint special business in future ". Reenald Koch and the reeko team will remain the contact partners for the growing customer base in the coming years. According to the Quickborn-based company, the terms negotiated for business partners will remain in force. Only the company name and contact information are new:

reeko design – a division of
Carstensen Import-Export Handelsgesellschaft mbH
Werner von Siemens-Str. 3-7
D-25479 Ellerau
Tel. +49 4106 79950571
www.reeko.com



Reenald Koch, Managing Director of reeko

SPRANZ GMBH

ALL-AROUND REINFORCEMENTS

The Spranz team has announced the addition of further new staff members: In addition to the new sales manager and experienced industry expert Kevin Frantz, who successfully joined the customer service division last year, the Office Crew has been strengthened by key account clerks Katja Zirwes for team Central and Katrin Kraus for team North. In the tradition of a company that takes on trainees, two new trainees have also joined the front office: Angelika Nekrasov and Lena Busch as well as Robin Konrad as an additional trainee for warehouse logistics. Another specialist, Etienne Christmann, has joined the in-house production and finishing team to upgrade to a computerised PPS system. According to the Koblenz-based supplier of design products for the promotional product market, the business policy of Spranz to exclusively support the trade and to carry out finishing at the site in Germany will thus be continued and optimally supported. www.spranz.de



Kevin Frantz successfully joined the customer service division.

FISCHERTECHNIK GMBH

GRAND BIRTHDAY PARTY

More than 2,000 children, youths, parents and enthusiastic fischertechnik fans celebrated the 50th anniversary of fischertechnik at the ninth fischertechnik Fan Club Day – more visitors than ever. Visitors were offered an entertaining mix of information, entertainment and hands-on activities. At the centre of interest were the creations of the fischertechnik fans, new products and even a selection of historic construction kits. More than 100 fischertechnik fans from Germany and the Netherlands exhibited imaginative models. The fans were especially anxious to see the presentation of the new construction kits. The new Robotics Mini Bots attracted considerable attention. And the successful ball obstacle course will be continued in 2015 with the new Dynamic line. fischertechnik also presented the compact kits Profi Pneumatic Power and Profi Solar Power. Another highlight was the exhibition of historic construction kits at the Salzstetten site that aroused many a childhood memory. Interested visitors were also able to watch the packaging of fischer TiP and fischertechnik as well as put together an anniversary construction kit themselves. www.fischertechnik.de



Fans admired the imaginative models at the ninth fischertechnik Fan Club Day.

MOOD ROOMS E.K.

SELL BRANDS EASILY AND QUICKLY

The company mood rooms e.K. is now presenting its brand representations bundled in a B2B catalogue. 13 successful brands are clearly presented with its B2B product range on 56 pages. mood rooms speaks of an „innovative concept to sustainably convince industry customers of the strength and significance of a brand product“. The sales literature is kept neutral, provided with industry prices and can thus be given direct to industry customers. mood rooms even offers distributors their own cover from just 100 pieces. The portfolio of the catalogue includes the following powerful brands: AdHoc, blomus, bobble, carus, Holmegård, iittala, KAI, magisso, MENU, Microplane, mood bikes, Rosendahl and Wüsthof. The B2B catalogue can be ordered at: info@mood-rooms.de – www.mood-rooms.de



BOFA-DOUBLET GMBH

FRESH REINFORCEMENT

Bofa-Doulet GmbH, the Bonn-based specialist for flags, indoor and outdoor communication and events, is pleased to have secured the services of the former trainee Lisa Klinkhammer. She has now strengthened the Bofa sales team. The



Lisa Klinkhammer (l.) and Anika Dreifke.

company also welcomed another new trainee this year. Anika Dreifke completed her training as an industrial clerk at Bofa in August. www.bofa.de

SOL'S

SUSTAINABILITY CERTIFICATION

SOL'S, the French brand for promotional apparel and accessories, is now also a member of the Sustainable Apparel Coalition (SAC). Thus SOL'S has extended its range of certificates of sustainability and responsible production. With its membership, SOL'S will use the SAC tool for measuring sustainability - the Higg index - for its entire textile supply chain. SOL'S is now a member of a group of more than 160 brands, distributors and manufacturers that are committed through the SAC to optimising the supply chain and to sustainability in the apparel and footwear industries. The constant quest of SOL'S for optimising its processes in production and supply chain was underscored by the brand with its ISO 9001: 2008 certification for quality management. A further certificate was issued by the Fair Wear Foundation. SOL'S membership in the FWF was confirmed after the first six months in an audit as "good". www.sols-europe.com

BAGSTAGE

10TH ANNIVERSARY WITH BAG FILM

The enterprising team of Bagstage has never been lacking in wit and ideas. In September 2015, the official start to the roughly year-long campaign „10 years of Bagstage“ began with prize competitions and the launch of Bagstage – The carrier bag film. The Internet and YouTube campaign „Bagstage – The carrier bag film“

can be seen on all major social media channels and of course at

the website www.bag-stage.de. Here the craziest carrier bags are shown in an exorbitantly surreal way and the carrier bags of tomorrow are also presented. All bags can be seen in the online shop of Bagstage.

www.bag-stage.de/bagstage-der-film.html <



INSPIRION GMBH

NEW SALES OFFICE

Inspirion opened a sales office in Belgrade. The new colleague at the Belgrade office is Vladimir Rajak, who receives additional support from the Croatian branch of Inspirion in Zagreb. „It is important to us that we can now look after customers in Serbia directly from their capital“, explains Marinko Leskur, who as manager of Inspirion Adriatic (Croatia)



Vladimir Rajak,
the new colleague
at the Belgrade
office.

is also responsible for business in Serbia. In future, Serbian customers will benefit from a customised service. „The relations between Serbia and the European Union have become much closer. We want to benefit from the economic opportunities in this young and dynamic country,“ says Managing Director of Inspirion, Sönke Hinrichs.

www.inspirion.eu <

PF CONCEPT

PARTNERSHIP WITH OPPENHEJM & JANSSON

This partnership allows both companies to focus on their core competencies. It thus ensures continuity and is an outstanding win-win situation for all involved: O&J will expand its sales market by placing the marketing of its promotional products into the hands of an experienced market player in this segment. PF Concept will expand its portfolio with a particularly attractive range which it was previously unable to serve to



Excited about the new cooperation: (left to right) Ulrich Oppenheim (Oppenheim & Jansson), Pieter Boonekamp (PF Concept), Lars Bakker (PF Concept).

this extent. With O&J, PF Concept has also found a particularly trusted manufacturer of sensitive products, which is fully certified in accordance with exacting European standards. The products are manufactured, finished and distributed exclusively at the company's own factories in China and Lithuania. For example, all reflective products are manufactured in Lithuania. With immediate effect, PF Concept will be responsible for customer care in sales. The finishing and delivery of products will continue to be carried out by O&J. The cooperation will start with the current product portfolio which can be viewed at www.pfconcept.com. <

PROMOTION MÄSSAN

FURTHER SLIGHT IN DECLINE RESULTS

The second of two annual events organised by the Swedish promotional product show Promotion Mässan („The Nordic meeting place for branded and promotional products“) ended on 20 August on the premises of Kista/Stockholm with a further slight decline in results. The organisers of the show, which was carried out by the Artexis Group in partnership with SBPR (Svensk Branschförening Profil- och Reklamartikel) and PWA (Promotion Wholesales Association) recorded a total of 2,186 trade visitors from the Swedish and international promotional product industry over the three days of the show. According to an official statement this number means a decline of 15 per cent compared to the summer Promotion Mässan 2014. 146 exhibitors presented a diverse range of new promotional products. The next Promotion Mässan will take place from 19 to 21 January 2016 at the same location.

www.promotion-massan.com <



CYBER-WEAR AND FORD OF EUROPE

NEW LEVEL OF COOPERATION

cyber-Wear has set a further milestone in its cooperation with Ford of Europe, that has been steadily growing since 2010, by increasing its staff. A new key account manager based directly at the corporate headquarters of Ford in Cologne forges the partnership of the automaker and agency even more closely.

Cyber-Wear has taken the cooperation with Ford of Europe to a new level: Since 17 August, Axel Schmidt (35) has strengthened the hitherto 5-member Team Ford in Wipperfurth and will be supporting the automaker as the new Key Account Manager in the future. The workplace of the newcomer will be located directly at Ford in Cologne to ensure that the relationships and the interaction of vehicles and the accessories sector are addressed more effectively, including the Ford Lifestyle Collection for which cyber-Wear is responsible.

CONTACT FOR MERCHANDISING AND PROMOTIONAL PRODUCTS

Based at the European headquarters of Ford, Axel Schmidt is the contact person for merchandising and promotional products for all European countries and markets. He communicates directly with the respective National Sales Companies and provides them with information on the benefits of the complementary use of merchandising and promotional products. For several years now, cyber-Wear has been designing and developing articles of the Ford Lifestyle Collection in close collaboration with Ford Design. Underpinning this is the vision of an entire Ford Lifestyle, which extends beyond the choice of vehicle and is manifested by various choices of style and affinities. By having his workplace at Ford, the new Key Account Manager of cyber-Wear will now receive an even bet-

ter insight into the processes and structures of the automotive manufacturer, and he can respond immediately and optimise the interaction of vehicles, accessories and promotional products where it is expedient to do so.



Axel Schmidt is the new Key Account Manager at cyber-Wear for their customer Ford. He works directly at the European headquarters of Ford in Cologne. Since 2010, cyber-Wear has been designing and developing articles of the Ford Lifestyle Collection in close collaboration with Ford Design.

INDUSTRY EXPERIENCE AND EXPERTISE

With Axel Schmidt, cyber-Wear was able to gain a competent employee with a sound knowledge of the industry for this responsible task. The 35-year-old graduate in business management (IHK - Chamber of Industry and Commerce) has already been working on the supplier side in the promotional product sector for ten years: seven of them at Richartz GmbH, a manufacturer of high-quality knives and multi-tools, the last three years at Herzog Products, a manufacturer of USB flash drives and digital advertising materials distributed under the Zogi brand. In the case of the latter, Schmidt was responsible for field sales in Northern Germany. Both former employers of Axel Schmidt are suppliers of cyber-Wear. "We are facing a number of time-consuming and complex tasks," says Steven Baumgärtner, managing director of cyber-Wear. "It's about the further development of attractive offers for Ford fans and dealers throughout Europe. In particular, the focus is on increasing the public awareness of the Ford Lifestyle Collection and distributing it through as many car dealerships as possible in all markets. Distributors should learn to understand how the sales of vehicles and merchandising mutually benefit each other, thus holistically strengthening the brand. We are pleased that our new Key Account Manager will provide crucial support towards achieving this goal."



Grundversorgung frei Haus.

W&V ist seit über 50 Jahren das führende wöchentliche Fachmagazin* für Marketing, Medien und Werbung. Es ist sowohl Analyst als auch Ideengeber für die Kommunikationsbranche. W&V greift nicht nur Themen auf, W&V setzt Themen.

Das Magazin fokussiert und beleuchtet die wichtigen Strömungen und Ereignisse der Zeit und bietet seinen Lesern damit Orientierung in der täglichen Nachrichtenflut.

Gratisheft zur Viscom unter: www.wuv.de/viscom

A red mailbox is visible in the lower half of the image, set against a dark, textured background.

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The winners of the 8 categories of the PSI Sustainability Awards have implemented sustainability in their companies in different contexts.

TREND 2015

GLAMOROUS EVENING WITH MANY PREMIERES

It was a Trend evening event with a difference, especially the premieres: for the first time under the auspices of the newly formed unified association GWW and conceived for the first time as a gala dinner. Included in the glamorous evening was the presentation of the first PSI Sustainability Awards which the lucky winners received from the officiating GWW Chairman Patrick Politze and PSI Managing Director Michael Freter. The awards underlined what Michael Freter paraphrased with the words: "The industry promotes sustainability".



"Responsibility and sustainable brand management are also the challenges of the future in the promotional products industry," said Michael Freter in his welcoming speech.



The prelude to the evening event at the Classic Remise against a spectacular backdrop: At the Düsseldorf trade and services centre, guests had the opportunity to admire classic cars of different eras.





The premiere of the award ceremony was a festive evening. Sponsor of the PSI Sustainability Awards is James & Nicholson.



The winners of the PSI Sustainability Awards were celebrated by the some 400 attendees.



PSI Managing Director Michael Freter and the GWW Chairman Patrick Politze took it in turns to hand over the awards. Here with Adelfo Marino, Managing Director of Brand Addition (left to right).

The winners

67 participating companies with more than 100 submissions were in the run-up to the awarding. The PSI Sustainability Awards were presented in eight categories to the following winners:

Category 1: Economic Excellence 2015

Winner: **Walter Medien GmbH**

Criterion: Quality management certificates of a company as well as the quality or safety management of products.

Category 2: Environmental Excellence 2015

Winner: **Kahla Thüringen Porzellan GmbH**

Criterion: Environmental management certificates of a company as well as ecologically sustainable products.

Category 3: Social Excellence 2015

Winner: **Brand Addition**

Criterion: Certificates on the working conditions at the production sites of a company.

Category 4: Environment Initiative 2015

Winner: **Halfar System GmbH**

Criterion: A company's own environmental initiatives or self-developed environmental standards.

Category 5: Social Initiative 2015

Winner: **uma Schreibgeräte Ullmann GmbH**

Criterion: A company's own social initiatives or self-developed social standards.

Category 6: Sustainable Product 2015

Winner: **Fair Squared GmbH**

Criterion: Certificates for the ecologically sustainable products a company.

Category 7: Sustainable Campaign 2015

Winner: **Michael Schiffer**

Promotion GmbH & Co. KG

Criterion: A marketing campaign in which an ecological promotional product is a part of several coordinated communication and promotional activities.

Category 8: Sustainable Company of the Year 2015

Winner: **Walter Medien GmbH**

Criterion: The winner of Category 8 is automatically derived from adding the points achieved in the individual categories 1 to 7.



10 YEARS OF PSI DESIGN FORUM

SUCCESS THROUGH DESIGN

In 2005, PSI launched a new service for its members: the PSI Design Forum. “Why do designers actually attend this trade show?” was the question often asked at the time. Meanwhile, everyone knows: The team of four experienced product designers acts as creative advisors and design partners on the topic of elegant and highly effective promotional products.

Within a decade, the stand of the PSI Design Forum has become an established feature of the PSI Trade Show because this is where visitors get to see a concentration of new products. And they know: Individual design creates added val-

ue and incomparable products. The PSI Design Forum has become an ever-continuing success story, ultimately also because the foundations were already carefully laid at the time. Only designers who could look back on a successful career in

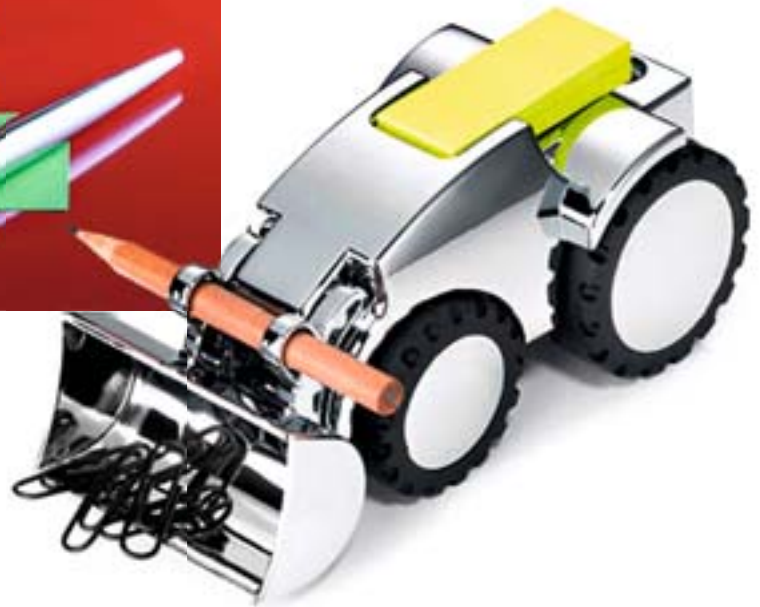
the field of development of promotional products were selected for the PSI Forum Design.

DESIGNERS WITH MANY YEARS OF EXPERIENCE

The trend towards more quality and distinctive products, especially in the case of promotional products, requires intelligent design and professional product development. Therefore, the PSI offers its members advice through competent creative minds with many years of experience in the design of promotional products. A good promotional product need not be expensive. It is important that it speaks the right language. The fact is that neither a managing director, head of marketing, a salesman in the front line nor anyone else can communicate as directly and convincingly



The origin of a product is an exciting process: With the PSI Design Forum, everything from the first sketch to the finished product comes from a single source.



ly with customers as the product itself. All the persons mentioned only speak about the product, but nothing generates more opinion about a product than the product itself. That explains why the promotional product should be specifically designed with a distinct message. The PSI Design Forum provides assistance to achieve this.

DESIGN MAKES THE DIFFERENCE

Products will only be really successful if they are well designed. Functional performance is not enough because customers want all their senses to be addressed. The concept of offering PSI members the possibility of establishing contacts in an uncomplicated manner and receiving intensive advice from designers during the PSI Trade Show has proven to be sustainable. This is shown by the hundreds of discussions that have since been held at the trade shows. Many companies have already used the opportunity in the past decade to differentiate their product range through a unique design, and have thereby created competitive advantages and strengthened

the image of their company. Many new promotional products have emerged during this period: partly from their own development work and the large pool of ideas of the designers, partly in cooperation with the customer.

TREND TOWARDS MORE QUALITY

The trend towards more quality in the case of promotional products continues unabated. Whoever wants to attract and retain customers today cannot be content with promotional products off the shelf. How many times have we all been annoyed by a cheap or poorly functioning promotional product which does not deliver on its promises? Only a good promotional product is a sustainably effective promotional product that contributes to the positive image of the advertising company. Suppliers, distributors and industry customers often fail to recognize the fact that increased attention, a good return and satisfied (regu-

lar) customers can only be achieved through individual products. This inevitably necessitates a greater use of design and product development. Industry customers are increasingly requiring a comparison of offers, the calculation of which is time-consuming and also often leads to a negative price spiral. Here, too, the following maxim applies: whoever makes the best offer will soon no longer be making any offers. Individual, non-comparable products are a real alternative to importing standard items. Design products provide added value, in every respect, and that ultimately pays off.

WIN OVER THEIR HEARTS, INCREASE SALES

Design is an important link in the value chain of a successful promotional product. PSI members who focus on design and successfully use the service enrich their assortment effectively and positively with

products designed and developed specifically for them. Products can form opinions, win over hearts, increase sales. One should therefore think twice before investing in arbitrary products and thus presenting oneself to the customer as interchangeable. The alternative strategy promises much more success: Leading through innovation – also when it comes to promotional products. Only innovation secures tomorrow's market shares.

INNOVATION AGAINST INTERCHANGEABILITY

Under the heading "Design makes all the difference", visitors to the PSI Design Forum experience ever new promotional product design, from the initial idea to the finished product. They learn how ideas are created, and can explore the individual possibilities of product development in a personal conversation. This free service of the PSI gives an insight into the topics surrounding promotional design, promotional development and product safety. Product development requires experience. It is therefore important to find competent partners in this field, who know what is important: Creativity and ideas, market knowledge, development experience, knowledge of the latest design trends, technical expertise and a legal understanding of design.

INVESTMENT THAT PAYS OFF

Of course, individual design costs money, but ultimately it is an investment that pays off. Design usually costs only a fraction of the tooling costs, but it brings a clear added value that the customer acknowledges. And the profit will be several times the design costs. Even in terms of product safety, professional product design prevents problems from occurring in the first place: Designers create and design products so that they simultaneously meet the legal re-

quirements. If the current safety standards are already taken into account in the design process, CE documentation and GS certifications can later easily be obtained. Product safety also covers user and operating instructions, packaging instructions as well as the correct labelling on the prod-



The Designers: Lutz Gathmann, Henrich Piltz, Manfred Makedonski and Franz Hohenthanner.
(from top left)

uct. The experienced designers of the PSI Design Forum are highly qualified in product safety; they know all the legal requirements in every respect, thus ensuring that the customer is always on the safe side. This high safety and quality standard is not necessarily guaranteed with imported products. In the worst case, safety flaws can lead to image-damaging product recalls or to claims for damages, but at least to retrofitting that is often expensive.

TAKE ADVANTAGE OF THE PSI DESIGN FORUM

The designers of the PSI Design Forum will gladly welcome all visitors to their stand

at the PSI 2016. Here you will find information on the procedures of the design process, on choosing the right designer, types of fees and forms of remuneration as well as on technical and legal considerations. The service of the PSI Design Forum is not only available to PSI members during the trade show, but also at the website www.werbeartikel-design.info throughout the year.

Design products are smart,
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their success.



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design
award
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Success through design: The roller container
for the desktop secured the top spot of the PSI
FIRST Awards. An example of a particularly
successful collaboration between client and
designer.





CUSTOM-MADE PRODUCTS

MAKE A WISH

Some of the older (German) TV viewers will still remember the game show “Wünsch Dir was” („Make a wish“) with interactive elements. When it comes to promotional products, the following pages illustrate how playfully simple it is to create custom-made products.

Products off the assembly line are one thing. As mostly small and relatively inexpensive advertising vehicles, they achieve their purpose of creating a broad impact in the role of so-called giveaways. They probably account for a major part of the promotional products used by companies in customer communication. On the other hand, there are custom-made products which are tailored to the individual needs of advertising customers. As illustrated on the pages of this section, the potential of our industry is widely diversified in this area and demonstrates once again how creative and flexible the think tanks of the promotional product industry are. And it also shows that individual as well as original approaches of addressing customer requirements can be good and attractive without being expensive. Please take some time to browse through this little compendium of ‘special’ products – you will be sure to find something. <



PRECISION WORK

Ravensburger Puzzles offer convincing premium quality both in terms of content and materials. The individual parts are so precisely cut that you can even hear them click when you put them together – the Ravensburger Softclick Technology. The puzzles are guaranteed to provide for an absorbing activity and their motif and level of difficulty can be matched to the requirements of their target group. Depending on the model, puzzles can be used both as giveaways at trade shows or supplements for mailing campaigns, or as attractive items for specific advertising activities.

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

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



AROMATIC CONTENTS

Anyone wishing to send customers or business partners an especially aromatic greeting should take a look at the current offering of Giving Europe GmbH. The LoyalCube is listed under Item Number 4384, a cardboard cube that really packs a wallop, for it is filled with top-class Loyaltee tea in pyramid bags. Any type of tea can be selected. The LoyalCube can be customized with an individual logo or slogan in full-colour printing on orders of 2,500 or more. The labels on the teabags can also have a logo printed on them as desired.

PSI 45737 • Giving Europe GmbH • Tel +49 421 5965970

kontakt@givingeurope.de • www.givingeurope.de

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Oskar-Sembach-Ring 6 Fax +49 (0) 9123 - 98 99 29
D-91207 Lauf a. d. Pegnitz E-Mail: info@artdico.de



FOR LITTLE AND BIG KIDS

If it hadn't already become a full-fledged butterfly long ago, the Very Hungry Caterpillar would probably still be eating its way through apples, pears and chocolate cakes. Uncounted numbers of children have grown up with the stories by author Eric Carle. Now, however, reading is not the only way to enjoy it: now everyone can eat along with the Very Hungry Caterpillar with the terrific products from Geda Labels. The colourful breakfast set, consisting of the cheerful aluminium drinking bottle, the original lunchbox, the practical cutting board and the unusual silicone baking form make every delicacy into a feast for all the Very Hungry.

PSI 49535 • Geda Labels GmbH • Tel +49 5121 703130
info@gedalabels.de • www.gedalabels.de



SUCCESSFUL CAMPAIGN

This year, the Saltletts brand, which put the first pretzel sticks on the market in Germany – called Salzletten back then – is celebrating its 80th anniversary. On the occasion of this anniversary, the successful collaboration of Lorenz Snack-World with koziol is starting its second round. This time, it is possible to “collect” two premiums at once. Totally new: the Saltletts ToGo-Box in the exclusive koziol design so you can take the crispy pretzel sticks along with you. The second tempting premium is the popular Saltletts serving bowl to serve the snacks in an especially appealing way. Both products are produced in a limited edition and are available exclusively through the Saltletts collection campaign.

PSI 47406 • koziol » ideas for friends GmbH • Tel +49 6062 6040
incentives@koziol.de • www.koziol-incentives.de

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www.psiproductfinder.de

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A collage of various custom diaries and notebooks is arranged in a circular pattern around a central text area. The items include a grey notebook with yellow and orange accents, a red notebook with a clear window, a grey notebook with a yellow triangle and the "nordgold" logo, a blue notebook with a yellow abstract shape, a green notebook with a gold mask illustration, a blue notebook with a yellow abstract shape, a blue notebook with a white illustration of people and a tower, and a blue notebook with a white illustration of a house and a tower.

Marzipan Books specialization is production of functional and fully customized diaries and notebooks with unlimited possibilities for personalization. Our solutions allow to satisfy needs and wishes of any customer!

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PSI No.: 49017
Skolas 21-401c, Riga, Latvia
info@marzipanbooks.com
www.marzipanbooks.com



BAGS WITH CUSHIONS

Everyone can find something from the more than 150 bags in the product range of promotional bag expert Halfar. From the hip tarpaulin messenger bags to the sporty backpack up to the elegant business felt bag, everything is there – and usually in various colours and sizes, as well. However, those looking for a maximum of individuality are also well served at Halfar – with a custom-made product. One example of this is the efficienseat bag, a product offering special benefits. The idea is a spacious bag for students which protects a laptop with a cushion – which can quickly be converted to a seat cushion at the university, for instance.

PSI 45666 • Halfar System GmbH • Tel +49 521 982440

info@halfar.com • www.halfar.com

THAT'S PRETTY TRIGGI

No, this is not a printing error, but quite intentional, for here it is a matter of solving a rather banal but sometime pretty annoying problem. We are talking about the shopping cart at the super market when you do not have a coin or chip in your pocket. Triggi, the shopping cart release from Pins & mehr GmbH puts an end to this annoyance. Simply put it on your key ring, release the cart by way of the coin slot and take it right back out again. The Triggi is made of stainless steel and has a particularly large advertising space which can sport customized printing.

PSI 46925 • Pins & mehr GmbH & Co. KG • Tel +49 8233 793120

info@pinsundmehr.de • www.pinsundmehr.de





THE NEW HYPE

Google Cardboard is a building set for making virtual reality headsets (VR). It was presented at the Google I/O 2014. Google itself does not make any headsets, but has developed instructions for manufacturers as well as instructions with the required individual parts in order to make yourself a VR headset. Apart from the box, the design consists of two biconvex lenses, two magnets serving as button, and a Velcro fastener to close the cover. If you open an app on your smartphone with the support of a stereoscopic view, the VR headset turns the two individual images into a 3D image. The sensors in the smartphone also enable you to look around in this 3D VR world, and each turn of your head is transferred to the app. X-tra – BooX GmbH offers three different sizes – 4.7", 5.4" or 5.7", depending on the size of the screen on the smartphone model. On orders of 500 or more, they can be customized using four-colour printing. A product that underscores the company doing the advertising as an innovative, creative enterprise. More information can be found in the PSI Product Finder under the keyword "Google Cardboard" or direct from X-tra – BooX.

PSI 48101 • X-tra – BooX GmbH • Tel +49 6181 945910
xtra@xtraboox.de • www.xtraboox.de



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GREAT BRANDS

What do Disney's Mickey Mouse or Frozen, Hasbro's Monopoly, Mini-Uno and the Dragons, Mia and me, and the Turtles have in common? They are themes which are at the top of public interest, which delight millions of people, and call forth emotions. At ASS Altenburger, by its own admission Germany's leading producer of playing cards and supplier of card-based promotional concepts, advertisers can choose from various franchises and film highlights, and have custom decks of cards involving these trendy themes produced for promotional purposes.

PSI 41169 • ASS Spielkartenfabrik Altenburg GmbH • Tel +49 3447 5820
info@spielkarten.com • www.werbespielkarten.de



CHOCOLATE LOGO

Chocolate is a very special advertising vehicle because it can convey greetings in an extraordinarily pleasant way. The Kaiserstuhl company is implementing a particularly clever idea by having a company logo stamped into a fifty-gram chocolate bar. There is a choice of four kinds: 35 per cent milk chocolate, 41 per cent fine milk chocolate, 60 per cent bittersweet and 70 per cent bittersweet. The bars are individually shrink-wrapped in crystal-clear film and laid into a sturdy, white, decorative tin cans, which can individually sport four-colour printing. The vendor states that the minimum order quantity is 180 units.

PSI 48639 • Kaiserstuhl-Chocolaterie GmbH & Co. KG • Tel +49 7642 90009
info@kaiserstuhl-chocolaterie.de • www.kaiserstuhl-chocolaterie.de



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PSI 49624 • Bucker GmbH • Tel +49 2131 5321344

werbematte@fotoboden.de • www.werbematte.info

ONE PACKAGE FOR EVERYTHING

Different designs of the same tissue pack model in one package? That is only possible with IssueTissue. This Dutch paper handkerchief specialist offers additional options for attracting attention to advertising with the special Mixed Outer Packs. In this way, customers' wishes can be implemented even more specifically.

PSI 44613 • IssueTissue® • Tel +31 70 3630918

info@issuetissue.com • www.issuetissue.com



-Advert-

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DE-21031 Hamburg
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info@strimaxx.de
www.strimaxx.de

BRAND QUALITY FROM GERMANY

Originality is a selling point. The best proof of that is the continuing, unabated success story of Pustefix from Success. Often copied but never matched in quality, the cult product with the seal of quality "Made in Germany" has been synonymous with blowing soap bubbles for more than six decades. The Pustefix brand stands for trust and safety: an image that is transferred to any promotional message, making it unmistakably unique. It is good to know that advertisers have a strong partner at their side in the Success team in Tübingen. Great game variations, diverse printing techniques and options for customization, individual service, short delivery times and an attractive price-performance ratio make the German brand quality a real trendsetter.

PSI 43053 • Success Dr. Rolf Hein GmbH • Tel 49 7071 78898.

info@success-werbung.de • www.success-werbung.de



LOGO IN ICE

The past summer was quite a scorcher and chilled drinks could not be prepared fast enough. So it was good that the logo ice cubes from Kolb were available, which became the hit of the season. The cubes are filled with distilled water, frozen in the freezer and can be used in this way again and again. The benefit is clear: the incorporated customer's logo remains in people's field of vision for a long time. The cubes have an edge length of 25 millimetres and are available within very short delivery times.

PSI 44062 • Kolb Import & Export • Tel +49 40 2500048

kolb-imex@web.de • www.kolb-imex-global.com

SWEET MESSAGES

Wherever there might be contacts with target groups and customers in the pre-Christmas season, a small, sweet giveaway with a festive, individual advertising message is welcome everywhere. In its Christmas assortment, Jung is offering a large number of such giveaways made up of strong brand products in impressive quality: cinnamon stars and mini-gingerbread from Bahlsen, filled gingerbread hearts from Weiss or domino stones, Christmas Stollen and much more. Everything can be supplied in small quantities with four-colour digital printing.

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

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





SUCCESSFUL ADVERTISING MADE EASY

Promotional products that arrive at their target audience and are also put to use, generate a perfect image transfer, advertise for years or even decades and thus show an unbeatable cost-benefit ratio, are extremely rare. The Swiss knife and idea factory Victorinox offers just such products. The multipurpose tools alone boast more than 250 models, and the household and professional knives number 150. Added to these are a large number of different colours and materials, right up to customizing. Value is also placed on best-in-class standards when it comes to the six finishing methods on offer. The protective finish applied to Victorinox pad prints are a first-class USP. The competent consulting, reliable service and generous product warranty make successful advertising a sure thing.

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IDENTIFICATION AND ORIENTATION

Little mascots are as popular as ever and also play an important part in marketing products, services and companies. They are likeable brand and corporate ambassadors that create identification and provide orientation in a world full of promotional messages. Anyone looking for a partner to provide active support in developing and producing a mascot should turn to Sigikid. The aim of this company is not only to provide the excellent designs, but also the best quality, reliability and collaboration based on trust.

PSI 48311 • sigikid • Tel +49 9201 70129
anja.deroni@sigikid.de • www.sigikid.com

ALL-ROUND INDIVIDUAL

Although we usually associate soft PVC mainly with key chain pendants with a design on one side, Maximex in Solingen provides an impression of the versatility of this material. Two-sided designs are nearly unknown, such as the snowboarder shown here. Compared to “real 3D” and other materials, you can get an inexpensive, individually designed advertising vehicle with a 3D effect. In addition, this synthetic material can also be changed into dapper advertising vehicles for a wide range of different uses. Especially common are patches, zippers, coasters, decorations on shoes or shoelaces, magnets, and luggage tags. Decorations on headphones or cellphone covers will certainly be new to many, and where soft PVC may not be the right material, the company usually has fitting alternatives ready, since it specializes in custom-made products.

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



ALL IN LEATHER

Gifts such as wallets, business card holders and purses are intended to be used for as long as possible so that the promotional message remains present. It is thus important that these advertising media are given a distinctive design; the company Pacor makes this possible with its leather products. Here the customer's wishes are fulfilled when it comes to the corporate colour, for example, or the shape of the product or a company's corporate logo. These can be implemented from just 75 units.

PSI 495144 • Pacor Lederwaren B.V. • Tel +31 314 785162
reinout@e-belts.nl • www.e-belts.nl





ALWAYS IN VIEW

How can you give a gift of your own product model or company logo and still achieve a lasting advertising effect? No problem with the customizable key chain pendants from A&J. This Polish specialist can make almost every customer wish come true, regardless of whether it is for colour nuances, shapes or materials. Hence advertising messages are kept in view for a long time. You can find a large number of examples and suggestions on the A&J website.

PSI 48797 • A&J Agnieszka Polak • Tel +48 327 520090
 reklama@firma-aj.com.pl • www.brelok.pl



A SENSE OF HOME

The company in Medias werbemittel has initiated a project close to its heart, as a company press release states. It involves tasteful, but also cool items, lovely accessories, original showpieces and everything you need in the way of traditional costumes to attend a folk festival or beer garden. By combining traditional costumes with a shot of wit, the vendor intends to create showpieces that can be viewed and ordered at the www.heimatkuss.de website. Heimatkuss is also the name of the entire series.

PSI 9253 • in Medias werbemittel • Tel +49 9191 73690
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ADVERTISING THAT MAKES YOU MELT AWAY

Melt-in-your-mouth chocolate long ago took over a firm place as an appealing figure in the world of advertising. Marip-Werbelebensmittel will design the right outfit for it according to customers' specifications, for instance, as a folding box, jewellery package, or promotional surround. The messages can be applied in up to four colours. The contents of this sweet advertising can also be styled according to customers' wishes. There is a choice of milk chocolate, nut with orange, or semi-sweet with cloves, among others. Custom creations are also possible.

PSI 49092 • MARIP-Werbelebensmittel • Tel +49 661 9338771

info@werbelebensmittel.de • www.werbelebensmittel.de



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Reed Exhibitions

LOVINGLY MADE BY HAND

The hallmark of LoyalBamboo items is that they are not made by machine, but lovingly by hand. This reusable tea strainer (25 grams) is found in the Giving Europe product range. The strainer is made of bamboo, which provides for a completely natural flavour. Advertising can be applied by means of pad printing.

PSI 45737 • Giving Europe GmbH • Tel +49 421 5965970

kontakt@givingeurope.de • www.givingeurope.de



DISTINCTIVE ADVERTISING

Calendar maker terminic is turning its back on the standard and instead offering its customers completely customized advertising calendars in line with their corporate designs. Customers' wishes come true in the form of unmistakably unique advertising vehicles. The numbers and font on the calendar match those of the CI, as well as the date slides and background colour. Another way to customize terminic advertising calendars is presented by the many different high-quality finishing techniques on offer, which are more than just a surface treatment. They protect the calendars from mechanical stress, give customers a multisensory experience (touch, sight, smell) of the advertising message, and provide for an effective differentiation from the competition. The brand comes alive, whether through effect varnishes (textured, structured or aromatic coatings), UV and water-based coatings, spot coating, printing varnish, lenticular print or film laminations.

PSI 41308 • terminic GmbH • Tel +49 421 871450
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-Advert-





PERFECT IN FORM

Advertising with your own product – implemented as a clever key chain pendant or magnetic clamp – is made possible in an effective manner by Pruner. The tiniest details are delicately implemented and guarantee a high recognition value. The miniatures are ideal for product launches, mailing items or congenial giveaways. There are practically no limits. An image of the desired motif is enough for making up an offer or a layout suggestion free of charge.

PSI 42634 • Pruner Werbemittel • Tel +49 7644 1063

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NOCTURNAL EGG

A night light called Eggivate with a shock sensor (shines for six minutes) and a tilting function is available from Troika. Even in daylight, the night table egg next to the bed cuts a good figure. But in the dark it is at its best. Just tap it once on the bottom and the shock sensor will already start the soft, warm LED light glowing. And after six minutes switch off again. Or earlier, if you tap it again. The strong shell of metal and polycarbonate can easily take the shock. Advertising can be applied by means of engraving or printing.

PSI 46311 • Troika Germany GmbH • Tel +49 2662 95110

d.roether@troika.de • www.troika.org

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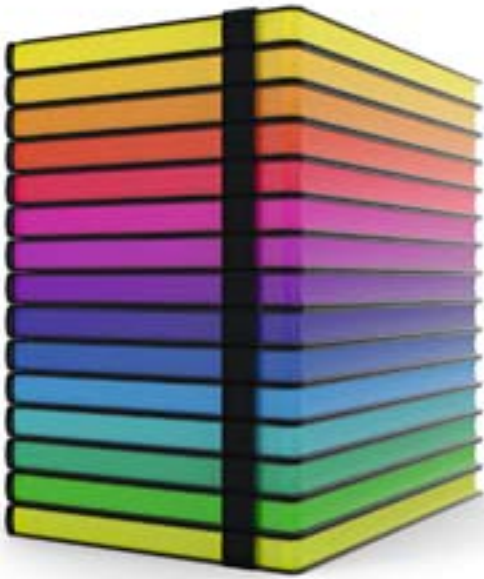


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CORPORATE IDENTITY WITH PERFECTION

Hardly any other promotional product is customized so comprehensively and lovingly as the business notebook. The feel of the cover (robust cover star or elegant book-binding linen), the individually printed advertising (relief coating for the fingertips or a colourful 4C cover) up to finishing with individual printing on each sheet and a coloured rubber band – all this reflects a CI and a corporate philosophy. Starting immediately, Geiger-Notes is offering another possibility of individual design for its notebooks and hybrid timers: with the new coloured edging, the edges of the block can be finished in any desired hue.

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

FRAGRANT MESSAGE

An air freshener made of paper not only improves the environment in the car, it is also excellently suited as a promotional product. The scented trees from Promo Scent not only have pleasant fragrant nuances but are also produced in customized shapes according to the customer's requirements. In this way, a large number of customers can be reached. Promo Scent is an EU manufacturer and implements all the relevant EU guidelines.

PSI 49012 • Promo Scent Ewa Michalak • Tel +49 212 206300
export@promoscent.eu • www.promoscent.eu



FROM STANDARD PRODUCT TO UNIQUE ITEM

At Spranz, things are getting really individual, for here lettering, a logo or a symbol can now be implemented as a mobile phone charger at low cost. According to the supplier, this entails a few initial costs and what is more, quick delivery is promised. The chargers, which fulfil all common technical standards, come in design boxes on orders for 3,000 or more. Individual offers are compiled on request at no extra charge.

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



OWN CREATIONS

Under the brand name of Chocollissimo, chocolate bars and figures can be ordered according to individual wishes. The special projects are discussed in close cooperation with customers, the company's own graphics department and the production management, in order to find the best way to accomplish them. The offerings range from the smallest giveaway bars up to impressive chocolate bars of up to 200 grams. In addition, the supplier will also make individual packages.

PSI 48316 • Chocollissimo by MM Brown Deutschland GmbH • Tel +49 69 25427127 verkauf@chocollissimo.de • www.chocollissimo.de



EVERYONE GETS HIS OWN DUCK

The northern German importer mbw keeps a large selection of more than 200 duck models on hand – available from its Wanderup location. The right Schnabels bath duck is already in stock for many sectors, such as work, sports, or leisure time. And if not, it will be made! Based on customers' ideas, mbw first makes drawings to serve as the foundation for developing an individual Schnabels duck. The materials used are free of phthalates. The production factories have all been certified in compliance with the European standard EN 71.

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



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WACHSMODELL

Beispiel Entwurf im Auftrag

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Die Skulptur ist eine freie Nachbildung eines Spezialtiefbaugerätes von Liebherr. Sie erinnert die Kunden an die Veranstaltung sowie an ihre Verbundenheit mit dem Unternehmen Liebherr.



ENDPRODUKT

Artihove B.V.

Tel. 0031-10-5296052

export@artihove.nl

WWW.ARTISTIC-GIFTS.NL





BOTH UNIQUE AND PRACTICAL

Today, individuality counts more than ever. This is why Eurostyle is turning the wishes and ideas of its customers into custom-made products. Fully in line with current trends are items which, for instance, can be used for iPads or iPhones. Here Eurostyle designs many custom-made products especially for its customers, such as a practical iPad folder made of cognac-coloured aniline calf leather whose outside is worked with cowhide. Eurostyle finishes its product not only with embossing, embroidery, engraving, or doming, but also creates products according to customers' wishes and gives these items individuality.

PSI 41857 • Eurostyle-Emil Kreher GmbH & Co. KG • Tel +49 921 789520

info@eurostyle.eu • www.eurostyle.eu

EMOTIONAL DIALOGUE

Every CD-Lux GmbH product that finds its way to customers' offices is made in a high-quality manufacturing process with great attention to detail. At the same time, this advent calendar expert's new, wide-ranging assortment offers a large number of innovative products with powerful expressiveness and functionality. For instance, the unmistakable and extraordinarily melt-in-the-mouth Santa from Lindt & Sprüngli with a real bell attached by hand is guaranteed to provide both a long-lasting advertising effect and a special treat! Christmas greetings, employees, or products can optionally be presented in the best way possible by means of customized printing on the package for building up emotional customer loyalty.

PSI 45452 • CD-LUX GmbH • Tel +49 9971 85710

info@cd-lux.de • www.cd-lux.de



CUSTOMER WISHES COME TRUE

Bühring is working together with an Indian supplier partner to provide compact leather multimedia writing cases according to customers' specifications. The A5 size case has room for a tablet, a company brochure, a self-stick notepad, visiting cards, and of course the traditional notepad, as well as a writing utensil. In this case, textured black leather is chosen, but other colours and surfaces can also be provided. The primary choice for applying advertising to leather is blind embossing, but metal emblems with laser engraving can also be had on orders of 1,000 or more. The item can be inexpensively packed singly in plastic bags or in a sturdy individual box.

PSI 40807 • Gabriele Bühring • Tel +49 4154 795400

vertrieb@buehring-shop.com • www.buehring-shop.com



PERFECT APPEARANCE

Fluhrer Verlag is a publishing house that specializes in presentation folders made of high-quality cardboard. Apart from basic formats, the company also has a few special formats on offer: for instance, A4 or A5 landscape. Sales folders in special formats attract a great deal of attention! Formats desired by customer are also offered on order of one or more. All presentation folders have one thing in common: the Fluhrer filing system, which enables the size of each folder to be individually determined. With the Fluhrer System Promotion Folder – made in Germany – every appearance will be a perfect success.

PSI 49370 • Fluhrer Verlag GmbH • Tel +49 521 69432

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



INDIVIDUALITY IN A CREATIVE WAY

For everybody who is looking for an individual advertising gift for his customer, Vim Solutin has the right thing: an unique Power Bank or USB flash drive special form. The choice is between metal, plastic or rubber. Special forms are getting even more attractive because of a small minimum order quantity. It's an inventive form of advertising and it's conspicuous. And the best thing is: Until 31st October 2015 the mold fee (for rubber products) is for free at Vim Solution.

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

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



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Helping the customers to achieve greater sales success: To Clipper it means selling together.

CLIPPER B. V.

ACHIEVING MORE SUCCESS TOGETHER

70 years' experience in the promotional product sector. The Dutch import and wholesale company Clipper BV has developed into a recognized international player over the past seven decades. The foundation was laid back then by Martien Jonkers, a pioneer in the Dutch gift industry.

Today the company, with its headquarters in Helmond, in the province of North Brabant, sells an extensive range of giveaways and corporate gifts with over a thousand different quality products. At the same time, Clipper is by no means limited to the site in Helmond. Outside the Netherlands, the company is also represented by branches in Belgium, France, Germany, Ireland and the United King-

dom. All other countries are served directly from the headquarters.

"SELLING TOGETHER" IS THE PHILOSOPHY THEY LIVE BY

All the branches share the same corporate strategy and philosophy: Selling together. By that Clipper means the commitment to help their customer achieve greater sales success. Partnership as equals is the motto here. The advantages that result for the

customers are obvious: competitive prices short delivery times, professional imprint, a wide range of products and – as a matter that is close to the company's heart – personal, honest, reliable and customer-oriented cooperation that is marked by a high level of proactivity and flexibility on Clipper's part. With this in mind, "Selling together" also has another meaning for Clipper, however: so as to meet the varied needs of the resellers and especially the end customers, Clipper has introduced the so-called "Express Service". This "Express Service" allows Clipper to dispatch printed promotional products within 48 hours. This then takes the pressure off the reseller. Pressure that arises when end customers place their orders at the last minute. By introducing the "Express Service", Clipper hopes to provide effective support to resellers in meeting the growing needs of the end customers.

ONE-STOP SHOPPING AS A RECIPE FOR SUCCESS

Clipper considers itself to be an ideal supplier of promotional gifts, promotional products, gadgets, giveaways and promotional material. Clipper not only offers quality products, large warehouse stocks, professional print processing and finishing (such as laser engraving and various colour printing processes) and guaranteed ISO-certified quality. Clipper recently expanded its logistic centre with 10,000 square metres. The total logistic centre is now 26,000 square metres large. From the company's own central warehouse, Clipper can deliver all over Europe within two days thanks to a sophisticated inventory management system; for items with printed material, five working days is the minimum. A quality product and imprint, very short delivery times and competitive prices: the well-thought-out, sophisticated one-stop shopping (meaning one place where several complementary needs can be met) allows all three factors to be kept in balance. Taken together, these criteria correspond to Clipper's approach of combining everything under one roof: a modern

logistics centre, an in-house DTP team with up-to-date equipment, a professional printing area with more than 80 specialized printing machines.

THINKING GLOBALLY – ACTING LOCALLY

Quality at Clipper not only has a product-related dimension. Also with regard to social responsibility the company shows distinct awareness. Clipper works strictly according to guidelines and ensures that its entire product range meets all the legal requirements. Furthermore, attention is also directed towards the three Ps (people, planet and profit). For example, Clipper maintains close cooperation with Atlant Group in order to offer an appropriate working environment to employees who face considerable physical and psychological demands and to create a proper balance for them. Great importance is attached overall to the welfare of the staff. This includes, for example, one piece of fruit per employee, training and opportunities for advancement, as well as a satisfaction analysis. Clipper cares not only about its own corporate world, however. The promotion-

al products specialist thinks very much in global terms while acting locally. For example, Clipper exclusively uses LED lamps. The lighting in offices and in the logistics centre operates via motion sensors. The company also pays attention to waste separation and recycling. Within the scope of its social responsibility, Clipper consistently supports selected charity projects interspersed throughout the year.

NOT RESTING ON ONE'S LAURELS

Looking back on the past 70 years there are developments that Clipper is certainly proud of. These include the fact that the company has succeeded in maintaining its sales at a steady level despite overall market slumps in the past. Furthermore, it was able to achieve distinct growth in the United Kingdom in 2014. It is not only the achievements of the past that fill them with pride, however. Also in the present there are projects that Clipper is pursuing with vigour. First and foremost this involves the repositioning that the company is currently working on, which is to be successfully introduced at the beginning of 2016. This repositioning includes the new strategy that is intended to bring more competitive advantages. A top priority here is a further improvement in service, which is to focus more on personal contacts. That is why account managers have been added to the Clipper team in Belgium, United Kingdom and The Netherlands. We also want to expand the team in Germany. This is not least as a result of a study that Clipper commissioned with regard to its image and to customer requirements and wishes. After all, at Clipper they are aware that it is only through consistent improvement that the company will continue to be well-positioned to handle the challenges of the market successfully in the future.



Clipper sells a range of giveaways and corporate gifts with over a thousand different quality products – appealingly presented at the showroom.



GUNNAR AND NILS SPRINKMANN

COMPETENCE AND CONTINUITY

Six generations, three of them as promotional product consultants: Gunnar Sprinkmann GmbH is steeped in tradition. The company, which is always named after the current shareholder, remains one of the most renowned German promotional product consultancies. In our profile of Gunnar and Nils Sprinkmann, we not only focus on the entrepreneurs themselves, we also look at their own personal understanding of their profession as promotional product consultants.

We meet Gunnar and Nils Sprinkmann at the company headquarters in Bad Soden Altenhain on a hot day in late summer. The company moved into this building in 2009. The nearby premises previously used for decades is where the industry pioneer and company founder Uwe G. Sprinkmann established a promotional product business in 1964, which goes back to his father's company founded in 1937,

the commercial agency Hans Sprinkmann. However, the roots go even further back to the commercial agency for advertising signs opened by Georg Sprinkmann in 1911. The first company in the chronicle of the family business was the carriage factory founded by Louis Sprinkmann in Hanover in 1870. Many readers of the older generation still personally know Uwe G. Sprinkmann who celebrated his 80th

birthday in June. He was one of the first promotional product consultants of the sixties and has secured a place in the industry's history as a generous host of legendary in-house trade shows and evening events.

TRADITION AND EXPERIENCE

Like many children of entrepreneurs, his son and the current shareholder Gunnar Sprinkmann grew up in the company en-

vironment and enthusiastically helped out as a schoolboy with printing and packing. After graduating from business school and completing his military service, he joined the company in 1977, where he began his commercial training with his father. In 2009, he took over the company as the sole shareholder. Today it has around 10 employees, partly in the third generation, including a friend from primary school. Hence it is a family business whose tradition continues with Nils Sprinkmann who has now been on board for the past eight years and has already seen much of the world. After graduating from school, he spent three months in Malawi together with a friend who had grown up in Africa. After completing community service and his study (business administration, international management) he worked in the USA for half a year, after which he joined the company. After three years, he made up his mind to remain permanently in the family business. But now was the time to use his skills once again in a very different context. He spent more than two years as an aid worker in the area of quality management in Zambia. Since returning in 2011, he has had commercial power of attorney and has familiarised himself with all areas of the company. A long tradition and many enriching experiences form the foundation of the company that has existed over generations because everyone at the helm has contributed to the company's success with his own ideas, contacts and strategic decisions in his own personal way. In this respect, Gunnar and Nils Sprinkmann complement each other perfectly, and hence the intergenerational cooperation works perfectly.

PERSONAL CONTACT IS IRREPLACEABLE

"The common thread that runs through our company's history is the personal contact with the customer and the resulting long-term relations," says Gunnar Sprinkmann, putting the strength of the company in a nutshell: Apart from competence and reliability, continuity is one of the three pillars which have kept the company on track for success over the dec-

ades. In today's world characterised by rapid media and short-lived processes, customer relationships of 30 years and more, like those cultivated at Sprinkmann, have become rare. However, even the age of Internet has not adversely affected the profession as a promotional product consultant, explains Sprinkmann: "Although the customer is already very well informed through the Internet and therefore brings along his own ideas, he comes to us to find out details and to implement projects." The information advantage of course also means that customers now approach the trade with very clear ideas. They have become more demanding and request what they have found during their research. However, they also know that they must rely on the expertise of the consultant – particularly if the product portfolio is extensive and if the legal requirements and technical challenges are complex. Overall, the processes necessary to execute an order have become longer and more complicated, according to our two interlocutors. Budgets are exhausted in more detail, and order quantities are rarely rounded off. The trend to specially design products according to their intended use and to individualise is also evident. The issue of compliance is especially reflected in the frequent limitation of the product value. More often than in the past, the customer wants products that only cost around ten euros.

INTENSIVE CUSTOMER CARE

What is important for cooperation with the customer? Nils Sprinkmann allows us to look behind the scenes: "Our customers are medium-sized companies right up to large corporations. Therefore, our direct contact is either the marketing department or the agency; both act as 'guardians of the brand'. The earlier we are involved as a consultant, the easier it is for us to find suitable products. We therefore try to be conceptually involved from the outset." A big compliment goes to the suppliers for their active support, especially in difficult projects. Their design proposals facilitate consultation and underpin the expertise of

the consultant from the perspective of the customer. When asked about the extent to which suppliers and customers also personally communicate in this regard, Gunnar Sprinkmann has a clear position: "Our goal is to provide intensive support to customers with a manageable number of suppliers. Therefore, it goes without saying that the supplier is also sitting at the table because, after all, we serve the customer together." This statement is based on the view that the customer not only buys the product, but also the entire service, advice, product development, procurement, handling and, if desired, full service. As the supplier partner plays an important role in the supply chain, he is also involved in the dialogue. The idea to bring customers and suppliers together was developed at an early stage. That explains why Sprinkmann was the second company in the industry to organise in-house trade shows. Each year between 1979 and 2008, a product show was held at the Holiday Inn in Sulzbach near Frankfurt over three days, as well as incomparable get-together parties at Sprinkmann on the second day of the show. Accompanied by live music played by bands chosen by the jazz connoisseurs Renate and Uwe G. Sprinkmann, many a conversation resulted in contacts that would persist for decades.

TREND TOWARDS PRODUCT DEVELOPMENT

In the showroom, father and son show us a whole range of exceptional products that have arisen as a result of individual development processes in trusting cooperation between all parties involved. Major brands are represented here, and for many projects there are stories that bring alive the field of work of a promotional product consultant. A big issue is merchandising, especially for international corporations. Higher demands are placed on merchandising products than on conventional promotional products as they are sold to customers and employees and also add an emotional appeal to the customer brand. Design, CI adaption, quality, price-performance ratio and a clever idea – these are the param-



An efficient team: Nils and Gunnar Sprinkmann (from left to right).

eters that make these high-quality products so popular. “Generally the trend is moving away from simple, branded products towards the modification of assortment products right up to new product development – and not only in merchandising,” states Gunnar Sprinkmann. Of course, the promotional product consultant is the right partner for all of these tasks.

SUSTAINABILITY AS A MAJOR ISSUE

Sustainability plays an increasingly important role in connection with the growing demands of customers. The pioneers were sensitive industries such as the food, toy and cosmetic industries, but other industries are following suit. Sprinkmann has long recognised the challenges and deals intensively with the topic. “Sustainability is an important issue for us. More and more companies that are serious about this topic interpret sustainability as a comprehen-

sive claim, which refers not only to its own products, but also to the company itself as well as everything that is placed on the market or distributed under its name. Of course, promotional products, merchandising products and gifts are also affected,” explains Nils Sprinkmann. Customers are increasingly demanding specific sustainable products. Sprinkmann also had to check the sustainability of all the promotional products in the range of a particular customer. Tasks of this kind are gladly accepted as they enable the company to prove its advisory expertise. The company Sprinkmann is also working on making its internal work processes and its local, social commitment even more sustainable. Among other things, an electric car has been in use since 2012 and an educational sport project of Fraport Skyliners was again supported.

TRANSPARENCY AND INTEGRITY

“You have to listen well to the customer,” states Gunnar Sprinkmann, as listening is one of the most important qualities that enable a promotional product consultant to pave the way to the customer. This is often the only way to recognise the hidden requirements and wishes of the customer and to focus advice appropriately. In his opinion, transparency and integrity are also indispensable: “I’m always aware of the fact that we spend the customer’s money. Therefore, he must be able to understand in detail how his budget is used and for what purpose. Consequently, although we advise him, he ultimately makes the decisions. We have to accept this, even if he does not choose our preferred solution.” Anyone acting in such a way can be sure to receive the customer’s appreciation – the ideal basis for long-term relationships. <

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GET READY FOR FOOTBALL

What do you learn during training? What do the lines on the pitch mean? What is the referee's job? Is football played all over the world? Spanning 20 pages, this children's book provides short informative texts, large detailed illustrations, discovery flaps and little interactive tasks and puzzles for play, research and discovery. The "WAS IST WAS" Junior Band Fußball (WHAT'S WHAT Football Junior Volume) is to be published in March 2016 as the latest title in the newly designed learning series for all children of preschool age and young readers. Also in March 2016, the book "WAS IST WAS" Fußball (WHAT'S WHAT Football) for older children of 8 years and over is being published in a new, highly up-to-date edition. Customized advertising material can be applied with labels.

PSI 48161 • Tessloff Medienvertrieb GmbH & Co KG • Tel +49 911 39906-970

tessloffmedien@tessloff.com • www.tessloff.com

EM PLANNERS IN ALL SIZES

This is how the perfect EM promotional product should be: Attractively designed with professional photos and full of information with captivating texts together with all fixtures and dates. The sophisticated EM planners from in.takt are an ideal, long-term advertising vehicle for the 2016 European Football Championship in France. The right product is available for every purpose – whether it be for a POS campaign, on-pack or mailing enhancer. From the large wall planner to the credit card-sized Z planner. Individual branding is also possible – whether it be a logo imprint or an individual design of the envelopes. Even a customer's very own content on a CD is possible. In addition, in.takt offers professional services: design, printing, bundling, packaging, individual despatch – everything is done quickly and competently from a single source.

PSI 45228 • in.takt musik und media marketing GmbH • Tel +49 2381 307030

info@intakt-media.de • www.planer-em-2016.de



SHOW YOUR COLOURS

Eyespot Werbemittel is offering custom-made items for the European Football Championship, including the practical makeup kit which the ardent fan can have put together in the desired colours. According to Eyespot, this practical set is also inexpensive. The minimum order quantity is 5,000. More detailed information can be obtained direct from the company.

PSI 47026 • Eyespot Werbemittel GmbH & Co. KG • Tel +49 961 4162205

info@ichdruckdich.com • www.ichdruckdich.com



ROUND AND ROUND

The Hamburg-based company ballprint creates eye-catching accents for the 2016 European Football Championship with advertising on balls. "Whether they are small, large, soft or inflated, all that matters is that they are round," says ballprint. Balls are available in various qualities up to the high-quality match ball. Customers benefit from the more than 25-year experience of the company in manufacturing promotional balls.

PSI 48636 • ballprint gmbH • Tel +49 40 30059139
info@ballprint.de • www.ballprint.de



BACKPACK IN THE FORM OF A JERSEY

What child does not dream of wearing his country's jersey at the coming European Football Championship? The Dutch import company Premo makes this possible. With its "nations backpack", the company is offering all football-loving children and adults an irresistible advertising gift. Printed with the company name, it is bound to attract a lot of attention. The national backpack comes in seven models: in the national colours of Germany, France, Italy, Spain, The Netherlands, England and Belgium.

PSI 44119 • Premo b.v. • Tel +31 546 581212
sales@premo.nl • www.premo.nl

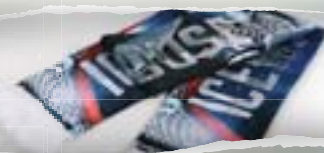
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FOOTBALL-PEN

As a manufacturer of writing instruments and office supplies, ICO Zrt. has been present in the industry for over 60 years. They have a number of products suitable for the sports industry and have already gained experience in making bespoke products for the 2012 London Olympics and several well known football teams. ICO offers high quality and good service on reasonable prices. Artworks are free of charge.

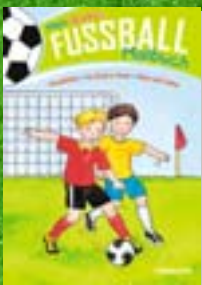
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ATMOSPHERIC

The company Carus, which is represented in the promotional product market by mood rooms, produces lifestyle products made of high-quality aluminium and glass of immaculate appearance with pleasant haptics at its German site in Marburg. The product range also includes the Candela candleholder in 19 brilliantly shimmering colours, which can be finished both "tone-in-tone" as well as "silver on basic tone" using its own laser engraving process. Three of these basic colours are black, red and gold, which are offered in a gift box in a set of 3. This enables you to conjure up the right colour mood during the EM fever. An engraved logo in the product colour is possible from 100 pieces, in silver on the base colour from just 10 pieces.

PSI 49320 • mood rooms eK • T +49 2193 5331579

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



UNIVERSALLY USABLE

Wild design is presenting a packaging concept in the design of a football. By combining gloss and texture on the surface, the ball is given an unmistakable look. For the best possible presentation of the products, it can have an integrated mount for clocks on the one hand, and on the other specially adapted thermoform parts for USB sticks, sweets, accessories or entire textiles. Hence this case can be used universally. It can be personalized or finished using a hot embossing process or pad printing.

PSI 41253 • Wild design GmbH • Tel +49 72279594-0

info@wild-design.de • www.wild-design.de



EVERYTHING FOR THE FAAAANSSS!

Fans can find exactly the right equipment for the upcoming new season among Görenler's range of products. The turkish specialist provides a wide selection of merchandising & promotional products including scarves, hats, cushions, pennants, sweatbands, keyholders, lanyards, bandanas and many more items that will help the fans to passionately support their teams. The factory has BSCI & SEDEX audits in line with the Ökotex standard. All of the products are manufactured at the company's premises in Denizli, Turkey. Short delivery times round off the company's range of services.

PSI 46517 • Görenler A.S. • T +90 258 2423333

info@gorenler.com • www.gorenler.com



BULLSEYE

The goal wall box in the Jung product range is an ideal sweet advertising bullseye in the environment of the European Football Championship. The box, whose surfaces can all be printed, holds eleven chewing gum footballs in a transparent bag. If you put the box on its side, you can use it as a goal wall. Then you can try to flick the balls into the pre-punched holes with your fingers and thereby turn it into a great game for home or office. An advertising vehicle that hits the bullseye for exciting moments during public viewing or as a giveaway at the POS for all recipients, big and small, of the target group aimed at. Jung also has many other football-related products on request.

PSI 41545 • Jung Bonbonfabrik GmbH & Co KG • Tel +49 7042 9070
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SHOWING ONE'S COLOURS OR BAGS

The quality-bag experts of the company Joytex – which celebrated its 30th anniversary in July this year – have joined in the gradually growing fever-pitch excitement of the European Football Championship with a college bag made of 130 g/m² non-woven material with the German flag as a flap. The smart as well as practical bag for fans who want to show their colours features a Velcro fastener, shoulder strap and pen holder. According to the Rhede-based company, the product is available from stock or to order in the Far East, depending on the type of bag. The bag can also feature other flags on request.

PSI 41990 • Joytex GmbH & Co KG • Tel +49 2872 9506-0
info@joytex.de • info@joytex.de

RELAXING OFFICE SPORT

This will turn the office into a playing field and the ring binder into a device for a leisure pastime. Just in time for the 2016 European Football Championship, the binder styled in luscious lawn green from IP Adelt is ideal as an original customer present or just for fun. Here a perfectly normal ring binder can change into a playing field in a few seconds. Just a flick of the wrist folds out the goal wall and the match can get started. The “Schnipp-Kick-Ordner” can have any sort of graphic design – although suggested designs and consulting from the company’s team of experts can be a big help.

PSI 48644 • IP Adelt GmbH • Tel +49 521 208800
info@adelt-ideen.de • www.adelt-ideen.de



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www.ballprint.de

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CHEERING TOGETHER IS BETTER

This double T-shirt for friends and couples is guaranteed to be an eye-catcher in the cheering section, at the bar or in the garden. Raising your arms and rooting for your country's team together. The T-shirt can be made from cotton or synthetic material. Malgrado, the manufacturer, will apply printing as desired, even on the whole shirt. The experts at Malgrado will be pleased to assist in choosing the best material and printing technology. The company customizes the shirts with a private label to suit individual customers on orders of 1,000 or more.

PSI 46913 • Malgrado fashion & promotion GmbH • Tel +49 2207 704090
s.rueth@malgrado.de • www.malgrado.de



GET TO THE GAME WELL PROTECTED

The Spanish company Reclamo del Noroeste based in Naron, is presenting elegant visitors to the stadiums or public viewing areas of the upcoming European Championship a smart way to show their colours using a chic straw hat. The desired national colours are on a polyester band that winds around the hat, which also effectively protects against the summer sun. More details can be obtained from the company.

PSI 48752 • Reclamo del Noroeste S.L. • Tel +34 98 1390505
import-export@renor.es • www.renor.es



Die Handschrift der Werbung

GEOS



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INNOVATIVE PROMOTIONAL PRODUCTS

THE SPIRIT OF WINTER WONDERLAND

Daiber's own brands, James & Nicholson and myrtle beach, are now presenting the latest looks for the most fashionable styles on the slopes in its 2015-16 winter catalogue. To keep your ears cosy warm there are beanies in many new colours, lengths and knit patterns. The scarves and gloves in the collection are also quite impressive and keep you nice and warm even at low temperatures. Jackets in an athletic cut, a cool choice of colours and materials such as down, softshell or fleece are also on offer from James & Nicholson for all the fashionistas who do not want wind and weather to get in the way. Up to six trendy colours per model with a variety of high-quality materials combined with elaborate processing and many interesting details make this "must have" collection. Whether for leisure time, sports or promotional campaigns, myrtle beach and James & Nicholson are once again setting the standards for looks, materials, and price this season.

PSI 42819 • Gustav Daiber GmbH • Tel +49 7432 7016-800
info@daiber.de • www.daiber.de



GEOMETRY WITH FUN

With its new GEOS, uma is now showing how exciting, attractive and diverse in shape the interplay of different geometric elements can be. The new GEOS offers an almost inexhaustible number of possible combinations. With its machined casing, high-gloss polished stopper in the upper part and heavy, chromium-plated metal tip, this plastic twist-action ballpoint pen is a real eye-catcher. A true innovation is the concave sweep of the clip, which, according to uma, makes GEOS "absolutely unique". The interior of GEOS is also "Made in Germany" and of the highest uma quality standards: with the tried and tested uma Tech Refill with a German silver tip and tungsten carbide ball, as well as German paste in accordance with ISO standards, writing pleasure is guaranteed for approx. 4,000 metres, in either blue or black. GEOS is available in more than 30 standard colours and also as a mix or match model. And anyone can configure their own personal GEOS in next to no time. Of course, the experienced uma team is happy to help with any questions – from the configuration to printing and finishing. Even more details can be found at:

PSI 41848 • UMA Schreibgeräte Ullmann GmbH • Tel +49 7832 707-0
info@uma-pen.com • www.uma-pen.com



BRILLIANT FINISH

Gold and silver are the traditional colours for Christmas. However, copper is the Christmas trend-colour par excellence in 2015. Elegant on its own or effectively combined with white, black or other bright, metallic colours, conventions are broken and redefined. SND conjures up promotional messages, brands or logos in these Christmassy trend colours using nano finishing in gloss, noble and high-quality designs on its cup models Dallas, Madrid and Rio (other models on request). Combined with other finishes such as engraving, relief, inner print or print below the wafer-thin nano coating, more great effects and therefore long-lasting attentions that delight the recipient several times a day are created. Of course, all finishes are scratch resistant and dishwasher-safe. Always special, always different and always surprising. This is how Christmas and in particular the appreciation of the target groups should be. You will gladly be surprised at Christmas by nano-finished cups from SND.

PSI 45567 • SND PorzellanManufaktur GmbH • Tel +49 6183 80080

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



NOW AVAILABLE AS A COOL SET

The Stabilo Neon highlighter is an appealing promotional tool thanks to its unique tube design and clever product features. The innovative highlighter is now also available in white with yellow ink and in two attractive set combinations. This cool highlighter tube transports advertising messages in an entirely different way and captivates all target groups. A promotional imprint is even more effective on the new version in white with yellow ink. All colour variations are now also available as a set of 2 or 4. The new Stabilo Neon impresses with its minimalist tube look, super-smooth surface material and intelligent product features such as the high-quality neon ink colours yellow, orange, green, pink, and magenta as well as the patented technology for four-hour cap-off time in the two line widths 2 mm and 5 mm. In addition to its quality and attractive price, Neon also impresses with its unusual design: The innovative highlighter was awarded the iF product design award in 2014.

PSI 43287 • Schwan-STABILO Promotion Products GmbH & Co. KG • Tel +49 911 5673455

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A TREE IN A TIN

This gift tree is a real eye-catcher and an unusual present to mark the holidays. In the slim, transparent PET tin with a polished aluminium lid there is a Swiss pine seedling, which is optimally supplied for several weeks via ventilation holes on the upper tin edge and well-packed root balls.

PSI 45997 • emotion factory GmbH • Tel +49 7042 8155-0
info@emotion-factory.com • www.emotion-factory.com

WRITING TO THE POWER OF TWO

Whether paper, tablet, or smartphone, a writing utensil for all occasions. The new 300 KS Touch ballpoint pen from the HK Collection combines traditional writing on paper with the convenience of digital devices. Thanks to the extension of the soft touch function, this already well-established and widely popular pen now has an additional feature. This enables users to meet the new, increased demands of modern communication – and to do so using a plain old ballpoint pen that can fit in every handbag or shirt pocket. The 300 KS Touch comes with a metal jumbo refill that lets you write for miles with pleasure and convenience. What is more, three printing positions provide plenty of room for applying advertising to suit a CI. The printing can be in one or more colours depending on the quantity ordered – and engraving is also available for those would like higher quality finishing.

PSI 47160 • Hauff Schreibgeräte GmbH • Tel +49 7531 4571780
contacts@hauff-gmbh.de • www.hauff-gmbh.de



GARDEN IN A NEW DESIGN

The new highlight from Planet Schreibgeräte is the Garden model, a modern ballpoint with a pushbutton mechanism. The barrel is made of aluminium and has a very appealing, velvety varnish finish that feels very pleasant to touch. The writing utensil comes with a high-quality metal jumbo refill with German Dokumental ink and will write for at least 5,000 metres. The model is available in four standard colours, but special colours can also be produced on orders of 5,000 or more. Advertising can best be applied by laser engraving on the barrel or printed on the large plastic clip.

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PSI 45829 • Goldstar Europe • Tel +353 42 9345146

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info@macflowers.eu • www.macflowers.eu



A BUSINESS CLASSIC

The “Arwey Bullet” notebook is a classic business notebook with a high-quality faux leather cover, extremely well equipped with a high number of pages, an elastic band, a pouch, FSC paper, a pen loop and also 16 four-hole perforated note pages. Bullet is available in four colours ex-works in Germany and is custom-deliverable in small quantities within a few days. And all this at an extremely attractive price even for small quantities. Large quantities are also possible with delivery times of around three to four weeks after customer approval.

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Mario Lovecchio

“Online marketing for distributors of promotional products”

• 22 October 2015, Düsseldorf, 10 am – 5 pm

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Technical highlights of the inventors’ trade show are the **iENA Innovation Seminar** (30 October) and the **iENA Symposium** (31 October).

The **Innovation Seminar** focusses on “Strategies of innovation management – to generate and implement new products and processes”. Information is provided by chambers of commerce and industry, universities and business representatives.

The **iENA Symposium** addresses the seminar topic, focussing on the aspect: “From the idea to success – inventing and becoming an entrepreneur”.

The co-operation agreed in 2011 between the iENA Nuremberg and the leading European trade show for promotional products PSI Düsseldorf will continue in 2015. The successful collab-



oration aims to promote inventions and product innovations that have the potential of becoming promotional products. Suitable inventions of the iENA have already been exhibited in recent years with great success at the PSI in Düsseldorf in the HALL13 Area. This will again be the case at the PSI in 2016. Incidentally: At the iENA 2015, interested PSI members can obtain free tickets through PSI. <



Neue Mitglieder New Members

PSI Journal 10/2015

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MOOD OF THE EUROPEAN INDUSTRY

After challenging years for business, combined with a structural change in the industry, Europe's promotional products industry appears more optimistic, if not downright euphoric. Fortunately, we can show the industry throughout Europe what sort of mood it enjoys and where it stands several time a years. The PSI Industry Barometer provides a representation of its economic situation – broken down to the level of individual countries. In the process, the structure of our line of commerce becomes transparent for the first time.

Hence the number of microenterprises has not dropped despite a consolida-

tion in the trade. In Germany alone, 63 per cent of companies have revenues of less than one million euros. For suppliers, this figure is 40 per cent. Here imports are obviously being made in a small way. The economic cycle is showing an upward tendency. Increases in turnover are being reported by 56 per cent of distributors. This is an increase of seven per cent compared to the previous year. Suppliers have also managed to take a big step forward with turnover gains of 69 per cent. Regional forecasts are predicting increases for suppliers not only in Western Europe, but also in Poland and in the Russian market. Owing to the dif-

ficult political situation, growth in Russia must be seen in the medium term. The last PSI Industry Barometer also very clearly showed that greater importance is being attached to consulting services in dealings with industrial customers. The issue of sustainability is also playing an ever more important part.

The active use of these market-relevant data enhances the industry's professionalism and helps individual companies to underpin their strategies with empirical data. As a PSI member, you receive the PSI Industry Barometer exclusively and free of charge. It is available at www.psi-network.de.



» The PSI Industry Barometer: market-relevant data exclusively and free of charge for PSI members. «

Best regards

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

Michael Freter
Publisher of PSI Journal
Managing Director PSI
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Die daraus resultierenden gestiegenen Anforderungen spiegeln sich auch in der Aus- und Weiterbildung wider. Um den neu geschaffenen Berufsbildern Rechnung zu tragen, stellen wir uns seit Januar 1999 mit einem neuen Konzept, erweitertem Informationsspektrum sowie einem neuen Layout unter dem für die neuen Bedürfnisse zugeschnittenen Titel Innovation und Technik dem internationalen Leser.

Innovation und Technik ist – ebenso wie „Graveur Flexograf“ – Sprachrohr für die Berufe Graveure, Flexografen, Maschinenbauer, Werkzeug- und Formenbauer und widmet sich als führende Fachzeitschrift der Branche in Europa noch mehr den Belangen in der Graviertechnik, Flexografie, dem Maschinenbau und dem Werkzeug- und Formenbau.

Schwerpunktbereiche wie Produkte und Verfahren, Technologie, Fertigungstechnik, Oberflächentechnik, Informations- und Kommunikationstechnik, Wirtschaft, Aktuell und Recht sind dabei die tragenden Themensektoren dieses neuen Titels.

Innovation und Technik legt Unternehmen, Entscheidungsträgern, Fachkräften, Studenten und Auszubildenden jeden Monat Informations- und Entscheidungshilfen auf den Tisch – für mehr Erfolg!

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NOT ONLY FOR LEISURE TIME

A hobby is an activity that is carried out voluntarily and on a regular basis. As a rule, a hobby also has something to do with a passion for something. For many (men) the car is such a hobby. Even tightening screws in their leisure time is becoming increasingly popular. "Tool, hobby, car" has long become a major market – as shown in the corresponding cover story of the November issue. Products in the areas of "(mobile) communication and lifestyle" also sell well. This is reason enough to take a closer look at these product lines in the second cover story in more detail.

Please now give some consideration to the product theme of the December issue with the title themes „Gift sets, packaging“ and „Finishing and technology“ and send your product presentations (image and text) by no later than 16 October 2015 to: Edit Line GmbH, Redaktion PSI Journal, e-mail hoechemer@edit-line.de.



REVIEW OF TREND 2015

TREND 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. We have a look back.



SUSTAINABILITY WINS THE POLE POSITION

A lot is being said and written about sustainability. But more and more is being done, as well. Companies in the industry are at least realizing which way the wind is blowing, and committing themselves to sustainable principles. One practical example is Kahla porcelain. This company gives the topic high priority and even says that sustainability wins the pole position.

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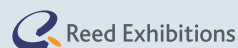
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22.10.2015	Düsseldorf	Identity Based Social Marketing	Mario Lovecchio und Alexander Rompper
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