

▶ **PSI**

POWER FOR PROFESSIONALS

International magazine
for promotional products

NOVEMBER 2015

Volume 54

JOURNAL



Martijn Verwaal
PSL Europe
Own creations
instead of standard

Product Guide
Communication
and lifestyle
Tools, hobby, car

Textiles at the PSI 2016
Promotionally effective
fashion with flair

**Presentation of
PSI Sustainability Awards**
A touch of Hollywood

GWW TREND 2015
Maintaining contact
and inspiration



NEW APPROACHES
SUSTAINABILITY REPORTS
MADE EASY

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All trade magazines of the industry at a glance.

❸ PSI Service-Point: product idea, design, and protection

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yourself against plagiarism.

German Patent and Trade Mark Office: industrial
property from your business idea to its realization.

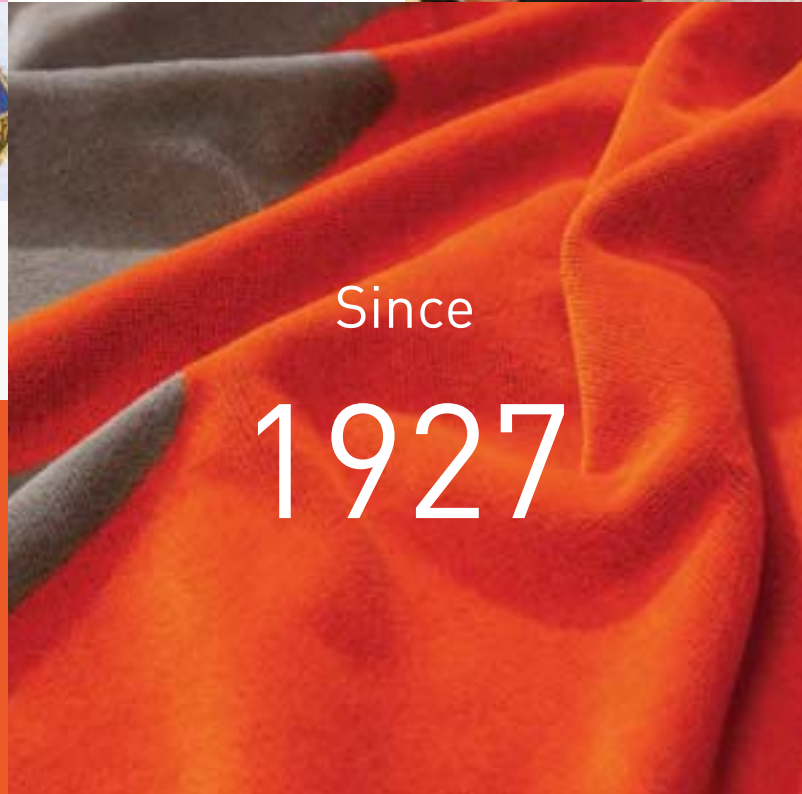
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EDITORIAL

“FEAR EATS THE SOUL”

At all events in Germany, but also in Europe, the title of this film from the 1970s is a well-known saying. What Rainer-Werner Fassbinder's frustrated protagonist Ali says in the broken German used by the first generation of “guest workers” largely reflects the spirit of the times today. “Fear Eats the Soul” appears to have become a crippling attitude toward life shared by people of all generations. Young people in Europe are asking whether they can, with a clear conscience, still bring children into world. Seniors say that it is good to have been born earlier. Today hardly anyone has a future and young people have it infinitely harder, they say. These are people who lived through times of war and post-war deprivation. And they are saying these things at a time when there is more peace, affluence, and social balance than ever before. What has happened? Where is this fear coming from?

It is spreading because the world is in upheaval. What for decades used to be unshakeable truths are beginning to crumble, or are at least being put to the test. Major brands have lost their charisma. What gave us prosperity and satisfaction was based – and still is – on economic foundations. However, these are now being shaken. The five biggest corporations in the world, believe it or not, all come from the New Economy. The automotive revolutions are no longer coming from Mercedes or BMW, they are coming out of the valley of progress, from Tesla in Silicon Valley. That is where people are striving for what is new, that is where they want to change the world, that is where three months are an eternity.

The world of promotional products is not remaining unaffected by this, and there too we often hear, “How good that I have that behind me. It's no fun any longer.” Wrong, it is still fun – just in a different way. And we all want to be the ones having fun. So we would do well to shake off our fears and go courageously into the future. Just as Mercedes is now at home in Silicon Valley, we must actively head for new shores and be open to change. Then it will be fun once again.

The PSI has accepted this change. Electronic services are increasingly gathering speed. Sustainability – and that, too, is the future – has become a competitive instrument for members. New bridges are being built between suppliers, distributors, and users. By joining forces with the associations, new things are being tried and shaped. But there is one thing we should by all means avoid: when “Fear Eats the Soul”.

Now is the time to use our acumen to bring together new and old and optimize them. Despite television, there is still radio; despite cinemas, there is still the theatre; and people are still reading, although the medium may change. Let us address this change with courage.

With this in mind



Manfred Schlösser

Editor-in-Chief PSI Journal

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SMART MESSAGES

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The first product section of this issue is devoted to products from the fields of (mobile) communication and lifestyle. Both are segments in which appropriate (promotional) products enjoy a high awareness and therefore we will examine them in detail at this pages.



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PROMOTIONALLY EFFECTIVE FASHION WITH FLAIR

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Textiles are going to be taking up an even larger space at the PSI 2016 with the TEXTILE AREA, TEXTILE FINISHING AREA and PSI CATWALK. After all, textiles and accessories head the list of the most sought-after products at the PSI. Versatile and universally applicable, they are among the most effective advertising vehicles in any campaign. In Hall 10, it will once again be time to raise the curtain on textile advertising trends.

CONTACT AND INSPIRATION

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It was the 28th edition of the promotional product trade show TREND. A truly traditional industry get-together, which also somehow celebrated a premiere. For the first time, the organizers were called the Gesamtverband der Werbeartikelwirtschaft e. V. (GWW) – German Promotional Products Association. What has remained is the time-tested principle of having a mixture of information, communication and entertainment.

A TOUCH OF HOLLYWOOD

52



The evening event of TREND 2015 formed the festive setting for the presentation of the first PSI Sustainability Awards on 11th September. The sustainability prizes inaugurated by the PSI were awarded in a total of eight categories. The exclusive venue was the Classic Remise in Düsseldorf.

EXPERIENCING THE EXCEPTIONAL

92



The world of James & Nicholson and myrtle beach – the two brands of Daiber – encompasses products and services from the areas of textile promotion, corporate fashion, incentive and event equipment focused on the needs of discerning customers. The new collection also has something to suit every demand.



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**UMBRELLA POWER**

The umbrella is quite a coveted accessory in music, film and art. Mary Poppins is probably the best-known woman in film history who always had an umbrella with her. So well known, in fact, that the Walt Disney film studios now want to shoot „Mary Poppins 2“. The famous Impressionist Claude Monet painted „Lady with Umbrella“ in 1886: A painting which he loved so much that he did not wish to part with it during his lifetime. Singer Rihanna owes the beginning of her international career to the Grammy-winning „Umbrella“. The umbrella is obviously very popular and consistently cuts a good figure, as demonstrated by numerous examples from the world of promotional products.

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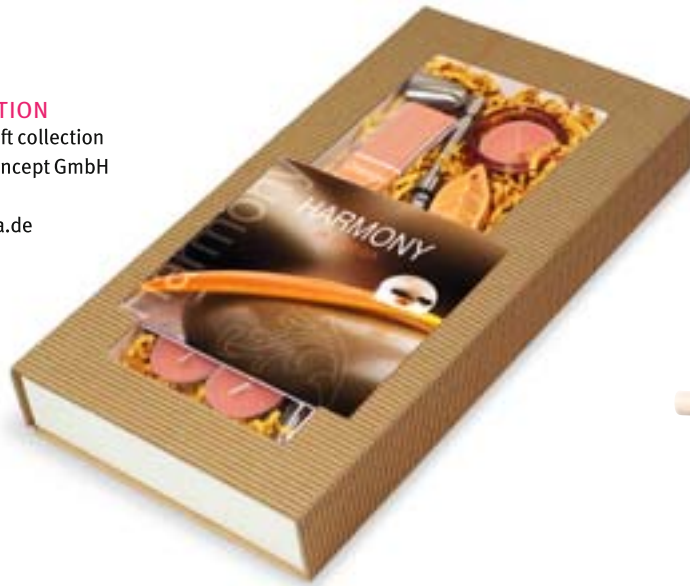
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TRUE BEAUTY

Beauty is in the eye of the beholder. The Greek fleet commander and historian Thucydides, who lived in the 5th century BC, already knew that. With this statement, he not only coined a much quoted phrase, but one thing in particular: right. Despite all the efforts of science to make beauty quantifiable, every human being has a rather subjective sense of beauty. Beauty has a lot to do with what a person radiates, what his inner condition is, whether he feels good. And a great many things contribute to the feeling of well-being – whether they are material or immaterial. Some immaterial examples from the world of promotional products are illustrated here.



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NEW APPROACHES TO SOLUTIONS FOR COMPANIES

SUSTAINABILITY REPORTS MADE EASY

Raising awareness of responsibility is one of the most important corporate virtues, yet it is becoming ever more difficult in times of the global destruction of the natural environment and social dislocations. Legal obligations to report and to inform a critical public are additional challenges business enterprises must face. We show how small and medium size enterprises (SMEs) can master this task without any problems in daily practice.

Companies are not only called upon to assume responsibility, but also to document this. Whether they meet their legal obligation to report or confront the critical public, they are at all events in store for additional tasks for which they are often insufficiently prepared. Especially small companies (SMEs) would like to find easy ways to write up a sustainability report, but they must also be economical with their internal resources. New approaches to solutions show how this can work using ele-

gant, computer-based data capture and processing.

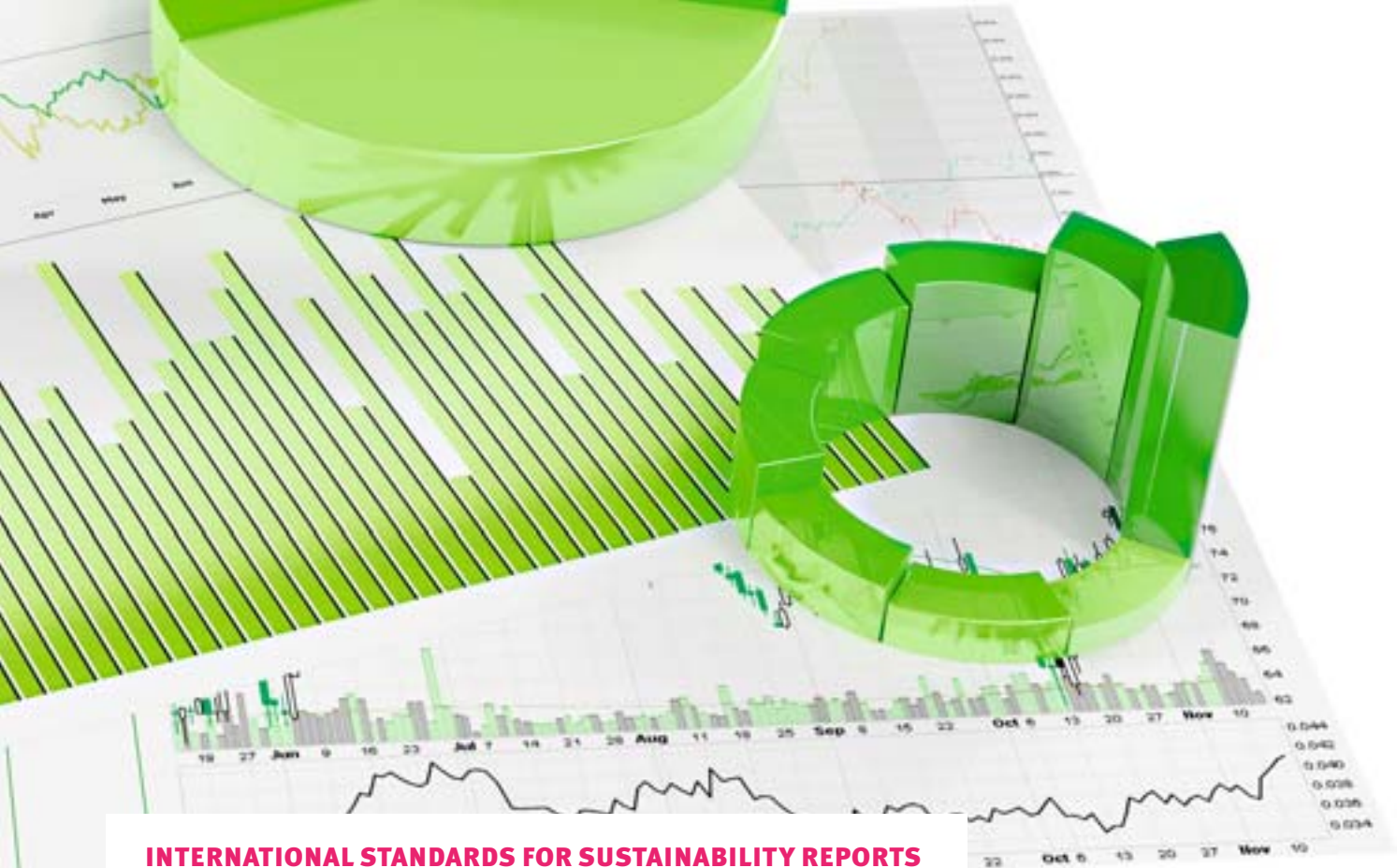
TRANSPARENCY IS REQUIRED

Today, there can be no doubt that the sum total of all business activities, including agriculture, is straining the planet beyond its capacity. Against this backdrop, all business activities must be put to the test, whether they involve obtaining and using energy and raw materials, or the production, use, reuse, continued use, and marketing of goods. Of course,

the list should also include taking account of social concerns, as well as the participation of internal and external stakeholders. A critical civil society, governmental bodies, investors – they all want a more detailed understanding of what companies do.

MAKE USE OF STANDARDIZED REPORTING METHODS

Many companies, albeit still far too few, have started to confront this challenge systematically. There are now a large number of standardized and in some cases certifiable ways of reporting in order to document the effects of a business on the environment. For energy management, there is the ISO 50001 standard, and for environmental management the EMAS, as well as ISO 14001. The Austrian ONR 192500 is comparable to the ISO 26000, but in contrast is also certifiable. In Germany, SMEs must pass an energy audit in accordance with DIN EN-16247-1 by 5 December 2015 if they want to continue to enjoy state subsidies.



INTERNATIONAL STANDARDS FOR SUSTAINABILITY REPORTS

2000

- United Nations Global Compact
- OECD Guidelines for international Enterprise (under review)
- ILO Tripartite declaration of principles concerning multinational enterprises and social policy (MNE Declaration) 1997-2000
- European Commission Green Paper on Corporate Social Responsibility

2001

- Global Reporting Initiative: Sustainability Reporting Guidelines (V3)

2006

- ISO Guidance on social responsibility

2011

- Public welfare economics
- Global Reporting Initiative: Sustainability Reporting Guidelines (V4)

2013

- EU Directive on disclosure of non-financial information

Transparent action is increasingly being demanded of companies. Disclosing their actions with regard to the environment, the community, and human beings in sustainability reports requires effort, but can also represent an opportunity at the same time.

LEGAL REQUIREMENTS ARE BECOMING STRICTER

The Global Reporting Initiative (GRI) and ISO 26000 are probably the most widespread international standards for making the responsibility of organizations in society as a whole more transparent. Like the so-called Common Good Balance Sheet, they are compiled on a voluntary basis. Even the EU has now started setting standards for revealing non-financial operating figures. In 2014, it issued a directive prescribing detailed sustainability reports for

companies with more than 500 employees and revenues of more than 40 million euros. This directive is currently in the process of implementation in Germany and is intended to take effect on 1 January 2017. This regulation will only affect a very few companies in the promotional products industry.

THE GERMAN SUSTAINABILITY CODE

In Germany, the German Sustainability Code (DNK) was compiled based on ISO 26000 and the GRI. Compiled by the Council for Sustainable Development, it offers compa-

nies of all sizes in all sectors an easy, voluntary introduction to sustainability reporting. With a manageable twenty code criteria, you can describe quantitatively and qualitatively how the management of the company is succeeding with regard to sustainability. This represents an easy way to collect basic data for sustainability management. The DNK can also be connected to other reporting systems and fulfils the upcoming EU reporting obligation.

CORE TOPICS OF THE SUSTAINABILITY REPORT

So how do you write up a sustainability report? What data and facts are reported? How are they reported and collected and how does all this end up as a report? A sustainability report in accordance with ISO 26000 includes the following seven core topics: organizational management, human rights, labour practices, the environment, fair business and operating practices, consumer concerns, and the inclusion and de-

velopment of the community. Each of these core topics is subdivided into individual spheres of activity totalling 37. Anyone who at first glance finds this number daunting can be reassured to the extent that the report in accordance with ISO 26000 is voluntary, leaving the choice of the spheres of activity up to the businessman. He should give reasons why the spheres of activity he chose are relevant to his company. This is also designated as a materiality analysis.

Organizational governance

Organizational governance is pivotal, because it connects all other areas and thus makes sustainable business at all possible. In the following, we will single out specific examples of spheres of activity from the core topics of “human rights, the environment, and the inclusion and development of the community.”

Human rights

Here it is a matter of discrimination and groups in need of protection. Any kind of discrimination is, of course, taboo in a company – but are people with disabilities, for instance, being employed and thus specifically furthered? It is worth reporting on this.

The environment

Energy and raw materials consumption are very different in different industries, but using them efficiently is paramount. In this sphere of activity, companies can describe how they contribute to countering climate change and adapting their organization accordingly. This also includes the now widespread carbon footprint.

Including and developing the community

One of the spheres of activity is concerned with investments in favour of the common good. This traditionally meant supporting cultural, municipal, or charitable activities by making donations of money or in kind. For the purpose of meeting the obligations of the German Constitution, you might also consider how the business' actions promote the common good directly, without taking the route of donations. Explaining how this

consideration could become the starting point of a sort of corporate strategy would go beyond the scope of this article and is only mentioned here as food for thought. Including internal and external stakeholders corresponds to the basic concern of sustainability reporting, because it not only creates transparency, but also sets a trend for renewal. The hackneyed word “innovation” was intentionally avoided here.

SOFTWARE-BASED DATA COLLECTION

It is clear that all portions of an enterprise have to record key figures, whether in evaluating human resources statistics, ascertaining energy consumption in production

and logistics, tracking supply chains and auditing suppliers, or even measuring volumes of waste and portion of cycled products. Considering the large number of parameters, it is obvious that the data will be handled with the support of appropriate software. There are not a number of vendors, from which we have chosen “360report” as an example because it seems particularly user friendly.

MODERN SOLUTIONS

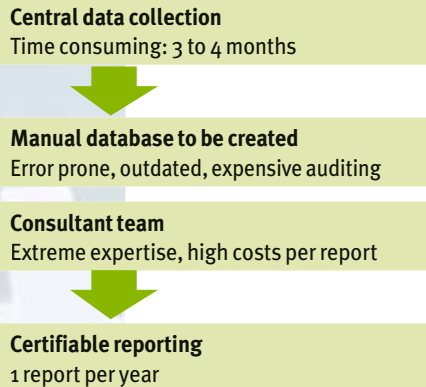
As a rule, the situation can still be described by the following image: by means of centralized data collection and processing, a report evolves in the course of a lengthy



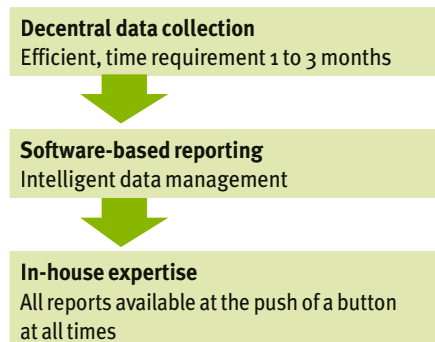
Source: Vitt, J., Kleinfeld, A., Thoms, M. (2011) Gesellschaftliche Verantwortung nach DIN ISO 26000. Eine Einführung mit Hinweisen für Anwender. Zürich.



EXISTING PRACTICE



NEW, PRACTICAL APPROACH



process. Modern solutions, however, look more like this:

Step 1: the organizational structure and reporting lines (central, locations, suppliers) are set up, as well as user rights and responsibilities assigned to all involved in the decentralized data collection. The materiality analysis is built up with the aid of software and based on industry reference values. Finally, the relevant indicators and measures for reporting are defined.

Step 2: data collection. This is done in a decentralized manner by means of browser-based software. Indicators for further

reporting standards, such as energy data, can also be included in EN16247 and ISO50001, as well as GRI G4.

Step 3: evaluation of the data, such as calculating the CO2 emissions. The analyses are prepared in the form of diagrams and tables and automatically put into a text format. This document can then itself be further edited and adapted to the corporate design.

TRANSPARENCY PROMOTES TRUST

As ever, companies still need courage, hard work, and a spirit of invention. However, the future definitely only belongs to those who assume social responsibility. The more



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

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

transparently this responsibility is reported, the more trust will grow among customers, suppliers, employees, municipalities, and civil and governmental organizations. And that has always been the best foundation for successful business.

Hans W. Steisslinger

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TEXTILES AT THE PSI 2016

PROMOTIONALLY EFFECTIVE FASHION WITH FLAIR

Textiles are going to be taking up an even larger space at the PSI 2016 with the TEXTILE AREA, TEXTILE FINISHING AREA and PSI CATWALK. After all, textiles and accessories head the list of the most sought-after products at the PSI. Versatile and universally applicable, they are among the most effective advertising vehicles in any campaign. In Hall 10, it will once again be time to raise the curtain on textile advertising trends.

Clothing, textile accessories and caps are the classics of promotional fashion, but beside these, more and more textile segments are being discovered as advertising vehicles. Whether it be workwear, corporate fashion, home textiles, function,

sport or casual clothing, the PSI textile suppliers carry fashionable, promotionally effective outfits for every purpose. Year after year, distributors find surprises in their suppliers' product ranges, with more and more appreciation for themes and nich-

es. It seems as if even the classic T-shirt is being reinvented over and over again: materials, colours, finishing, fashioning, cuts – the manufacturers are masters of playing like virtuosos on the keyboard of fashion and design. They skilfully adapt



current fashion and textile trends to the needs of the promotional products industry, which only looks this modern, upbeat, and chic in a few areas besides the textile sector.

HALL 10 AS FASHION CENTRE

The fashion centre of the PSI will once again be Hall 10. The stands of the TEXTILE AREA will be grouped around the PSI CATWALK on a clearly structured, again expanded area together with the adjacent Textile Finishing Area. In this area, everything will revolve around textiles, which are the most interesting product segments for half of all PSI visitors. Specific information and consulting, demonstrations of various finishing methods, and all kinds of new fashion products will be on offer at the PSI 2016 for visitors interested in promotional textiles tailored to their needs. Thus even visitor target groups such as textile printers and finishers of all kinds will be particularly addressed. There is no promotional products trade show in Europe where distributors will find more textiles than at the PSI.

ATTRACTIVE: THE TEXTILE AREA

The branded TEXTILE AREA – not too big, easily affordable stands, and hugely attention grabbing – will offer smaller, clever, trendy new companies in the textile sector an opportunity to show themselves in the best possible light. More and more exhibitors have started making use of this form of presentation, which is very well received by visitors. Last year, the stands in the textile area were already a highly frequented attraction in Hall 10, and there are going to be a great many fashionable innovations on display here at the PSI 2016, as well.

SHOW-TIME ON THE PSI CATWALK

The absolute highlight will again be the PSI CATWALK. The performances on view here will impressively show the close proximity between fashion, lifestyle, and promotional products – a connection that is going to be especially emphasized by the concept, which has now been even more thoroughly honed. One thing is certain: fashion and accessories will be shown in extremely creative ways on the catwalk. The glamorous pre-

sentation shows on the CATWALK, with professional models, unusual choreographies, and groovy music, are not only the most effective, but also the most entertaining way to provide information on textile advertising trends. You should be sure not to miss the live acts showing off the products of twenty textile suppliers. There will be four presentations on Wednesday and Thursday, and three on Friday. You can find the exact times at www.psi-messe.com/catwalk.



Laurent Ostrowsky, SOL'S

“At the PSI we can meet new customers and show them what we are capable of offering.”

The PSI is an international event and therefore it is only logical that SOL'S should participate. Our company is a major global exporter headquartered in France and that is why a trade show like PSI is very important to us. At the PSI we can meet new customers and show them what we are capable of offering. We also use the PSI as a valuable contact platform. At the

stand we will be presenting our new amazing 2016 collection with a wide range of innovative products for various uses. Visitors can experience the quality and variety of our range live. We will be providing information about our involvement in the areas of quality management and sustainability: SOL'S is a member of the Sustainable Apparel Coalition (SAC) as well as the Fair Wear Foundation, and is ISO 9001:2008 certified. We thus document our sense of responsibility associated with our business activities. At this point I would like to quote the founder and CEO of SOL'S, Alain Milgrom: „SOL'S and the people behind this brand have been ethically and socially committed for more than 15 years. These values are an important part of the DNA of SOL'S and the expression of a corporate culture that distributors and consumers can trust.“ With this in mind, we invite all customers and interested persons to our stand at the PSI 2016.



FINISHING:**THE TEXTILE FINISHING AREA**

Textiles are not promotional products until the appropriate finishing turns them into advertising vehicles. That is why promotional product consultants also have to be familiar with finishing techniques and know where to find their cooperation partners or the necessary equipment. This makes the PSI 2015 especially easy for the visitor, since the TEXTILE FINISHING AREA is an exhibition space created expressly for textile finishing right in the textile area. Thus Hall 10 brings together in one space what belongs together as regards subject matter. Charlie Taublieb's popular, informative textile printing demonstrations are also to be found here. Bringing together textiles and finishing in Hall 10 means that visitors have less distance to cover and can derive the most benefit from the trade show.

EXPERIENCE THE FEEL OF TEXTILES

As our textile exhibitors keep saying, the trade show presence is a hugely important marketing instrument for textile suppliers, since this is where touch plays a special part. The wide variety of fabrics and materials not only needs to be seen but also "felt". The look of a product is not the only decisive parameter, but also the feel left by the material. Not until you have a piece of clothing in your hand can you reliably judge its quality and wearing properties, making the decision on its suitability for a particular purpose easier. That there is no substitute for personal consulting and the presentation of new products is proven by the increasing interest of visitors in the textile market. Anyone looking for fashionable textiles will also find them outside the zone around the CATWALK, of course. The stands of a total of 83 regular and new textile exhibitors are not only located in Hall 10, but also in the other halls. At the time of printing in mid-October, 17 per cent of the exhibitors so far scheduled had textiles in their portfolios. Some of them even showed us what they have to offer at the trade show.

**Astrid Nasse, SNAP Sportswear**

"We will be presenting a concise overview of our services and products at the stand."

**Kirsten Dreyer, ABER textil+design**

"The PSI is a central platform for us to meet a large number of distributors."

ABER textil+design believes it is important to exhibit products right beside the catwalk in the Textile Area in order to demonstrate our expertise here in textile advertising. We have introduced socks, sneakers & Co. in the promotional products industry and would like to present them to a large group of prospective

We will be celebrating our 25th anniversary in 2016 and would like to continue to be present in the market. For this reason, we are taking the opportunity to exhibit at the joint stand of the A&O team. Here we can maintain contact with our distributors and outline our capabilities in the area of textiles and finishing. As a result of the mixture of exhibitors at the joint stand, we can also target customers who are not primarily interested in textiles and would not visit us at a separate stand. We will be presenting a concise overview of our services and products at the stand.

buyers. Our creative, eye-catching designs convey the current trend towards coloured, cheerful socks and sneakers in the world of representational advertising. Design and production in Germany, Ökotex-certified materials and the possibility of small quantities – these are just some of our strengths. The PSI is a central platform for us to meet a large number of promotional product consultants and get them excited about our new product. At the stand, we present convincing examples of "advertising wherever one goes" and show how close the conception and the finished product are at ABER textil+design: In addition to the conception, we can immediately create the programs for the production machines. Thus, there are no undesired interpretations. Naturally, as a participant of PSI FIRST we introduce our product premieres. In addition, visitors can participate in a prize draw for specially designed footwear for their entire team.



EXHIBITORS IN THE TEXTILE AREA

ABER textil+design
 customjackets
 DRESSCUE GmbH
 Garland Bridge (Europe) Ltd t/a Moon Corporate Wear
 Haider Marketing
 MALGRADO fashion & promotion GmbH
 Oehmingen GmbH
 OLÉ SPORTS
 Passion Coton SARL
 Printfield Sp. z.o.o.
 Proud Brands GmbH
 ROBA & ROBA d.o.o. Ltd.
 Sport Böckmann Ihr Partner für Sport und Freizeit
 Worldtex Buchholz GmbH



Rita Wilke, Maica

“At our stand we will be presenting our products in a professional and informative manner.”

The PSI is an excellent platform for Maica to present our company and our innovative products. The most important thing is personal contact: We can advise customers on the spot and take their individual needs into account. Of course, we will be presenting our products in a professional and informative manner. We will be exhibiting at the joint stand of the participants of the A&O Adventstour. Owing to the variety of participating exhibitors, the stand will be colourful and varied, and therefore also interesting for the customer.



Thomas Karlowsky, Karlowsky Fashion

“Our presence at the PSI trade show gives us the opportunity to present our product range haptically at the stand.”

We offer trade show visitors a completely well-balanced “from head to toe” assortment for the catering and promotional product trades and are thus an important contact partner for the industry. As a textile specialist for the catering

trade and the promotional products sector, our presence at the PSI trade show gives us the opportunity to present our product range haptically at the stand. It is important for our customers to be able to convince themselves first-hand of the colours, styles and the high quality of our products developed in Germany. Karlowsky Fashion stands for quality catering clothing which always meets the high demands of customers in terms of cut and fit, and is also always up to date and creates trends. The large following of Karlowsky Fashion are always surprised by the new products from the Rock Chef Collection, as well as by entirely new product lines. With “Diamond Cut”, the trade show visitors can currently experience the latest and most noble line of Karlowsky Fashion: These products have been designed for award-winning cuisine professionals and enthuse the scene.

EXHIBITORS PRESENTING THEIR COLLECTIONS ON THE PSI CATWALK

BD Group d.o.o. Custom Jackets
 DRESSCUE GmbH
 Falk & Ross Group Europe GmbH
 Fifty Five OHG
 Gustav Daiber GmbH
 ID© REXHOLMA/S
 Karlowsky Fashion GmbH
 Lynka Sp. z.o.o.
 MALGRADO fashion & promotion GmbH
 Matterhorn Sverige AB
 PF Concept Deutschland GmbH
 Printfield Sp. z.o.o.
 Sport Böckmann - Ihr Partner für Sport und Freizeit
 Tee Jays A/S
 TH CLOTHES - Organizações Biscana, Lda.

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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 promotional products are the missing piece of your marketing jigsaw.”



Lorne Spranz

Spranz

Designer products without the designer mark-up! Maximum quality at minimum prices. For us this is a matter of course. All that counts for us is providing exclusive, innovative and sophisticated advertising media which offer maximum utility value – and help our customers get their message across to the relevant target groups.

21



***“Colour your coffee
– Quality you can see
and feel.”***

die becherfabrik

Custom-printed paper and ceramic mugs for hot and cold drinks, and food. No more uninspiring standard designs. There's practically no limit to the creative possibilities – neither for the mugs themselves nor the printing. Colour your coffee!



Stephanie Azizi

22



***“WE ARE sweet
advertising! And not
just because it's part
of our name ...”***



Fritz Haasen

Kalfany Süße Werbung

We offer top quality service and innovative advertising ideas – with strong brands and products from our own certified production. Appealing to all the senses, while caring for people and the environment.

23



***“What is
Dragon Gifts?
It is endless
discovery!”***

Dragon Gifts

We aim to turn our valued customers into life-time customers. And we are proud to announce that we're enjoying great success thanks to our excellent goods quality, our precision and our high-end service. And thanks to our wide range of up-to-date bestsellers and low prices. You're always welcome!



Albina Pen

24



***“Brilliant
design on a par
with excellent
workmanship –
welcome to
Promo-House.”***



Tadeusz Łukasik

Promo-House

All good things come in threes: quality, selection, product. We guarantee the highest quality on each stage of the process. Our stock consists of a large collection of silk and polyester ties and scarves in the most fashionable designs. Customers who appreciate elegance and prestige will love our products.

25



"The world is on the move. DELSEY is on hand to help with innovative products."

DELSEY

DELSEY stands for creative ideas. It adapts itself, continually reinvents itself and yet remains true to itself – these are the factors that set DELSEY apart and make it so unique. It redefines luggage through its solid expertise and distinctive design – combining form and function with French flair.



Tobias Lange

26



***"Many brands, but
one face – that's WIL
Langenberg!"***



Gunther Langenberg

WIL Langenberg

Natural or offset bags, felt or truck-tarpaulin bags, city umbrellas or round cord polyester lanyards, stylish USB collections or potent power banks, trendy chronographs or eye-catching eyewear? Questions upon questions, but always the same answer: WIL Langenberg. The home of ideas.

27



***"In 2016
our customers
can expect a host of
exciting services."***

PF Concept International

PF Concept strives to be the multi-specialist partner of choice for all your promotional solutions. We offer thousands of promotional items and an extensive range of apparel to satisfy every marketing requirement. 2016 will be another exciting year for us with multiple services to be revealed that support your success.



Ralf Oster

28



***“PLAYGRND is
the playground
for innovations with
a genuine wow
factor.”***



Mathias Menzel

PLAYGRND Labs

PLAYGRND Labs features tomorrow's ideas – today. Because we have the professionals who stay ahead of the game with their innovative ideas. As branding experts, we put ourselves in our customers' shoes to offer them creative products which keep them one step ahead of the competition.

29



***“Passion and
experience are our
secret to success!”***

Maximex Import-Export

It all started over 20 years ago with lanyards, pins and magnets. We’ve long since extended our expertise to other product groups and gradually expanded the business. We’re particularly interested in the unusual. Which is why Maximex imports custom-built promotional products – exclusively for the promotional product trade.



Franjka Pleša

30



COMMUNICATION AND LIFESTYLE

SMART MESSAGES

The first product section of this issue is devoted to products from the fields of (mobile) communication and lifestyle. Both are segments in which appropriate (promotional) products enjoy a high awareness and therefore we will examine them in detail below.

Good promotional products are mainly distinguished by their capability to communicate. The logo or message of the advertising company thus increases the effective radius when motion comes into play. On the following pages, we have compiled a selection of such mobile and communicational promotional products that fit perfectly into today's age of digital communication. We have combined these products with other (useful as well as attractive) promotion ideas that fall into the area of lifestyle. The term refers to a certain kind of art of living which is characterised by an orientation towards stylish enjoyment and joie de vivre. From a sociological perspective, lifestyle is particularly targeted or even created by advertising. Lifestyle is an important economic factor that ensures consumption and therefore growth. It changes, for example, depending on fashion (in the clothing sector, as in many other areas) and is connected with associations of "stylish". And the new products compiled here are "stylish" in the best sense.





A TREASURE WITH LOTS OF POWER

The new powerbank from Vim Solution will thrill people with its golden design. The current battery level is displayed by four LEDs. Moreover, the powerbank also offers you space for adding special finishing with expressive messages. It is a real eye-catcher with its special gold bar shape and shiny gold surface, and will elegantly highlight any personalised message desired.

PSI 47555 • Vim Solution GmbH • Tel +49 7661 90949200
vertrieb@vim-solution.com • www.trader.vim-solution.com



TAILOR-MADE TIES AND SCARVES

Perfect quality and a special customer design are the special characteristics that Tailor Ties promises its customers. Logos, special company colours and any other special wishes can be incorporated into the ties or scarves by the company's designers either subtly or boldly. And of course, they won't ignore the latest style trends. When combined with premium quality, these accessories for women and men are turned into real eye-catchers by Tailor Ties, which is one of the leading suppliers of custom-made ties and scarves.

PSI 41941 • Tailor Ties • Tel +31 252 756190
info@TailorTies.com • www.TailorTies.com

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THE MULTIFUNCTIONAL “FRITZ”

Many people have already chosen and configured their new dream car while at this year's International Automobile Exhibition (IAA) in Frankfurt. Now the only things missing are the innovative accessories for the interior design of the car. With its Fritz Cockpit Manager, Koziol is not only giving them a practical organiser, but is also providing them with a visually striking eye-catcher for any road trip. People's hands can be kept on the wheel since Fritz will take care of all the rest. This multi-functional tool will hold in place all of the favourite and important things that people want to keep in sight and at hand while in the car. Smartphones, glasses, change, car park tickets, shopping lists, pens and even snacks will all be organised in one place here. What is more, a mobile phone cable can even be neatly arranged. All of these features turn Fritz into a comfortable and multi-functional recharging station.

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

GRAND FINISHING FOR A SMALL COVER

Over 45 million people use a smartphone in Germany alone – a trend that is rising. For this reason, covers for technical devices such as smartphones and tablets are ideal promotional products to use. Halfar is offering solutions with beautiful designs and premium workmanship in its collection of felt covers. The bag experts at Halfar rely on production in Europe, or to be even more precise, at their own production facilities in Bielefeld. This is what Halfar's “assembled in Europe” stamp stands for. The felt cuts are finished according to the customer's wishes by embroidery, laser engraving, or if the customer wishes, by advertising labels. The cuts are sewn together once the finishing process has been completed. This enables Halfar to use a maximum amount of space for logos. The high-quality properties of the felt covers are really underscored again by this finishing method. For smartphones, the smartphone cover model made out of felt called Module 1L features an open top and is available in anthracite grey; with this model, a small part of the phone decoratively sticks out of the cover so that the phone is always within easy reach. There is also another smartphone cover for sale called the Module 2 L, which comes with a strap. Additionally, the tablet cover Module 2 also features the same Velcro strap, which prevents devices from slipping out of the cover. A special highlight of these straps is that they are each set off in a contrasting colour. Halfar uses synthetic felt for the covers which has been tested for hazardous substances and is guaranteed PVC-free.

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



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WRITING WITH ENERGY RESERVE

The company Dragon came up with the idea of creating a writing instrument optimised with useful features, namely the Pen powerbank. The main special characteristic of this stylish writing instrument is its functionality. At the same time, it also serves as an energy reserve, which is ready to step in whenever power is needed for a mobile phone or tablet. Then, the tiny but powerful 800 milliampere battery is ready to help out. A company logo can be placed on Pen's surface by means of laser engraving, pad printing or screen printing.

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

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



A BEER KEG MADE TO ORDER

Beer is one of the most popular drinks in the world and one of the most effective drinks when it comes to communicating advertising. Thus it stands to reason that it is a great way to market your company as a promotional product, tradeshow giveaway, or incentive for good customers. The Westerwald Brauerei brewery in Hachenburg, Germany offers many different ways to create promotional products related to beer that will catch people's attention and set your company apart from others. The 5 litre beer keg can be made with a personal customer design for a minimum order of 500 units. The keg is finished using high-quality, direct, and all-over offset printing, and offers you a huge advertising space for any brand. The kegs can contain fresh local Hachenburg beer for batches starting from 50 units, which gives you the option of ordering partial quantities. The kegs do not require a deposit for recycling purposes and come with an integrated tap. Things can't get any more practical than this. Various types of Hachenburg beer are available for selection, including Pilsner, wheat beer and several different alcohol-free beer varieties. A special keg with a football design will also be available in honour of the European Championship which can even be ordered in small quantities. The company also has other incentives and promotional products for sale. Westerwald Brauerei would be happy to send informational brochures about its products upon request.

PSI 49362 • Westerwald – Brauerei H. Schneider GmbH & Co. KG

Tel +49 2662 808-37

s.schorge@hachenburger.de • www.hachenburger.de

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WINTER PROMOTION

The "Utrecht" set, consisting of a hat and a pair of gloves (polyester), is excellently suited to promoting during the cold season. The special feature is that supplier Easy Gifts is able to finish gloves and hat in digital printing. There are therefore no limits to (promotional) ideas, as this way every motif can be realised on either the hat or the gloves. The print price offered by Easy Gifts indicates single-sided printing on either the hat or the gloves. If finishing is required on both, print costs are simply doubled. The set comes individually packaged in a poly bag.

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



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ELEGANT AND WELL-DESIGNED

Fusion is the name for the laptop bag in which a lot of different things can be “fused” with each other. In principle, “Fusion” manages to combine a high-quality and low-key design with several surprising features. It also gallantly brings together two different materials and colours. High-quality black polyester meets elegant grey structured fabric. It has a classic exterior design which complements the pleasant angular handles. The interior of the bag will surprise you even more with its wide array of special features, which include a cushioned interior with an extra compartment for holding 15 inch notebooks, an organiser for keys, pens, etc., a zipper pocket on the front, and a flat slip compartment on the back. Even with all of these “extras”, the bag is still narrow and compact – unless you need more space. If this is the case, then the interior can be expanded using an extra zipper. When expanded, it reveals a wonderful extra strip of the grey structured fabric. Halfar can finish this variable-sized bag with a personal message or logo by means of printing or embroidery so that it can be used as a promotional product or an award.

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



PROTECTIVE AND PROMOTIONAL CASES

The Arpe manufactory has made a name for itself as a manufacturer of promotional products made of microfibers and is now presenting its new Slif cases. These cases have been specifically designed for the technology and mobile communications sector. They clean, prevent scratches and other damage, and protect smartphones and tablets thanks to their padded interior lining. Thanks to digital printing on both the inside and outside, they are completely customisable promotional products. All types of design, logo, advertising message, corporate image, etc. can be applied. The minimum order quantity is 250 units. The cases are washable and available in different sizes, customisable for all mobile and tablet models.

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



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CONTROLLED MOVEMENT

The new Fit-Pro step-counter from the company Kasper & Richter features easily configurable functions and is equipped with ultra-modern 3D sensor technology. Training time and time of day, calories consumed plus kilometres run can be read off easily and swiftly in the illuminated display. At the same time the data are automatically stored for seven days. The device can be conveniently transported in trouser, shirt or jacket pocket as well as on lanyard, neck chain and key bunch. The printing of a promotional slogan on the front or rear side turns this modern step-counter into a custom gift. Delivery is performed in a neutral cardboard box.

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

DATA PROTECTOR

Secure protection for netbooks/tablet PCs when travelling is offered by the trendy Truckz Net from Trendbagz. It is produced out of tarpaulin and has enough space for every notebook up to 11 inches and is likewise suitable for tablet PCs, which are accommodated in an extra compartment. The wear-resistant material protects the netbook/tablet PC and offers an optimum promotional surface which can be optionally finished by screen printing or embroidery. Like the majority of the bags from Trendbagz GmbH, the Truckz Net is available at short notice ex-warehouse. Further information can be found on the company's website.

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



AN EXCLUSIVE WINE BOX

Yink has a suggestion for anyone who is looking for an exclusive lifestyle gift for his best customers: how about a high-quality set for wine lovers, which includes a stylish box, an elegant bottle stopper and a practical waiter's knife? The wine box is completely made out of wood and is furnished with metal fastenings and hinges. The accessories are inserted in protective foam on the inside of the cover. Yink finishes the product by placing a company name or advertising message on a logo plate located on the front side of the box with the help of precise laser engraving. This creates a one-of-a-kind promotional product, which can also be given to people inside optional gift wrapping. This box set is guaranteed to leave your customers with a good and long-lasting impression. (The bottle of wine is not included.)

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





EUROPEAN FOOTBALL IN FOCUS

In honour of the upcoming special event of the European Championship 2016, Rastal has put together football concepts which can communicate powerful personalised messages. The matching fan merchandise made out of glass and porcelain give Rastal's customers many ways in which they can score points with numerous fans using an advertising message. After all, snacks and drinks are a "must" at any football party. More often than not, viewers like drinking a nice cool beer at kick-off time. For this reason, beverage containers offer companies an ideal opportunity to get advertising messages directly across to customers. The football promotional glass called Champion proves that it is a really great striker. With its modern and dynamic design and a ball relief on the bottom, which also functions as a cooling base, this glass "cup" will also impress people with its functional use. The ample space for decoration makes it possible to use it as a means of effective branding during promotional campaigns, and the football element guarantees that it will be stable enough for every day practical use. The wide array of finishing techniques available makes it possible to realise unusual decorative designs and turn plain coffee mugs and glasses into offbeat football-related merchandise. Take for example the inscribable European Championship cup: fans can guess the final score themselves and write it on their mug with any water-soluble, commercially-available coloured pencil during coffee breaks or at half-time. Moreover, it is an ideal promotional product that offers plenty of space for a free design. Also for sale are the glasses with decorative pasted gems, which are especially interesting for female fans. For the decoration, Rastal suggests showing the European Championship venues on the front side of the glass using "Strass" gemstones. Detailed information about the venues and stadiums can be read in condensed form on the reverse side thanks to the QR code decor. Other decorative variations related to the European Championship are available for the products, such as lottery scratch-off decor, decor that changes according to the temperature, and transparent decor. These are all sure to generate a great deal of attention.

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

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



FINDE DEINEN STEEL

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MATERIALLY EXCLUSIVE

Tie Solution, an internationally active manufacturer of high-quality accessories such as ties, scarves and pashminas, is a new member of the PSI network. Amid a multitude of different embroidered, knitted and woven goods the company also presents elegantly finished VIP gifts such as, for example, a woven satin silk scarf with integrated hockey-player design as well as a matching seven-fold tie. The scarf's material consists of an 18-momme satin silk with a hand-sewn seam and a woven label bearing the customer's design. The seven-fold luxury tie does not, as is commonly the case, have a cotton or acetate lining. In this case, the tie's fabric folds provide shape and stability. As a result of the elaborate working and higher material costs it may be more expensive than other ties, but for the connoisseur it is the best tie for tying. With this special finished piece the promoting customer – in this case the International Hockey Federation – is very elegantly embodied. These exclusive gifts are fittingly rounded off with specially harmonised packaging.

PSI 49646 • Tie Solution GmbH • Tel +49 641 35099680

sales@tiesolution.de • www.tiesolution.de

HAVING FUN WHILE FLYING

The Skip3D quadcopter from the supplier Jamara gives you limitless ways to have fun while flying this device. At the touch of a button, this model can fly backwards and can quickly change direction from flying forward to backwards in no time. The control commands are simplified automatically. This means that Skip3D is unique in that it does almost all of the thinking for the pilot so he doesn't have to rethink how to use the transmitter anymore. Even landing upside down and re-starting the device are no longer problematic. This model can do flips in all directions – there are no limits! What is more, this quadcopter can even quickly turn on its own axis, which makes it possible to depict special artistic figures. Jamara would be happy to give you more information about this product's other clever details. The Skip3D quadcopter also comes with a remote control, a flight battery, spare rotor blades, a USB recharging cable, an alternative joystick and an instruction manual.

PSI 47696 • Jamara e.K. • Tel +49 756594120

e.gropper@jamara.com • www.jamara.com



RESERVE POWER FROM A SOUND-BOX

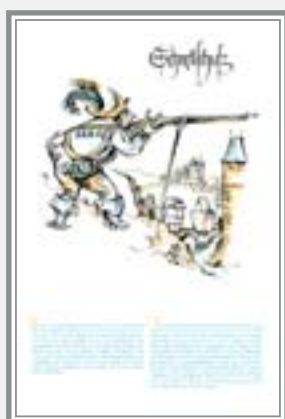
According to the supplier, the new Bluetooth loudspeaker called Sound'n'Charge from Spranz is a brilliant and compact combination, which features the powerful original Bluetooth sound (licensed) and a reliable safety powerbank for mobile phones and other devices. It has a 2200 milliampere lithium ion battery, a safety circuit breaker and intelligent overcharging and undercharging protection. The device is delivered with a USB cable inside a design box.

PSI 41462 • Spranz GmbH • Tel +49 261 984880

info@spranz.de • www.spranz.de

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BRAND MEETS MODERN TRENDS

Limited editions are something for aficionados and individualists. The company Parker has again come up with an interesting creation among its latest products. The special set “Parker Urban Premium” is presented as a high-quality product in elegant packaging. The modern and elegantly equipped ballpoint pen called Youngster serves as the basis for personalised pens and can come in eight different colours and with different finished surfaces. In combination with a handy leather case and a representative gift box, it makes for a classy and very communication-enhancing present for employees or customers. The small gimmicks and the optional strap or magnetic fastener for opening the box underscore its real value. What is more, specially selected finishing techniques are used for adding the perfect last touches. An advertising message can be individually highlighted according to the customer’s wishes using either laser engraving or pad printing.

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



TIMELESS ELEGANCE

The Winner model from Planet Schreibgeräte GmbH will impress people both with its high-quality as well as the numerous options available for placing advertising on it. The shaft is completely made out of brushed stainless steel. The printer, clip and tip are made out of chromed metal. The writing instrument is equipped with a high-quality, giant metal refill which contains German Dokumental ink and features writing performance of at least 5,000 metres. Brand messages can be professionally highlighted in a communication-enhancing way by using laser engraving, etching or printing.

PSI 41394 • Planet Schreibgeräte GmbH • Tel +49 6201 845010
info@planetwriting.com • www.planetwriting.com

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TOP PRODUCT TOPICS IN PSI JOURNAL

What are you waiting for? Let everyone know about the new products you'll showcase at PSI 2016 in January.

Issue

01

2016

NEW PRODUCTS AT PSI 2016

Copy deadline: 6.11.2015
Deadline for ads: 16.11.2015

Issue

02

2016

**FAN MERCHANDISE, SPORTS AND LEISURE and
CALENDARS, CLOCKS, MEASURING INSTRUMENTS**

Copy deadline: 16.12.2015
Deadline for ads: 5.1.2016

Issue

03

2016

**FASHION, CAPS AND ACCESSORIES
and BAGS, LUGGAGE AND TRAVEL**

Copy deadline: 15.1.2016
Deadline for ads: 5.2.2016

Issue

04

2016

**WRITING INSTRUMENTS AND OFFICE and
SUSTAINABLE AND CERTIFIED PRODUCTS**

Copy deadline: 19.2.2016
Deadline for ads: 4.3.2016



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

PSI



IN ITALIAN STYLE

Bühring is exhibiting a novelty in the shape of the “Stand-Up” tablet cover, in Italian-style sophisticated, glossy full Padova leather. Other leather types and colours are likewise possible. The cover, with inlets for charging cable, camera and loudspeaker, for example, offers the device protection and is able to function as a stand. For use, the upper cover can be folded over and secured on the back. The product is realised on a project-related basis at the size and with the features desired by the customer. Bühring’s Indian supplier is certified to SA 8000. A tasteful promotional message is recommended by the supplier in the form of blind embossing. Metal emblems with laser engraving are also possible from runs of 1,000 pieces. The delivery period for this special production is approx. 5 to 7 weeks at smaller quantities after pattern and logo approval, depending on quantity and colour availability.

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

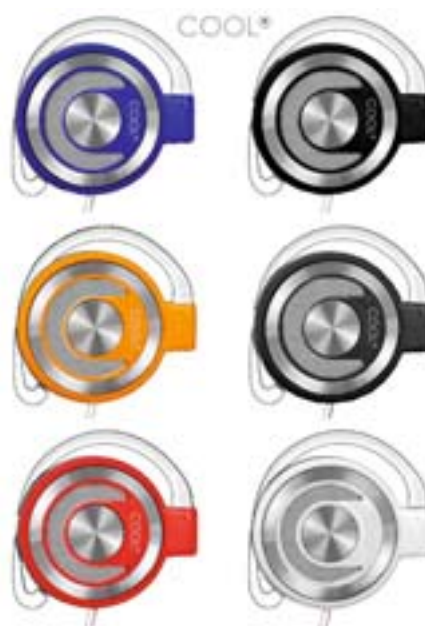
Vertrieb@Buehring-Shop.com • www.buehring-shop.com

COOL VIBES FOR SPORTS PEOPLE

Krüger & Gregoriades offers the new Cool vibes HD sports headphones with microphone for today’s active generation. A new ergonomically adapted headband which pleasantly nestles behind the ear ensures greatly enhanced carrying comfort. Highs and midtones are now emitted even more brilliantly and an improved bass resonance ensures non-distorted listening pleasure while exercising. Crystal-clear, high-resolution hi-fi sound with enormous bass reserves is promised by the supplier. A cable length of 120 centimetres and a built-in microphone with adapter for a headset function enable customised use. It is delivered to the recipient packaged in a gift box with Euro perforation, optionally in the colours blue, black, orange, grey, red or white.

PSI 47203 • Krüger & Gregoriades Im- + Export GmbH

Tel +49 40 73102180 • aliki@aliki.de • www.aliki.de



ILLUMINATING (PROMOTIONAL) POWER

When the currently most sought-after promotional message bearers are combined with luminescent logos, products make a headline-grabbing impact. An illuminated logo surface is built into the stylish powerbank from micx-media, yet the handy powerbank stands out alone, providing as it does up to 3,500 mh/a energy output to both smartphones and iPhones as well as tablets and iPads. This new high-quality promotional tool thus perfectly complements the varied micx-media product range of powerbanks and chargers. Information on custom branding and logo advice is gladly provided by micx-media in concept directly or live at the upcoming PSI in Hall 11, stand H 23.

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

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





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SELFIES BY REMOTE CONTROL

With the Bluetooth shutter release button "Clik" from Inspirion, the selfie is no longer left to chance. The shutter release button works within a range of about 10 meters and can be easily and accurately operated at the touch of a button. The smartphone must be set to Bluetooth to ensure a successful connection. Thanks to Clik, selfie fans can wait until the cloud has passed in front of the sun before they press the button at the right moment. The remote shutter release in miniature format is suitable for smartphones with iOS and Android operating systems and supports various photo apps. In addition, the Bluetooth remote control is supplied with a silicone cover that can be comfortably attached to a selfie telescopic rod.

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

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



A LONG USE-LIFE

Mousepads make working with a mouse easier, and at the same time, they serve as a soft pad for your hands. There is probably no other product that is used and appreciated more often on a daily basis. This also makes the mousepad a useful promotional medium to use. Additionally, pads for counter tops are often used to protect furnishings during product presentations or in the delivery area where goods are handed over to customers. The company Eichner can make both products come in any special shapes, sizes and colours requested. Nearly any advertising message desired can be created using the screen printing technique. The use of high-quality materials guarantees high slip resistance and a long use-life. More details are available directly from the company.

PSI 49266 • Eichner Organisation GmbH & Co. KG • Tel +49 9561 2707-0

info@eichner-org.de • www.eichner-org.com

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www.knirps.com



ELECTRICAL LOGO POWER

Now things are really getting personalised: Spranz is now offering customers an inexpensive way to use their own logo, custom-made symbol or lettering on a mobile phone recharging device. According to the supplier's information, this product has a quick delivery time and requires low initial costs. The supplier indicates a minimum order of 3,000 units is required. The device is delivered inside a design box and includes a solid base with a capacity of 2,000 to 2,200 milli-ampere, up to 1 ampere of output, a safety circuit breaker for protection, and a micro USB cable. The company from Koblenz specialises in designer products without charging a premium for the designs. More products related to this topic or to a wide array of other topics are featured in the latest Spranz Collection.

PSI 41462 • Spranz GmbH • Tel +49 261 984880

info@spranz.de • www.spranz.de

A GUARANTEED CUDDLE-FACTOR

The "Home" blanket from Kundenpflege Wellness & Care is a stylish, airy and light blanket, which is very cosy and soft. It is made out of 20 per cent nylon, 20 per cent polyester, 20 per cent wool and 40 per cent acrylic. Its trendy taupe colour and stylish fringed edge make it a great accessory for any room in your house. The person who gives it as a present is guaranteed to be remembered "warmly" for a long time. Other blankets, innovative wellness-sets and giveaways can be seen on the company's website.

PSI 46887 • Kundenpflege Wellness & Care GmbH & Co. KG

Tel +49 6541 812950 • info@kunden-pflege.de • www.kunden-pflege.de



TWO-IN-ONE FOR YOUR LISTENING PLEASURE

The Colorade powerbank from KMS Kafitz Medienservice gives users two smart features in one product. This trendy powerbank functions both as a portable recharging station and as a loudspeaker. You can even put your smartphone inside the practical holder of this multi-talented product. The large spaces on the sides of the cool power towers are simply ideal for personalising the product with printing or laser engraving. Thus the party can get started and customers of any age will be given fond memories of your company along the way.

PSI 48108 • KMS Kafitz Medienservice • Tel +49 2234 99080

rk@kms.eu • www.kms.eu



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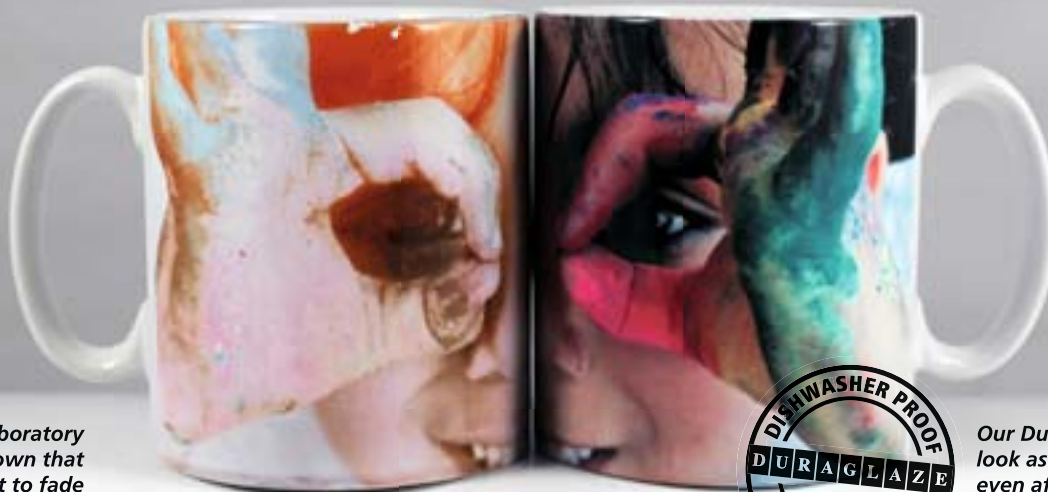
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LISTAWOOD
PROMOTIONAL PRODUCTS

GOLDSTAR EUROPE

INVESTMENTS IN HEAVY METAL

Goldstar, European promotional products supplier, has invested heavily to become the home to Europe's highest number of state-of-the-art laser imprinting machines. According to Colin Loughran, General Manager of Goldstar Europe: "To keep up with



The Goldstar Ireland production facility.

phenomenal demand for our unique metal pen range we've recently received delivery of an additional 21 bespoke laser machines, bringing our total to 42 in-house machines servicing Europe and an incredible 80 in total throughout the rest of the world." Speaking from the vast, 120,000 square foot production facility in Goldstar's European Head Office in Ireland, Colin added: "The addition of 21 best-in-class laser machines allows Goldstar to achieve even greater economies of scale through rapid decoration

speed, economies which will mean even better-value and unbeatable turnaround times for our distribution partners. We now have the largest laser capacity in Europe by far, and we're particularly excited with the fantastic quality laser imprinting finish we're achieving on some of our newer lines such as our popular soft-touch, rubberised metal range." Goldstar is part of the National Pen Group, who, when combined, decorate over 75 million promotional products per annum in Ireland and according to Colin "Goldstar's intention is to become the number one choice metal pen supplier to the Trade, not only in Europe but right across the world." More information: Chia DuViviers at +44 (0) 777 156 0018. www.goldstar-europe.com.

PF CONCEPT

A NEW ADDITION TO THE SALES TEAM



Andreas Maier

Since the beginning of June 2015, Andreas Maier has been a new member of the field sales force at PF Concept Deutschland. Maier has assumed responsibility for customer relations in southern Germany at the multi-specialists for promotional products. He brings with him over 15 years of experience in the industry, primarily in the B2B business segment for haptic advertising, and has many years of experience with reseller connections. In his last position Maier was a representative of several brand-name manufacturers for southern Germany and Austria. Maier states, "I look forward to establishing a good and intensive collaboration with all distributors and the professional team at PF Concept."

PF Concept offers a comprehensive product line with its four worlds – Bullet, Avenue, Label and World Source. Some of the company's strengths include having a specific portfolio, state-of-the-art finishing techniques, customized delivery services, marketing tools and fast printing processes. www.pfconcept.com

ASS ALTENBURGER

DOUBLE REINFORCEMENT IN SALES

ASS Altenburger is continuing its future-oriented approach this year. According to the Altenburg-based playing card company, „maintaining traditions and addressing the changing market conditions with innovation and entrepreneurial spirit



Tobias Eberlein



Sebastian Rieneckert

also means investing in qualified personnel". As of 1 September 2015, the some 160 employees in marketing, sales and production have received reinforcement from a new Key Account Manager in the areas of Promotional Services and Games Manufacturing Services. Tobias Eberlein, who will support the Promotional Services Department from now on, is a graduate in communications management and brings the desired expertise in the fields of licensing, product assortment sales as well as customer care and acquisition. „With its exciting portfolio, ASS Altenburger offers a range of possibilities to enthuse customers and to attract new ones. I am looking forward to the diverse array of projects and challenges," says Tobias Eberlein.

Sebastian Rieneckert can look back on many years of experience at one of the leading suppliers of paper-based packaging solutions. His expertise in the areas of packaging systems, material combinations and customer service make him the ideal choice for his new position at ASS Altenburger. www.spielkarten.com

GEIGER-NOTES AG

MANAGEMENT BOARD EXPANDED

Geiger-Notes AG, manufacturer of promotional calendars, sticky notes, notepads and print advertising materials and headquartered in Mainz-Kastel/Germany, has expanded its management board: Together with Jürgen Geiger and Marianne Marlow, Wolfgang Zeilmann will also be responsible for the company's fortunes in future as the Technical Director. He is responsible for the entire production division, at all locations, from printing to further



Wolfgang Zeilmann

processing, right through to goods logistics. A native Franconian, he has been working as the operations manager in Mainz-Kastel for the past 16 years. He was granted signing authority in 2003. In addition, he will be responsible for the plant in Schwäbisch Hall. „We want to further optimise the synergies between the production sites and create even shorter distances. For this reason, a central contact person is an essential step,“ says CEO Jürgen Geiger. Wolfgang Zeilmann started his professional career with an apprenticeship in mechanical engineering and has always paid attention to developing practical skills, combined with a passion for innovation and continual motivation to improve machines and, in particular, processes. www.geiger-notes.ag

OBITUARY

GERHARD FISCHER DECEASED

Gerhard Fischer (GF Werbemittel GmbH) died on 26 September 2015. With a pronounced sense of responsibility, a strong human charisma and enormous expertise, he successfully established and managed his company which he founded as a sole proprietorship under the name GF Kalender in 1996. 2006 saw the transformation of the company into a private limited company under the name GF Werbemittel. Another important step that set the course for the future was the first WWM Würzburg Werbemittel Messe (promotional product trade show) in 2012. With the death of Gerhard Fischer, the company has lost a respected human being and manager.



Gerhard Fischer

60 YEARS OF FARE SCHIRMWERK

JUBILATING COMPANY SUPPORTS CHILDREN

The Remscheid/Germany-based company FARE Schirmwerk is one of the top addresses for promotional umbrellas. When the company's 60th birthday this year was forthcoming, the managing director Volker Griesel wished to make „children's eyes light up“ rather than receive gifts. Volker Griesel feels very attached to his company's location. Therefore, he and his team decided to make a donation to a charity that it particularly committed to the local region. The right partner was quickly found: Salvatore Lerosé. For many years, the Lerosé Foundation supports projects to support children in Remscheid who are socially disadvantaged. A stately sum, that FARE rounded up to 20,000 euros, was donated to an account specifically set up for the anniversary donation. Salvatore Lerosé accepted the donation on 26 August in front of the company building. The support measures of the Lerosé Foundation mainly involve providing long-term help to children to develop their self-confidence and social skills in order to find their way in society. When Volker Griesel launched his plan, he had no idea how much the demand for such concepts would increase due to the influx of refugees. Meanwhile, the city of Remscheid is more than ever dependent on private initiatives that will help to mitigate emergency situations and to provide support and hope to severely traumatized boys and girls. For the FARE team and Volker Griesel, it confirmed in retrospect that they had made the right decision at the end of 2014. www.fare.de



Joy at receiving the donation in front of the FARE company building.

RASTAL ACQUIRES 3D PRINTER

DRAFT DESIGNS YOU CAN TOUCH

From now on, customers who have their exclusive glasses developed at the in-house design studio of Rastal GmbH in Höhr-Grenzhausen can see their designs as a three-dimensional model within a few hours and also test their haptics. The glass experts at Rastal have acquired a special 3D printer for this purpose. Using rapid prototyping, glass ideas can now be quickly and inexpensively printed as semi-transparent 3D models in original size. The printer operates according to the so-called SLA process and creates the workpiece using the photopolymer process. With every step, a laser moves over the starting material to create the desired shape. Within a few hours, a tangible model of the planned new glass shape is created, which until now could only be visualized as a 3D drawing on the screen. Rastal head designer Carsten Kehrein has dealt intensively with various possibilities of 3D design printing: "There are good reasons why 3D design printing currently receives so much attention. The ability to create components quickly and cost effectively in this way facilitates the product development process enormously and makes the strengths and functionalities of our designs even more transparent for our customers." www.rastal-promotion.com



Jakob Dück, Design-Studio Rastal (left) and Carsten Kehrein, Designer-in-Chief Rastal, take a look at a 3D design model.

MBW HELPS CHILDREN

TEN LITTLE CHRISTMAS ELVES ...

... want to do good. This year once again, the team of promotional product supplier mbw, based in the north of the Republic, are once again taking action in the cause of Christmas elves. This time, though, there is a surprise: the Wanderup Christmas Elves now come in pairs. For the tenth time, more than 10,000 visitors will be celebrating in the dedicated northern German town. For this occasion, mbw has now created Grandma and Grandpa elves. The elf is the mascot of the event and stands as a symbol of doing good. The cute figures will be handed out to anyone making a donation to the Children's Hospice Services in Flensburg and Schleswig-Holstein. For another thing, the "Wanderup Christmas Elves" symbolize gratitude and appreciation. Since the beginning of the elf campaign, the family enterprise has been donating a portion of the sales proceeds to various children's hospice services in order to support the often difficult, but always especially valuable work they do for society. Anyone who would like to help the "Elves" can contact mbw: www.mbw.sh



Now Grandma and Grandpa are also doing a "Secret Santa".



MAXIMEX

NEW CONTACT PERSON

Lisa Zeller has successfully completed her training at the company Maximex Import-Export GmbH. The recently graduated wholesale and foreign trade clerk has worked in all divisions of the company and thereby gained profound industry knowledge in addition to the content of her training. With immediate effect, customers can avail themselves of a further qualified contact person to provide customised products from Maximex. www.maximex.de



Lisa Zeller

PROMONOTES GMBH

PERSONNEL CHANGES

Katarzyna Tytkowska has been working at the German company PromoNotes GmbH in Ellerau since the company was founded. Initially intended as a "start-up support" for the new company, the Pole joined PromoNotes GmbH six months later. The bold step in a new home country has paid off. Katarzyna Tytkowska was promoted to team manager of the office in Ellerau after only one year. Managing director Gerrit Bruns: "From the outset, Ms Tytkowska has been a contact person for all employees due to her personal qualities and her courage to assume responsibility as well as her qualifications and expertise. The decision to appoint her as team leader was therefore a simple one for us and overdue. Ms Tytkowska and her entire team are looking forward to their new challenges." www.promonotes.de



Katarzyna Tytkowska

BPMA

50TH ANNIVERSARY

More than 100 party-goers defied a rain soaked day to celebrate as the British Promotional Merchandise Association (bpma) marked its 50th anniversary with a river cruise down the Thames. The bpma was founded by Samuel Raymond "Nobby" Clarke from Prestige Group following a visit to Chicago where he attended the National Premium Sales



Executives show and came away inspired to set-up a similar association in the UK. Founded as the British Premium Manufacturers Association at the Prestige Group headquarters in Holborn, London, the

name was changed when Bob Essery, sales manager at Arthur Price of England became chairman to British Promotional Merchandise Association to allow premium, travel, merchandise company's and others who did not manufacture in the UK to join. Chairman Matt Franks said: "50 years old and still going strong! It has been an honour and a pleasure to be involved with the bpma in this, our anniversary year and its fitting that we are marking the occasion by bringing together so many of our members to celebrate together." Gordon Glenister, director general of the bpma commented: "Hitting the 50 year milestone is an amazing achievement for any organisation especially given the changes in the promotional merchandise industry." www.bpma.co.uk

THE GERMAN SME SUMMIT

EMSA HONOURED AGAIN AS A TOP INNOVATOR

The company Emsa GmbH was recognised as one of the most innovative medium-sized companies in Germany at the German SME Summit held on 26 June in Essen. Mentor Ranga Yogeshwar honoured the company from Emsdetten, Germany with the prestigious "Top 100" official seal. Emsa had previously undergone a two-step scientific assessment. The company can now call itself a top innovator for the second time in a row. Emsa convinced the jurors of the "Top 100" particularly in the "Innovative Processes and Organisation" category, because this manufacturer of household and garden products completely reorganised its innovation process. Managing Director Günter Nosthoff explains: "We promote innovations at our company and have an open ear to every new idea. Not every suggestion has to be a technological leap, but it does have to have something special about it." The innovative spirit not only concerns the product itself, but it is also about the entire value-added chain. It is also important to

scrutinise current procedures and decades-old processes. According to Nosthoff, the innovation philosophy follows the motto: "Profit is the reward for being unique." The company's success has proved him right. Turnover at Emsa has increased by 90 per cent since 2006 and last year 66 per cent of the turnover came from products that are less than three years old. The family-run company founded in 1949 was already placed among the "Top 100" last year. The company has over 400 employees in Germany and is expected to increase its staff by more than 20 per cent over the next three years. Emsa's Managing Director, Günter Nosthoff, believes that the achievement of being included among the "Top 100" is very special indeed: "We consider being awarded with the "Top 100" seal as a reward for the team's performance in our company. But being innovative also means staying on the ball."

The "Top 100" seal is awarded on the basis of a two-step analysis, which has been developed by Prof. Dr. Nikolaus Franke and his team from the Department for Entrepreneurship and Innovation at the Vienna University of Economics and Business. The academic investigators looked at the innovation management and the innovation achievement of medium-sized companies while using more than 100 parameters in five different categories. In the end, it is the academic director who is alone responsible for deciding which company is awarded the "Top 100" seal. www.emsa.com



At the award ceremony for the "Top 100" seal: (from left) Georg Moenikes (Mayor of Emsdetten), Ranga Yogeshwar ("Top 100" mentor), Daniela Heisig (Marketing Director of Emsa) and Günter Nosthoff (Managing Director of Emsa)



GWW TREND 2015

NETWORKING AND INSPIRATION

It was the 28th edition of the promotional product trade show TREND. A truly traditional industry get-together, which also somehow celebrated a premiere. For the first time, the organizers were called the Gesamtverband der Werbeartikelwirtschaft e. V. (GWW) – German Promotional Products Association. What has remained is the time-tested principle of having a mixture of information, communication and entertainment.

The 11 and 12 September were the big days when the industry met for the TREND 2015. Under the motto “Continue growing together”, the GWW organized this traditional trade show for the first

time, at which 103 exhibitors presented their new products and trends for the year-end business. The somewhat different trade show character due to the rooms on the sixth floor of the Euromoda fashion busi-

ness centre in Neuss had an effect this year once again. The 450 visitors had an opportunity to maintain contact with their suppliers, as well as to get to know and gain inspiration from a number of new exhibitors with fresh ideas in several showrooms. Owing to the upcoming Christmas business, an idea or two at the TREND was also a bit more noticeable than products over the course of the year. Of course, though, visitors looking for a down-to-earth or long-lasting product also got their money's worth.

SOMETHING FOR EVERY TASTE

A large thematic spectrum was on offer for the promotional product distributors and consultants, including textiles and electronics, wellness and sports items, porcelain, stationery, cosmetics, sweets, delicacies, computer accessories and clocks. Even individual promotional products for babies



were on display at the TREND. The rather calm atmosphere of the trade show invited exhibitors and visitors to get into deep conversations with one another. And both sides benefited from this. Many exhibitors appeared to be quite satisfied with the results of the talks and visitors were able to enjoy some exclusive product presentations – and in the truest sense of the word: here a freshly made espresso, there a sweet seduction – the TREND once again appealed to all the senses of its visitors. The intent and purpose of an international network and the related advantages were presented by the PSI, which had a stand of its own.

NEW ORGANIZER – RECURRING QUESTIONS

After more than a quarter of a century, during which the TREND was organized by the erstwhile bwg, the baton, as well as the concept, passed to the new GWW in 2015. That the number of visitors was below the level of previous years at this premiere was a bit of bad news. At the same

time, however, the organizers were confronted with questions that had already been posed in the past. Following the TREND 2014, the then organizer bwg wondered out loud “whether the trade show would again be held in the Euromoda Center in Neuss in 2015, its 28th year, or if a new venue should perhaps be given a try.” That this year’s TREND went smoothly at the old location shows that the answer to the question once again came down in favour of tradition. The general criticism of the venue, as well as the duration of the promotional products trade show lasting two days, however, caused the GWW in its own words to “reconsider the circumstances for next year” after all. <



PRESENTATION OF PSI SUSTAINABILITY AWARDS

A TOUCH OF HOLLYWOOD

The evening event of TREND 2015 formed the festive setting for the presentation of the first PSI Sustainability Awards on 11th September. The sustainability prizes inaugurated by the PSI were awarded in a total of eight categories. The exclusive venue was the Classic Remise in Düsseldorf.

A breath of Hollywood wafted through the banquet hall of the Classic Remise, a landmarked and lovingly restored roundhouse from the early 1930s. The promotional product industry left a lasting impression at the place where historic and classic vehicles are presented and a 'permanent exhibition' of valuable vintage cars

is housed. In keeping with the inception by the prize initiator PSI, the awards serve as reliable proof of sustainability in the industry. The participating companies qualified through a large number of certificates submitted giving transparent proof of their economic, ecological and social commitment. Additionally, initiatives and



campaigns or sustainable products could be submitted.

ASSOCIATION LANDSCAPE WITH NEW ADDED VALUE

Embedded in a three-course gala dinner, the awards ceremony was staged in the truest meaning of the word. Gila Abutalebi eloquently hosted the evening – supported by the two main speakers GWW's Chairman Patrick Politze and PSI's Managing Director Michael Freter, who both rose to speak at the beginning of the evening. Patrick Politze spoke of a "A trend evening with a bit of a difference". This was not just because of the PSI awards, but also because he was able to announce the officially confirmed existence of the GWW as a general association with retroactive effect from 1st January 2015. He sees the advantages resulting from this "in growing together into one industry, better internal effectiveness and an eye-catching public image". Patrick Politze spoke of a "transformation in the association landscape with new added value:



**Host Gila Abutalebi
with GWW's chairman
Patrick Politze (left)
and PSI Managing
Director Michael Freter,
who both presented
the awards.**

more solidarity, more group identity, more team spirit". "Many have already joined, many will do in future," he declared optimistically.

MILESTONE FOR THE INDUSTRY

There was talk of an important milestone for the industry, also seen by Michael Freter with reference to the PSI Sustainability Awards. "The industry can implement sustainability" he made clear in his address, saying that more and more suppliers and promotional product distributors are finding sustainability important or very important. However, at the same time this topic is by no means limited to the industry.

"Sustainability begins with each individual," Michael Freter emphasized. Not least because of this, he also described all the winners as role models. At the same time, he additionally thanked all "sponsors, and all the people who have helped with their proactive input". Explicitly he mentioned as a promoter the name sponsor James & Nicholson, a brand from the house of Daimler, as well as Dr. Klaus Stallbaum for his creative and helpful input.

STAGING WORTHY OF AN OSCAR

The winners of the PSI Sustainability Awards were honoured in the style of an Oscar awards ceremony. Short introductions spoken by Christian Schult (the German subtitle voice of Robert Redford) presented the respective category and nominees. The winner's name was then taken out of an envelope by Michael Freter and Patrick Politze alternately, who then had the privilege of symbolically presenting the statuette to the radiantly beaming representative of the victorious company. <



THE WINNERS ...

Holger Raithel,
Managing Partner
of KAHLA/Thüringen



KAHLA/THÜRINGEN PORZELLAN GMBH

SUSTAINABLE FROM THE VERY BEGINNING

We are very happy at receiving the PSI Sustainability Award in the “Environmental Excellence” category, for we also see it as a tribute. The award stands for appreciation of our efforts in two important subject areas: sustainability and promotional products. Ever since the company was founded in 1994, we have been committed to the “KAHLA pro Eco” sustainability strategy and always pursued a resource-saving production strategy for our “Porcelain for the Senses”. Thus the owners, the Raithel family, guarantee high quality “Made in Germany” while adhering to social, ecological, and economic principles. We are always glad to be able to impress our customers and partners with our creative concepts, sensual forms, a large number of possible combinations in porcelain design, and patented material combinations. So the PSI Sustainability Award encourages us at KAHLA to continue pursuing the topics of sustainability and promotional products.



Peter Leseberg,
Marketing/Sales
Manager of
Halfar System GmbH



HALFAR SYSTEM GMBH

COMMITTED EMPLOYEES AS A FACTOR OF SUCCESS

As a manufacturer of promotional bags, we are proud to be the first company to receive the sustainability award for its environmental initiatives. We have all been working toward this for a long time and initiated various measures. An important success factor is the high level of our employees’ identification with the issue. One example is our Job Bike project. In order to relieve the pressure on the environment, HALFAR decided to promote cycling. To this end, we offer a Job Bike for getting to work and assume 50 per cent of the leasing. Ten employees are already coming to work with the company bike instead of in a car. This makes for around 15,000 fewer kilometres by car and a substantial savings on fuel and CO2 emissions. We also have committed employees to thank for the new roof greenery they planted. It doubles the service life of the roof sealing, relieves the burden on the sewer system, and saves waste water fees. Not to mention the long-term effects, because a green roof improves the surrounding climate, reduces noise, filters dust, produces oxygen, and creates a new habitat for animals. We are glad that HALFAR has now been rewarded for these initiatives with the PSI Sustainability Award in the “Environment Initiative 2015” category – this is an incentive for us to develop new ideas and initiatives.

Oliver Gothe
Managing Director
of Fair Squared GmbH



FAIR SQUARED GMBH

SETTING A SUSTAINABLE COURSE

As a small new company in the steadily growing fair trade sector, we at Fair Squared have from the outset put our trust in sustainability and fair production conditions, as well as environmental and animal protection. And we would also like to continue on this course in the promotional products industry. This is the reason we applied for the PSI Sustainability Award. We think the award will help create more transparency and, what is more, promote and publicize the topic of sustainability. Therefore we were that much happier when we were able to take the award home with us. From the very start, we had confidence in our product, condoms made of 100-per cent certified fair-trade natural rubber, yet we were particularly happy to attract such great interest alongside our big competitors. This is another proof that the PSI Sustainability Award really is concerned with quality and sustainability, and also, of course, represents the reward for our years of commitment.

Daniel Liba
Managing Director
of Brand Addition



BRAND ADDITION

A LITTLE “PEACE OF MIND”

Of course we are proud to have won the PSI Sustainability Award for “Social Excellence 2015” and we are happy that our efforts in this area are bearing fruit and being seen. After we recently achieved EPPA Gold status, winning this award is another confirmation of our work. And of course we are especially pleased that we are the only “distributor” among the winners. For big companies, CSR is no longer just a nice add-on, but a necessary condition. We had ourselves certified, for instance, we are SA8000 tested and have undergone a SEDEX audit, and our Group Operations Director Adelfo Marino heads a team that exclusively conducts checks – this makes a big difference and is one of our genuinely distinctive features on the market. In the coming years, we are going to consistently continue to pursue the topics of CSR, quality, and ISO. Hence we offer our customer a little “peace of mind” by ensuring that our products and services are exclusively produced and procured under socially responsible conditions. In addition, they are subjected to regular audits to ensure safe working conditions. Our customers trust us to uphold our responsibilities, limit risk, respect corporate values, and maintain their brand. We do everything to enable us to continue to be proud of our achievements and to maintain the close collaboration with our suppliers and customers.

... AND THEIR PRIZE-WINNING PRODUCTS ...



... AND INITIATIVES

Michael Schiffer,
Managing Director
of Michael Schiffer
Promotion GmbH



MICHAEL SCHIFFER PROMOTION GMBH

A BOOK WITH AN IMPORTANT CALL TO ACTION

We are very happy that our “Stick this Book” Post-it® is part of a global campaign. Since 3 September, this campaign has been running with the British publishing house and Global Goals Partner Penguin Random House for such things as women’s rights, the elimination of hunger in the world, or the promotion of renewable energy sources. For this purpose, Penguin Random House conceived the promotion campaign “Stick this Book” with Michael Schiffer, a book in Post-it® format that contains 100 special messages and appeals which can easily be put in prominent places thanks to the removable adhesive Post-it® glue. Young people in particular are called upon to gain attention to the messages by using them creatively. In addition, the campaign is supported by such campaigns as “The World’s Largest Lesson”, “Radio Everyone”, or “Prayer for Everyone”. The worldwide significance of the campaign and its intelligent implementation with Post-it® in combination with digital media convinced the jury. The PSI Sustainability awards helps carry the goals into our industry and promote them throughout Europe. Michael Schiffer Promotion GmbH is proud of this award, since sustainable action has been a mainstay of the entire group of companies for quite a few years. All Post-it® products are made with sustainably produced, PEFC certified paper so as to be climate-neutral.

Siegfried Müller
ppa Publishing Director
of WALTER Medien GmbH



WALTER MEDIEN GMBH

TRANSPARENT AND CONVINCINGLY CERTIFIED

That WALTER Medien was crowned with the PSI Sustainability Award for “Economic Excellence” is a great success for our company. And of course, the overall victory as “Sustainable Company of the Year 2015” means a lot to us. For WALTER Medien, being distinguished as “Sustainable Company of the Year 2015” is an important recognition of our corporate philosophy. The high quality of our products in combination with environmentally aware conduct, our social commitment, and our goals aiming at sustainability play an important part in our daily work. For WALTER Medien, this award is a confirmation that we have struck out on the right path. At the same time, it is an incentive for us to continue building on this path so that our customers can have a good feeling about their partner WALTER Medien in the future, as well.



INTERVIEW WITH MICHAEL FRETER

SUSTAINABILITY AS AWARDS

PSI Managing Director Michael Freter is the initiator of the Sustainability Awards for the promotional product industry. We asked him whether he was satisfied with the premiere of the Sustainability Awards and where he sees opportunities and perspectives for the future. A review.

There was lots of applause and the awards themselves even surprised some of the winners. A work of art as a distinction?

Yes, we were able to get a well-known artist enthused about the idea. This alone shows how important the topic is to us now and for the future. The award itself must also be infused with sustainability – as an outward sign, that is. And what is more beautiful than a valuable bronze sculpture?

And the Classic Remise was a great location. A festive evening. Nearly 400 guests, and all under the auspices of the new GWW association. Satisfied?

Yes, of course I'm satisfied. Far more than 100 applications were submitted, and from 67 companies, at that. This is the kind of start every award concept dreams of.

And yet many guests were surprised that the same names turned up so frequently among the companies nominated.

That surprised me, as well, but that is the responsibility of the jury and, of course, the evaluation software, which is absolutely incorruptible. The applicants themselves enter their data and facts about their company and its products into the program. We have no influence over it. But don't forget that we are only at the beginning of a long development when it comes to the

topic of sustainability. Many companies have already started on their way, but they are not yet far enough along for a nomination. This will change in the year to come.

So are the requirements too high?

No, certainly not. We have to set uniformly high standards from the outset, the same way that users of promotional products do, otherwise the prize will not meet with their approval, and thus be of no value to the winners. But exactly that is our goal. The PSI Sustainability Awards are going to develop into a quality brand. They will be the Oscar of the promotional product business. We have no intention of being excessive, and that is why we limited the number of categories. There are already enough awards that are easy to come by, and that is why they are not prizes the winners can use to set themselves apart from their competitors.

Will the awards be handed out in an evening ceremony at the Trend next year again?

At present, a lot of things in our sector are up for reassessment. The Trend as a trade show must change and again become the pacemaker in its format. Work on this is already in progress. We had a very good start with more than 400 evening guests. Whether this will still be the framework in the future has not yet been decided. The only sure thing is that the awards will be given out again next year, for this topic is very important to our future and the industry's – it could even become an issue determining the very survival of our industry. The VW affair is going to further raise the bar for honesty, sustainability, and reliability. We can count on that.

Is this the way the industry sees it? Sometimes you could get the impression that opinions differ on the topic of sustainability.

That is the case. Without a doubt. Although the issue would have to be of great importance to everyone, it often only catches on with those whose customers take the idea seriously and make it part of their daily lives. Nowadays, you no longer even need to present yourself to big companies, authorities, and well-known associations without a sufficient awareness of sustainability. If not, you practically get shut out of the market. Sustainability costs money, is hard to check during production, and many smaller companies see the issue as entirely contradictory to promotional products. This is dangerous to the industry. We cannot afford to dismiss sustainability as a mere fad. It concerns all of us.

But these users are only the target group of bigger distributors and consultants.

No, they're not – or at least not in that way. I know very specialized small enterprises that work for big corporations and make very individual, sophisticated promotional products. They could tell you a thing or two about sustainability. There, every material and every instance of processing is scrutinized in detail. For these and other companies, the PSI Awards for Sustainability will be their admission ticket and reputation at the same time. You can be sure of that. <

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Many visitors utilised the new “Knotenpunkt” (hub) for intensive and detailed discussions.

TOP DISPLAY „KNOTENPUNKT 3.0“

PRACTICAL KNOW-LEDGE FIRST-HAND

In the course of its 12th in-house trade show, the Hamburg-based promotional product full-service agency top display International GmbH expanded its presentation concept by introducing a new facet. For the first time, two specialist lectures enhanced the product show in the company's own showrooms.

Under the motto “Knotenpunkt” (hub) which has become the guiding theme – this time “Knotenpunkt 3.0” – the promotional product experts greeted their customers traditionally at the home of their profession, the company headquarters in

the district of Winterhude, hence the ‘hub’ between the world of promotional products and the business world of the promoting companies. In addition to the twelve manufacturer partners, who presented their classics and new innovations,

the two specialist lectures (held twice respectively) provided a new highlight: the companies Lediberg and Magna Sweets structured their presentations on the topics of “the fascination of calendars and notebooks” and “the sweet temptation” as an experience for the customer and imparted practical first-hand knowledge in the process. Exquisite catering as well as Oktoberfest flair on the sun terrace complemented the service for the visitors in an appealing culinary way.

CLEAR CONCEPT

The integration of the lectures is a further step on the path, which top display began back in June, of providing customers with tangible added value through targeted product know-how. Of course, this concept includes the provision of intensive personal advice to customers by the top display team. In order to achieve optimum customer service in this area, the staff also receives regular product training, in many cases directly from the manufacturer (we reported).





The customers were pleased to be inspired by the diverse range of offers.



Combined advisory skills at a glance: the top display team together with the exhibiting supplier partners.

“REFRESHINGLY DIFFERENT”

The persons responsible at top display were very satisfied with the way the event went. Alone through the interest expressed, guests made a clear statement in favour of the company’s ‘hub’ concept. “The average length of stay of 90 to 120 minutes per visitor was higher than usual this time”, Hans Thiele, Managing Partner of the Hamburg-based promotional product experts, was pleased to announce. Through its consultation campaign the company has been able to acquire many new customers since the last business year. “Refreshingly different, inspiring in many ways, unbelievably diverse”, Gorden Daub, Managing Partner, summarises the comments of guests in a nutshell.

ADVISING IS THE TOP PRIORITY

“At top display competent advice is still the top priority. More advice. More service. More output. More personality. These four components are the team’s driving forces. We inform our customers comprehensively and then don’t simply leave them alone when it comes to the purchasing decision”, reinforces Managing Partner, Gorden Daub. “The combination of experience, personal contact, trust and the drive for success turn the top display campaigns into that which they are intended to be for the



Jörg Wardau from Lediberg helps unlock the secret of “the fascination of calendars and notebooks”.

customers: an inspirational firework”, declares Hans Thiele about the event concept and the daily practice, “when it comes to fresh promotional concepts. Because our customers want to be able to rely on us throughout the collaboration. These objectives are implemented consistently by supporting our customers as best we can and achieving joint success. This goal can only be reached because we place the highest demands upon our products and services.”

“SPARKING ENTHUSIASM”

“We utilise our potential just as fully in the selection of products as in situations of

competition for new customers or in full service projects with our eTOOL Online Shop Module. Regardless of whether it is a standard or custom-made product, small or large budget – we inspire enthusiasm and get things moving, without losing sight of price”, according to Gorden Daub. “Sparkling enthusiasm” was a common thread throughout all elements of the event. The creative concept was implemented consistently, from the email with the announcement of the date to the invitation card, right through to the interior design and the product presentations.

AMBITIOUS GOALS

The mood among exhibitors was positive; the many interested customers and the quality of the consultations was impressive. The number of concrete requests for offers or orders placed was another measurable outcome and evidence of the team’s strong performance. And the intensive, personal contact between all staff and their customers is a decisive component – indeed a ‘hub’ – of the success of top display. But the experts from Hamburg have declared further ambitious goals. Hans Thiele expressed confidence when making his interim appraisal: “We are on the right track”.

www-top-display.de

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“ENDSPURT” ROADSHOW

FOUR SUCCESSFUL STAGES

Obtaining information on select promotional product highlights in a relaxed atmosphere was the goal of the “Endspurt” Roadshow undertaken by twelve collaborating promotional product suppliers who have now been able to finish their presentations, which were well worth seeing, at all four places ending in Hamburg.

Although several different groups of promotional product companies of various sizes are now touring through Germany, Austria, and Switzerland, the “original”, the so-called “Roadshow”, is likely to be the republic’s first mobile promotional product show that set out with a limited number of promotional product manufacturing and supply partners to literally bring their collections home to the promotional product industry.

NEW ACCENTS

However some aspects were new on this eleventh tour – apart from the innovative products on display and the long-running, perennial promotional product hits, of course.

For one thing, the tour started around one month earlier, which shifted the event’s accent to the year-end promotion and is also reflected in the slightly modified name of “Endspurt” (“Final Spurt”) Roadshow. For another, the focus this time was on four tour cities, expanding the number of exhibiting companies from seven to twelve. “The earlier dates leave us and our partner companies more leeway with regard to the year-end business, since we can now offer not only standard stock products, but also have time for custom-made products,” explains Bernd Koch, Managing Director of Club Cawatte Crefeld, one of the companies taking part in the roadshow, along

All’s well that ends well: Group photo of the Roadshow team after the successful “final spurt of the Endspurt” in Hamburg.

with Sanders Imagetools, Elasto Form, Eurostyle, Eckenfelder, Macma, Easy Gifts, Kalfany Süße Werbung, World of Textiles, BMI, Uma and Lediberg. Added to the enhanced flexibility in terms of time was the bigger product portfolio thanks to the larger number of exhibiting companies, which made the Roadshow that much more attractive for customers. “However, we are going to add at most one or two exhibitors to the group, in order to avoid major overlaps and keep the show down to a manageable size for visitors,” adds Bernd Koch.

PLENTY OF POSITIVE FEEDBACK

This time, the well-chosen scenes for the Roadshow were the Upside East in Munich, the historic Opel factory in Rüsselsheim, the Dorint in Neuss and the Side in Hamburg. The participants appeared well pleased with the course taken by the tour and reaped plenty of positive feedback from trade visitors from the professional promotional product business for their presentations, which included a great deal of consulting and made good use of the relaxed atmosphere to provide detailed information on the new product ideas. The next dates for the “Endspurt” Roadshow have also already been scheduled: 6 - 29 September 2016. www.werbemittel-roadshow.de <

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BARTENBACH: SEVENTH SPECIAL EXHIBITION

RECORD NUMBER OF VISITORS

If ever a name said it all, then it is again the special exhibition of promotional products at Bartenbach Werbemittel. This is because this Mainz-based promotional products distributor wanted to present something very special at its seventh in-house trade show on 17 and 18 September.

The concept proved to be a complete success, as the response from visitors and exhibitors unanimously proves. “The satisfaction of our visitors, that is, the quality of our event, has top priority for us,” exults Managing Director Tobias Bartenbach. “That the roughly 2000 visitors we were able to attract this year set a new record in our special exhibition history is, of course, the icing on the cake of an all-round successful in-house trade show for our team and an additional motivation boost.”

NEW LOOK

Bartenbach Werbemittel showed a new look and an even bigger range at its company headquarters this year. The company recently doubled the size of its showroom to 350 square metres. And even the newly designed agency rooms of Bartenbach AG and the brand new, trendy outdoor area were open to trade visitors from PR, marketing, sales and purchasing this year for the first time. The visitors were able to see and literally “experience” a wide selection of modern promotional products. In addition, there were live presentations, special exhibits, brief lectures, best cases, films, and the company’s own production show.

FOCUSING ON RHINE-HESS

Another quite different special date was the centrepiece of this year’s trade show: the 200th anniversary of the Rhine-Hesse region. The “200 Years of Rhine-Hesse Pro-



ject Office” located on the Bartenbach premises has been working at full steam for months on the festivities surrounding this anniversary. Thus it is practically a matter of course that a vintner from Rhine-Hesse was also at the special show of promotional products for the entire two days in order to provide information together with the agency team on culinary and other specialties of the region and the colourful anniversary programme. In personal talks, companies and institutions located in the region were able to find out what special possibilities the anniversary in 2016 had to offer for their own marketing activities,

such as sponsoring and co-branding.

E-COMMERCE:

A HANDS-ON ONLINE SHOP

Among these special possibilities is also the “200 Years of Rhine-Hesse” collection of merchandise. It was conceived by Bartenbach on behalf of the customer (Förderverein 200 Jahre Rheinhessen e.V. und Rheinhessen Marketing e.V.) and is offered exclusively at its own online shop. A special collection with a large number of merchandise was developed especially for the 200th anniversary of the region – from low-priced giveaways to high-quality products, from the flag of Rhine-Hesse with an an-

niversary logo to refrigerator magnets and bumper stickers up to an anniversary yardstick. The special show of promotional products presented all these items live for hands-on inspection and gave organizers of anniversary events, such as vintners, municipalities, associations, as well as committed companies, an overview of the varied selection containing the right product for every marketing occasion.

ON THE GO

IN THE INTEREST OF BUSINESS

Whether they are interested in Rhine-Hesse, going to a trade show or calling on customers, business travellers know how impor-



There was always something new to discover in the redesigned Bartenbach rooms.



The talks between customers, supplier partners and Bartenbach employees were informative and promotionally effective.

The range of this year's in-house trade show was rounded off by a special exhibition of its own production.



tant it is to be well-equipped for business when they are on the go. This year the competence brand Troika showed what it takes to accomplish this. At a special exhibition, purchasers found items to suit their marketing purposes, including high-quality card cases, flip notes, and various cases for smartphones and tablets, and charge cards, for instance, as well as many other useful and fashionable things that can be used as presents for special occasions.

SPECIAL EXHIBITION OF ITS OWN PRODUCTS

Customers of Bartenbach who are on the go on business will no longer have to be

jealous, by the way, when fellow travellers on the train or airplane pull a Leuchtturm 1917 with Whitelines Link® out of their pocket. At the special show of promotional products, every guest received one of the innovative notebooks with the extra-special ruling as a gift, for Bartenbach Werbemittel recently became the new distribution partner of Leuchtturm 17, the long-established company for premium stationery and writing utensils. The range of this year's in-house trade show was rounded off by a special exhibition of its own production. Agency producer Andreas John provided information on various means of

outdoor presentation, such as displays, flags, lettering and inflatables, among other things. Anyone who wants to use these and other means of presentation at proprietary events for the European Football Championship in 2016, for instance, was able to find plenty of ideas at the special show. The avid football fans in the Bartenbach team are happy to advise companies how to put the passion for the "greatest pastime in the world" to use for their own marketing ideas in time for the European Championship in France next summer.

www.bartenbach.de





MARKE[DING]PLUS 2015

A LOOK AT THE FUTURE

The marke[ding]plus took place on 8th and 9th September in Wels. At Austria's largest B2B marketing trade show, more than 180 exhibitors from 9 nations presented the latest trends and must-haves from the event, promotion and communications industry on an area of around 8,000 square metres.



More than 25 specialist lectures on the forum stage provided fascinating insights on current topics of interest.

The target group, consisting of advertising professionals, marketing managers, agencies and managing directors, were presented with a colourful product mix from the trade show's wide range. The organisers registered a total of 2,631 visitors on both days from Austria, Germany and the neighbouring countries.

MANY NEW FEATURES

There were many new features at the third edition of the trade show. In addition to new activity areas, fashion shows and lecture series, the exhibition area was also expanded by two trade show themes. In the area of printing, refinement and packaging, trade show visitors discovered everything from the high-end printing machine right through to the refinement. The topic

of sports marketing and merchandising offered interesting presentations on the subject, in addition to the current trends. The impressive (fashion) shows at the "point of performance" and more than 25 specialist lectures provided visitors with much welcomed added value on top of the product presentations.

MARKE[DING]PLUS-NIGHT

Spirits were also high at the marke[ding] plus-night on the first day of the trade show. More than 500 guests celebrated in the new exhibition hall 21. A stage show with live acts, a spectacular fire show by the "maniac-bar-artists" and the live band "de Coronas" from Holland created a fantastic evening. The winners of the markedinglawards also had reason to cel-



celebrate. At an elaborately staged show, the most innovative promotional products of the year were honoured. For the first time prizes were awarded in three categories. First place in the category “Werbeartikel-neuheit 2015” (promotional product innovation) was won by World of VR GmbH from Germany with the “VRoggles” virtual reality glasses. In the category “Kreative Verpackungslösungen” (creative packaging solutions) first place went to the hand-made paper carry bag “TILO” by Europack EP Verpackungs GmbH. The audience award for 2015 was won by “rent a cook” with its innovative chocolate caviar and the special prize for the best use of a promotional product in a campaign was awarded to Moleskine B2B Distribution from Germany.

A LOOK AHEAD TO 2016

In the coming year, the marke[ding]plus will open its doors in Wels on 21st and 22nd September. The new area of advertising technology, printing and packaging will therefore be expanded even further next year. A particular highlight in 2016 will be the “1st OÖ Wissensforum” (Upper Austria Knowledge Forum), to be held as part of the marke[ding]plus. The OÖ Wissensforum will be hosted by Europe’s biggest speaker agency, Speakers Excellence, and brings the topics of marketing, distribution, future, communication, personality, success and health into focus.

www.ooe-wissensforum.at

www.marketing-plus.at



Decision-makers from the areas of advertising, marketing and agencies evaluated the bright mix of offers from the event, promotion and communications industry



A stage show with live acts captured the imagination during the marke[ding]plus night.



Managing Director Wolfgang Kohout
(in the middle) together with his team.

KNEIKO INFO DAY 2015

NEW PRODUCTS IN THE MOATED CASTLE

This year the Kneiko Information Day got off to a good start. In late summer weather, the promotional product specialists from the Austrian town of Hörsching once again showed their customers what the industry has to offer in terms of new products in the wonderful atmosphere of the cultural Traun castle.

For the fifth time, the managing director of Kneiko, Wolfgang Kohout, and his team relied on the captivatingly attractive ambience of this lovely castle for their promotional products presentation. On 17 September, the employees of the company that is celebrating its 25th anniversary this year welcomed 250 trade visitors from 155 different companies. 29 exhibitors from 9 European countries presented the latest haptic promotional products whose diversity and effectiveness left a convincing impression with guests. "Some orders were

actually placed at the show", says a delighted Wolfgang Kohout.

EXTENSIVE PRODUCT RANGE

In the afternoon and in the evening, some of the visitors took the opportunity to taste proven wines that are typical of the region in Austria, as well as products from the multiple-award-winning schnapps distiller Manfred Wöhrer from Traun for networking in a relaxed atmosphere. Visitors to the show were especially impressed by the wide range of promotional products on show. This was confirmed by the presen-

tation concept for the Info Day as Kneiko selects a maximum of two exhibitors from its suppliers for each product group. The exhibitors were especially delighted with "the enormous expertise and the genuine interest of the visitors." The Linz-Land Rundschau was also in attendance as a media partner for the product show, taking photographs of visitors and exhibitors at the show for their media coverage. As a memento of the Info Day, every visitor received a laser-personalised USB stick as a gift.

"MORE THAN IMPRESSIVE"

On the eve of the show, the Kneiko team invited their partners to the traditional exhibitors' evening in a local restaurant with typical local cuisine. After dinner, the evening continued with dancing to the music of "Kneiko-Buam" into the early hours of the morning. Wolfgang Kohout and his team finally thanked the exhibitors for their "enormous commitment" and their "consistently amazing and imaginative stands where the visitors were more than impressed by their promotional products", summarises Wolfgang Kohout. The company's next Info Day is again planned for September next year. www.kneiko.at



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Lovely ambiance: the historical rooms of the former apothecaries' wing "Foyer Spitzhof".

INFO DAY 2015

KOLIBRI VOUCHES FOR QUALITY

The so-called "Info Day" of the Austrian promotional products distributor Kolibri, based in Ebreichsdorf, was recently held for the fifth time and has thus become a traditional date in the calendar of advertisers in the district of Baden south of Vienna.

The in-house trade show of the "Kolibris" took a successful turn this time once again and was "a complete success for visitors as well as for our exhibitors," as Managing Director Konrad Godec sums up. Like last year, the day was smiled upon by the weather gods, convincing 317 persons from 245 companies to take up the invitation to the historical rooms of the former apothecaries' wing "Foyer Spitzhof" in order to view a large number of new and classic products and gather information on the varied possibilities of three-dimensional advertising.

HAND IN HAND FOR CUSTOMERS

Only trade visitors attended: people responsible for marketing, purchasers with au-

thority to make decisions, or company owners. "The talks were also accordingly interesting for all exhibitors, for they revolved almost exclusively around specific inquiries or a definitive interest in the products. This high quality evinced by the visitors was also appreciated by the exhibitors. 'In the end, it all comes down to the quality and not merely the quantity of visitors' was the tenor of our supplier partners' comments," explains Godec, adding, "As always, the excellent organization of the Info Day 2015 by the Kolibri team was decisive for our success. All our employees – clothed in violet/black, as usual – took care of customers and supplier partners with professionalism, confidence, and an unhesitat-



Kolibri Managing Director Godec (centre) with a group of visitors to Info Day.

ing friendly smile. However, the majority of our partners, who had lovingly fashioned their stands and terrifically presented their products, actively approached the customers with advice. All this contributed to the great satisfaction of the visitors."

RELAXED MOOD

"The mood was very relaxed and casual, perhaps also because of the successful 'Viennese Evening' beforehand," says Godec with delight. "Owing to the consistently positive resonance to the Roulette of the Casinos Austria last year, the ball was kept rolling between the trade show stands this year once again. For instance, visitors were able again to try their luck at winning one of the active prizes. The "Kolibris" also provided sustenance with a buffet that was constantly kept filled with tasty tidbits of Viennese cuisine.

SUCCESSFUL EVENT

As in the past, there was also a welcoming gift personalized by means of laser engraving for the guests at the 2015 Info Day – this time an exclusive picture frame with a glasses cleaning cloth, which was very well received. "All in all, it was truly a successful event and we are already looking forward to Info Day 2016. As the saying goes: after the show is before the show, and we are already working on new ideas for 2016," is the managing director's resumé. www.kolibri.eu



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PRODUCT SAFETY ACT

CLEAR REGULATIONS

For almost four years, the new German Product Safety Act is in force and regulates the product identification obligations. In practice, over and over again it causes discrepancies, whose data should and, first and foremost, must appear on the product. For that reason, we come back to the most important testimonies taken from an earlier interview with lawyer Dr Arun Kapoor.



If the name and address of the importer are indicated, the end customer could take all subsequent business directly to the importer. Shouldn't all importers expect to be fined immediately, considering these interests?

Of course, the promotional products industry can also make use of the exceptions provided by the law. So if one of the exceptions applies, identification can be omitted from a promotional product, as well. The problem is actually that the companies involved will have to examine every single product to see if it constitutes a legal exception. Legislators want to keep anonymous consumer products off the mar-

ket as far as possible, so that the authorities as well as users can see at once who is responsible for a product in case of a complaint. If you want to claim an exception to the identification obligation, you will have to give the authorities reasons why the conditions of an exception are fulfilled in this case. If you cannot provide an acceptable reason, you will have to expect to be fined.

So what can manufacturers or importers actually do if their customers, that is, the promotional products distributors, simply do not want to see the contact data of their sup-

pliers on the products? Can they transfer the legal obligations to the distributor in a contract?

No, I'm afraid that won't work. Importers are obligated to the state to apply the information to the product. They cannot simply transfer this obligation to their buyers. However, we must be sure to keep in mind the intent and purpose of the regulation: legislators want to keep anonymous consumer products off the market as far as possible. So one option for the industry could be to put the contact data of the end customer on the product. End customers will not often object, because their logo is on the product anyway. If their own contact data are put on the product along with their logo, however, then they will be regarded by the authorities as the sole manufacturer of the product, and fully responsible for ensuring that the product meets legal requirements.

What action should be taken by those concerned?

If even after thorough examination an exception to the identification obligation cannot be justified for a specific product, and if the distributor is absolutely opposed to indicating the importer's contact data on the product, then the first thing to consider would be asking the end customer to put their contact data on the product and thereby pose as manufacturer. If the end customer refuses, distributors must consider presenting themselves as manufacturer by having their own contact data on the product. <

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TOOLS, HOBBY, CAR

ADVERTISING TINKERING

“Tools, hobby, car” has long become a major market – just as the corresponding cover story of the November issue shows. On the pages of this section, we offer a selection of subject-related articles whose impact primarily unfolds during leisure time.

Hobbies are activities that the performer does voluntarily and regularly. As a rule, a hobby has something to do with the passion for a thing, primarily serving one's own inclinations as a form of relaxation. And it also makes fun. This provides an almost ideal environment for the promotional products industry in which the targeted use of products falls on fertile ground that can sustain multiple promotional fruits. Anybody who tinkers in a relaxed manner with products or accessories used for his passion will memorise messages or logos much better and faster. Even more so if the items are practical and well designed. After all, anyone who has a hobby invests his own free time. And this is precisely the best time to advertise. The results of recent research by the Stiftung für Zukunftsfragen (Foundation for Future Issues) indicate that Germans have an average of four hours of leisure time each day. And thus also for hobbies. For many (men) the car is such a hobby. Even tinkering in their leisure time is becoming more and more popular. Our choice of subjects has taken this into consideration. <



SOFT HOUSEHOLD ASSISTANT

With its new microfiber glove, e!xact Internationale Werbemittel presents a useful domestic companion which makes not only dusting child's play. The glove made out of the popular soft material is suitable for cleaning mobile phone displays, tablets or for rapid cleaning action in the car cockpit. What makes it a very special eye-catcher is the option to have the complete external side printed on in photo quality. This household assistant is thereby turned into an unmistakeable unique item.

PSI 44457 • e!xact Internationale Werbemittel GmbH • Tel +49 6126 951175
service@e-xact.de • www.e-xact.de



TASTEFUL CAR

For big and small: The individually packaged car-shaped, strawberry-flavoured fruit gum (12 grams) from Jung is available in a neutral transparent flowpack. Naturally, this friendliness-conveyor can be customised in 4c digital printing with logo and promotional message. Other customised shapes according to customer specifications can also be produced in request. An ideal giveaway for the garage, car dealership or the car insurance industry. Other individually packaged fruit gum shapes with a strong message are buses, hearts, smileys, thumbs as well as the texts "Thank you", "Hi" and many more.

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



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ATTRACTIVE MESSAGES

The 3D Print Magnet by adamo design boasts considerable attractive power – in more ways than one. The product, which is equipped with a ferrite magnet, securely holds approx. 7 to 8 DIN A4 sheets and, because it can be designed in custom shapes and colours, also attracts a great deal of attention. The magnet is refined by a domed coating and, upon request, can also be adorned with white, red, blue or black edging made of high-quality ABS plastic. Additional refinement of the round and square standard magnets with doming is possible. What's more, flat magnets can be produced out of magnetic foil in different sheet strengths in special designs starting at small order quantities.

PSI 42299 • adamo design GmbH • Tel +49 5265 7474
info@adamo-design.de • www.adamo-design.de



AN ASSIST IN ALL LIFE SITUATIONS

Who says a multi-tool has to look like a multi-tool? A genuine alternative is now in the Troika range in the shape of the Toolbert model. Toolbert is bold and colourful one moment, technologically black and silver the next. Practical aids for every occasion are always on board. In addition to a bottle-opener, a knife and a nail file, the tool offers a screw-driver, key fob and karabiner. Printing or engraving are available for customisation. Engraving is included in the price from a run of 100 pieces.

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





Michael Mätzener
promoFACTS gmbh



Robert Scheidegger
promoFACTS gmbh



Mario Lovecchio
Identity Based
Social Marketing
by acm Europe GmbH



Alexander Rompper
IWM-Instituts für
wertezentriertes
Management an HfWU

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Der Werbeartikelmarkt birgt komplexe Herausforderungen. Die neuen Seminarreihen des PSI wenden sich an alle, die gezielt in einem überschaubaren Zeitraum ihr Wissen erweitern oder vorhandene Kenntnisse vertiefen möchten. Dieses Wissen vermittelt das PSI unter anderem mit folgenden Seminaren:

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Weiter Informationen unter:
www.psi-network.de/psi_institute

A THRONE FOR CHILDREN

The child-suited design of the thrones by Global Innovations Germany means that learning to use a toilet is child's play. Even toilet grumps will be swiftly won over by the colourful seats. In addition it is the perfect travel companion, as the toilet can be stowed folded to save space at home and in any baggage. Easy use and cleaning creates hygienically impeccable conditions for small children. The inflatable toilet comprises a comfortable seat as well as the possibility, due to an inflatable insert, to use commonly available refuse sacks or a specially made hygienic plastic sack. A round "Made in Germany" fleece pad can be additionally offered for absorbing fluid.

PSI 46626 • Global Innovations Germany GmbH & Co. KG

Tel +49 6502 930860

info@globalinnovations.de • www.globalinnovations.de



IN-CAR SOUND

The "Mush" Bluetooth loudspeaker from Topico makes it possible to listen to music and to telephone in optimum sound quality in the car and at home. The loudspeaker uses Bluetooth (Version 3.0) to connect with smartphone and tablet. External devices can be attached via the 3.5 mm jack line-in attachment. In addition the loudspeaker is equipped with a slot for Micro SD cards and plays MP3. The built-in hands-free function with a range of approximately ten metres means that customers can telephone comfortably. The loudspeaker's rubber bottom ensures stability and additionally possesses a screw thread for the suction pad holder. Mush is therefore easily fixed to the windscreen and smooth surfaces. It possesses a high-performance lithium ion rechargeable battery with an output of 600mAh, which is charged via the USB cable that comes supplied.

PSI 44327 • Topico Handels GmbH & Co. KG • Tel +49 421 52270

sales@topico.de • www.topico.de



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♥ „Happy Gugl 2 U“ ♥

Wo es etwas zu feiern gibt, dürfen Gugl nicht fehlen, denn sie lassen Genießer schwärmen. Ab sofort heben sie auch die Stimmung: Happy Gugl 2 U sind kleine Glücksbringer, die ihre eigene Kerze und Zündhölzer mitbringen. So lässt sich im Handumdrehen überall eine feierliche Atmosphäre herstellen. Ein paar Worte zum Genuss: Happy Gugl 2 U gibt es in verschiedensten Sorten, von fruchtig/leicht bis aromatisch/intensiv. Und ein Genuss sind auch die Packungen. Für Firmenkunden verzichten wir sogar auf unseren schönen Namen und individualisieren die Verpackung nach Ihren Wünschen.

Mehr Infos und Bestellmöglichkeiten unter www.dergugl.de

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Art. **107600**

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A TRUE MULTI-TALENT

Tax discs here, permits there and, at some point, the road can barely be seen for sheer stickers. Often, the stickers tear on removal and leave stubborn glue residues behind. A remedy is provided by the new “Allround” sticker scraper from elasto form KG. The cheque card-sized sticker scraper is the ultimate accessory for the car and, on top of that, a genuine multi-talent. In addition to a metal scratching edge for the removal of troublesome tax discs and other stickers, the plastic scraper also offers a scratching edge for ice and a removable shopping cart chip. The multifunctional gadget can be given a 5-colour finish in photo-realistic UV digital printing.

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

FRUITY CARS GOOD ENOUGH TO EAT

How about the car brand in the shape of a fruit gum? Fruity, big, colourful, absolutely unique and light to boot: weighing merely 16 grams, the tasty fruit gum is packed in a flow-pack which can be fully customised. It surprises, for example, Audi enthusiasts with four rings, Mercedes lovers in the shape of a star, etc, etc, etc. Almost any shape, colour and every taste can be created by the experts from Kalfany Süße Werbung. Fruit gums with 10 per cent fruit content out of concentrated fruit juice, natural aromas and colouring plant extracts transform the desired logo into a delicious promotional message that's guaranteed to be remembered. The flow-packs can also be customised according to preference.

PSI 42706 • Kalfany Süße Werbung GmbH & Co KG • Tel +49 7643 801-0
info@ksw24.com • www.ksw24.com



CAR CARE TO THE POWER OF 3

With the three-piece car cleaning set “Shower” by Inspirion, every car shines in new splendour after washing. The cleaning set includes a mesh sponge which allows coarser debris like pollen and insects to be removed. The universal sponge assists with lathering and takes care of the fine tuning. The microfiber cloth superbly eliminates residual foam and moisture. Car surfaces and windows can, thus, be easily wiped dry and polished to a perfect shine. The car care utensils come supplied in a transparent accessory bag with zip.

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



UNCONVENTIONAL WATER BOTTLE

Functional and creative types of sports bottles for drinking while training, on hiking tours or outdoor activities are common. Dragon takes an unconventional approach and presents a sports bottle, which not only serves as a reservoir for beverages but, at the same time, as a phone holder. The manufacturer combines intelligent construction, light colours, tight cover, ergonomic form, interesting design and a convenient valve with a phone holder, thus turning the bottle into a universal accessory. The company logo can be applied to the surface of the silicon bottle via screen printing, embossing or debossing, on the valves of the plastic bottle via stamping, screen printing or pad printing.

PSI 49304 • Dragon Gifts CLA Magellan LTD • Tel +7 922 6842288
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www.ksw24.eu



COMPACT SCREWDRIVER

Accessing the most important screwdriver tools at the touch of a button – that's child's play with Wera Kraftform Kompakt 28 from Wera. The ergonomic Kraftform handle contains six integrated bits with the most common screw profiles. The additionally included stainless steel bit holder with retaining ring and permanent magnet ensures rapid connection of the bits with the handle. An added extra: the hexagonal geometry on the handle prevents unwanted rolling away of the tool. The product is supplied in high-quality gift packaging and, for orders starting at 100 pieces, with individual customer logo print.

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

SAUSAGE, CHEESE AND MORE

With the high-quality Ruderer-brand sausage slicing and picnic knives from Walter Broch, users are well equipped during any hiking tour or sausage tasting session. The pocket knife with long blade and fork is ideal for slicing sausage and cheese. The knife manufacturer carries out the final hand finishing in traditional craftsmanship. The knife impresses through its extreme sharpness and high level of functionality. The sausage slicing knife is available with knife and fork – with or without clip. Firmly attached to a jacket, coat or breast pocket with a clip, the promotional tool is always at hand. With a length of approximately eleven centimetres, it offers generous space for advertising via etching or laser engraving.

PSI 43717 • Walter Broch Nachf. GmbH & Co. KG • Tel +49 212 338175
arne.luxem@broch-nachf.solingen.de • www.broch-nachf-solingen.de



MEETING THE HIGHEST STANDARDS

The ability to work wirelessly is the most important reason for the workshop lamp from the company Hugo Brennenstuhl. Unobtrusive light as well as the charging possibility via two different adapters, which come supplied, round off the product features. The sturdy handle and an attachment possibility make work even easier. The new LED battery-operated workshop light can be used almost anywhere. Protection class IP54 also protects against splashing water. Refinement is available upon request.

PSI 41141 • Hugo Brennenstuhl GmbH & Co. KG • Tel: +49 7071 8801-171
werbemittel@brennenstuhl.de • www.brennenstuhl.de



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ADVERTISING WITH ADDED POWER

Users of the voltage tester No. 421 from Hardenbruch are always on the safe side. The tool is “Made in Germany” and produced in-house. What’s more, it carries the VDE-GS and CE certification marks. Designed for use with voltages between 120 and 250 volts, it lies comfortably and securely in the hand with a total length of 140 millimetres. The screwdriver blade is hardened and bright nickel-plated. The voltage tester can be printed on both sides and is supplied in the standard cap colours red, black, blue, yellow, green and orange. The caps can be produced in special colour shades for orders starting at merely 5,000 pieces. Individual packaging is possible.

PSI 41847 • Hardenbruch - Alexander Hein e.K. • Tel +49 5551 4069360

info@hardenbruch.de • www.hardenbruch.de



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SAFETY FIRST IN WINTER

Safety is the highest priority, particularly in winter. In this case the road user can rely on the winter specialist “Safety First” by Koziol. When it comes to frozen water and snow on the exterior mirrors and car windows, the “Yeti” ice scraper is the right gadget. And for secure grip on slippery roads, “Horst” ensures the correct profile depth with its two hands. The tyre expert measures the recommended guidelines for summer (3 mm) and winter (4 mm) tyres with its right and left hand. The little scraper at its feet also reliably removes old toll stickers from the windshield. “Horst” is also available as a key ring pendant, so that he’s always within reach on every trip.

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

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FOR HOBBY GARDENERS

The Gardena Starter Kit Hand Tools is the ideal introduction to the world of Gardena hand tools. This versatile gardening set contains a hand trowel, weeding trowel, secateurs and a pair of planting and soil gloves. Everything that's needed by the hobby gardener. To complement this, Lehoff offers the complete service package – from advice, to purchasing, right through to delivery to the customer.

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

A MAGNETIC YARDSTICK

The experts for tailor-made promotional products from Langenfeld claim the "Magnetmeter" from meterex is "probably the longest pocket magnet in the world". Located on the head side of the yardstick is a magnet made of neodymium, the strongest magnetic material produced worldwide. Screws, nails, tools or keys can be easily and safely retrieved from shafts, engines, machines etc. thanks to its holding force of up to 400 grams. A smooth and wear-resistant spring system and locking mechanism at 90 degrees are the benchmarks for this first-rate yardstick. It enables you to mark right angles quickly and precisely. Moreover, the inclination of a roof or staircase can be determined by the angle scale on either of the second links. Thanks to these diverse features, the yardstick is a multi-functional device and a "must-have" for any handyman, technician or do-it-yourself enthusiast.

**PSI 41836 • meterex Karl Kuntze (GmbH & Co.) • Tel +49 2173 9988690
meterex@meterex.com • www.meterex.com**



MINI-TOOL FOR THE TROUSER POCKET

Small but packing a big punch is the new Wiha Stubby magazine bit holder. This small tool packs a big punch not only because its appearance makes it a real attention-grabber, but it can do quite a bit, as well. The handle of the tool holds six different bits to replace six screwdrivers. This practical multi-tool fits in every handbag and trouser pocket, and can be customized with a logo on orders of 200 or more. Orders of 2000 or more can even sport individual colours. The Stubby also comes in a matching black gift package, which can also bear customized printing.

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



TOOLS IN SWISS QUALITY

After 130 years of experience, Victorinox is still holding its peak position in the manufacture of pocket tools. Its offer of six models of SwissTool and four designs of SwissTool Spirit is gratifyingly manageable but nonetheless covers all requirements. The tools and their application are user-friendly and hard to beat for safety. Each individual tool automatically locks when it is folded out and each tool can even be used with no trouble by fine ladylike hands and delicate fingernails. As a premium vendor in the promotional products sector, Victorinox also offers finishing, such as individual engraving, blade etching, or multicolour pad prints on the handles.

PSI 44281 • Victorinox AG • Tel +41 41 8181211

261@victorinox.ch • www.victorinox.com



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INLAY CI
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THINK BIG: ADVERTISING FOR ANY INDUSTRY

Thanks to the finishing options at Reidinger, the carpenter's pencil is no longer a tool for only the construction industry. Its design can range from elegant, with matt black varnish and a silver protective cap to a fully colourful eye-catcher. Your fantasy has practically no limits in terms of design as you have the option of placing a full-surface digital/photo imprint on the pencil. Customers can individually adapt the motifs and colours to match their corporate identity. As an advertising messenger, the carpenter's pencil is extremely effective and will put a corporate design, a company logo or an advertising message in the spotlight for a long time. The "Graphit-Riese" from Reidinger will prove itself as a versatile promotional product with a long use-life which will surely wander through many hands of new potential customers.

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

info@reidinger.de • www.reidinger.de



PRECISE MEASURER AND SUITABLE FOR MAILING

This convincingly simple marketing tool already has a big appeal among big customers: the ThermoCard allows homeowners to directly measure the need for renovation or renewal of their house walls or windows. This is made possible by an exact, TÜV-tested foil thermometer on the back of the card, whereby the temperature display can simply be observed through a window cutting in the card. ThermoCard makes thermal bridges visible in seconds. Homeowners merely need to press the ThermoCard on the inside wall or window surface in order to make expensive thermal bridges visible. The advertising space, which can be designed freely with a convincing message to the customer, turns the ThermoCard into a true marketing tool. The card is available in classic A6 format or in different DIN long and business card formats.

PSI 48291 • JH Innovations GmbH • Tel +49 621 7481466

info@jh-innovations.de • www.jh-innovations.de



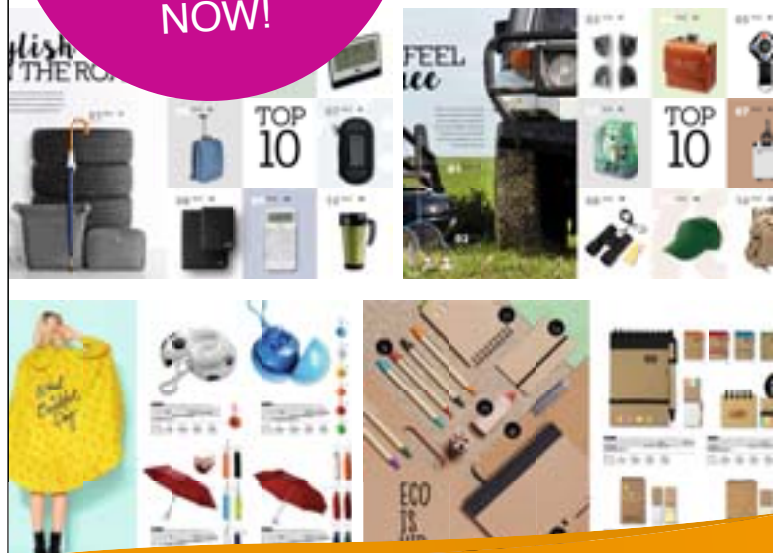
CUSTOMIZED ON THE GO

Printed licence plate frames are considered particularly original advertising vehicles, which is underscored by the licence plate frame from Utsch. It boasts simple yet sophisticated engineering combined with high-quality materials which are convincing because they are put through tough conditions a million times a day on the roads. Now Utsch is offering the Erustar, a time-tested premium licence plate frame opening up a broad range of creative possibilities thanks to a great variety of printing and finishing. Whether in the CD conforming layout for vehicle fleets, as targeted brand and production communication, or as a sought-after merchandizing item, all that counts here is the statement in the range of vision of the observer. Modern printing systems using screen and digital printing, combined with high-quality 3-D doming or raised lettering, offer a large number of design possibilities.

PSI 47527 • Erich Utsch AG • Tel +49 271 3191188

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POLISH FOR CAR LOVERS

Those who want to care for their car properly are sure to love the Macma cleaning cloths. The company offers a pack of 40 cleaning cloths (20 x 16 cm) in a re-sealable plastic box and in different varieties: for the specific cleaning of rims (FE), cockpit (CO) or leather (LE). Macma applies the desired advertising to the plastic box via digital printing.

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

FOR “JOBS ON THE MOVE“

For some people winter is a wonderful and magical time, but for others it's a constant challenge. Particularly those who work outdoors need to master specific challenges then. During these times the demands on workwear are especially high: in addition to protecting against cold and moisture, clothing cuts that allow extra freedom of movement are called for, as well as the matching warming accessories. To ensure that work can efficiently be performed outdoors in winter, myrtle beach and James & Nicholson have once again created the suitable workwear collection in the standard trade colours. The workwear range by James & Nicholson and myrtle beach is ideal for every type of weather. The bundled workwear power with many new products such as caps, jackets, shirts and fleece for professional work “on the move” can now be found in the new Workwear Special Catalogue. All zones on jackets and trousers subject to higher levels of wear and tear are particularly resistant thanks to Cordura reinforcement. What's more, the many pockets offer ample room for everything that's needed on the job and protect these items effectively against moisture. As much freedom of movement as possible and as much protection as necessary. This collection is made for “jobs on the move”. And where James & Nicholson offers outstanding workwear with trousers, shirts and jackets, myrtle beach is not far away with its matching accessories. Beanies, caps, scarves and gloves – for any type of wearer or weather. With its marvellous assortment, myrtle beach offers the perfect complementary range to the workwear collection.

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DAIBER COLLECTION REPORT 2016

EXPERIENCING THE EXCEPTIONAL

The world of James & Nicholson and myrtle beach – the two brands of Daiber – encompasses products and services from the areas of textile promotion, corporate fashion, incentive and event equipment focused on the needs of discerning customers. The new collection also has something to suit every demand.

For more than 100 years, the Daiber collections have been present wherever people experience the exceptional. With this experience, the company not only creates a wonderful product range “made for unforgettable moments”, but also knows

exactly what’s most important for its customers. With the new “Catalogue 24 – The base”, Daiber presents precisely this: well-conceived, diverse, trendy products in many sizes and colours, but also a great deal of service focussed on web services,

availability, individual advice and much more. We provide an initial overview at this point.

LIVING, LOVING, FEELING, SEEING

Life offers us so many wonderful moments. The items from James & Nicholson and myrtle beach were designed for precisely these moments. In 2016 the products once again inspire through fresh ideas, extended colour options, cuts, materials and designs, and open up the realms of experience of the two popular brands.

GET OUT AND ABOUT

There’s just too much to see and experience to simply sit at home. And the best thing for myrtle beach fans is: “You can leave your head on!” Who needs bright sunshine to have fun outdoors, when one can keep right on going after the clouds have burst with the help of light wind- and water-resistant materials and cuddly teddy lining?! Jackets and vests just as varied as the local weather: wadded with wool felt trimming, knitwear, soft shell or fleece, there’s something for everyone on days



like these. There's also a lot to offer when it comes to accessories. Those who like to change their style will love the mix and match concept. Every day a new look, thanks to: cuddly long beanies, coarse knitted hats with pompom, urban beanie, urban knitted hats and sensational coarse knit loop scarves, two-colour ribbed scarves or stylish bandanas. To launch the start of the festival season Daiber offers several new hats and caps with cool prints from camouflage to floral splendour.

QUALITY WORKWEAR

Those who have action-packed jobs don't want to be held back by wind, bad weather or uncomfortable clothing cuts. The right workwear ensures that nothing stands in the way of 'big deeds'. The Workwear Collection by myrtle beach and James & Nicholson is the perfect choice for all jobs "in move". All zones on jackets and trousers subject to higher levels of wear and tear are particularly resistant thanks to Cordura reinforcement. What's more, the many pockets offer ample room for everything

that's needed on the job and protect these items effectively against moisture. As much freedom of movement as possible and as much protection as necessary. Where James & Nicholson provides the ideal basis for a fantastic job with trousers, shirts and jackets, myrtle beach is not far away with its matching accessories. Beanies, caps, scarves and gloves – for any type of wearer or weather. With its marvellous assortment, myrtle beach offers the perfect complementary range to the James & Nicholson Workwear Collection.

BUSINESS AS USUAL

Workwear, in this case more appropriate for the office, is needed by all those who just want to save the world and cut a fine figure between daily business at the desk or in a meeting. In addition to shirts and blouses in many colours and patterns, the range now also includes high-quality pull-overs and cardigans with very comfortable silk/cashmere content. This season the popular scarves and bandanas from myrtle beach once again create beautiful high-

lights for the 'look of the day'. Now available in a variety of new patterns and colours, they make a very strong impact. Dots, stars, camouflage or check allow many mix and match possibilities.

YOUNG LIFESTYLE

Young, cheeky, wild and absolutely trendy – the products from the Young Lifestyle world by James & Nicholson and myrtle beach. These styles are simply fun. Hoodies, polos, shirts in cheeky colour combinations and new designs inspire the fans of Young Lifestyle looks with ease and love of life. The popular gypsy shirts and polos now receive cool companions in the form of extended colour options for the matching gypsy scarves, which naturally also look great with denim polos or shirts. The new trend caps featuring all-over design are particularly bold.

THE NEW VOLKSFEST LINE

The new Volksfest line is made for celebrating. Because those who want to be in the middle of the action instead of merely looking on from the sidelines need to dress



for the occasion. The James & Nicholson and myrtle beach world of experience, with its collection focussed on the special moments in life, has been expanded to include shirts and blouses with lovely details like buttons in staghorn style and traditional check patterns, or the typical felt hat and further suitable products. These folk costume looks are simply a must for the next traditional company event or folk festival.

“STYLE IN MOVE”

Football, trekking, yoga, golf, skiing or “Just Jump” – at James & Nicholson and myrtle beach Sports the talk is about “style in move”. Cool looks, a wide selection of colours, breathable fabrics, as well as modern and practical cuts dominate the programme here. A big hit in the new season is the fresh extended colour range for the running outfits. Bi-elastic stretch fleece jackets are not only warming but also breathable companions on trekking tours through the most beautiful landscapes of the surrounding region.



“JUST RELAX”

After an action-packed day, the body needs the chance to relax and the soul deserves something comforting. The “Just relax” world by myrtle beach and James & Nicholson is just the right at these times. Cuddly soft single-ply terry, delicate fast-drying microfiber or warming fleece, in the form of bathrobes, sauna towels or fleece blankets, treat sauna-goers and turn every bathroom into a wellness oasis. Many new colour options are now also available in this range. The clothing from the Relax world is characterised by warm colours, comfortable cuts and soft materials. Body and soul are rewarded after an action-filled day in the world of experience by myrtle beach and James & Nicholson. All new products can be discovered in “Catalogue 24 – The base”. And all items can, of course, be individually customised by printing or embroidery. Additional information is available at: www.daiber.de





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GROUND-BREAKING CEREMONY AT AMEDEA

CONSTRUCTION WORK STARTS

On 25 September, the entrepreneur Natalie Kober and the mayor of Karlshuld, Karl Seitle, set the seal on the construction of the new corporate headquarters of the companies AmedeA and AdwainA. As a result, construction can begin on the new home of the promotional product specialists.

T rue to the old tradition, the contractor buried a milk bottle containing a daily newspaper, photographs of employees, business cards and pens of the full-service promotional product agency in the foundation of the building. At the ground-breaking ceremony, company owner Natalie Kober commented: "According to a quote from Goethe, there are three things to consider when erecting a building: 'It has to be situated in the right spot, rest on solid foundations and be built to a high speci-

fication.' Today we satisfy the first condition with the ground-breaking ceremony. The company building will be in the right spot in the new industrial estate of Karlshuld. With a direct connection to the motorway to Munich, Augsburg and Nuremberg, we will remain close to our customers."

LOYAL TO KARLSHULD

Thus AmedeA remains loyal to Karlshuld, a community near Ingolstadt im Donau-moos. After two unsuccessful attempts to

find a location in Neuburg, Mayor Seitle pulled out all the stops to ensure Natalie Kober could erect the new company building in Karlshuld. Not only can all the employees remain, it will also create space for new jobs and more training places for businesswomen and media designers. The manufacturing and embroidery departments are also to be expanded. The total area is 950 square metres, of which around 300 square metres are for storage and embroidery as well as 600 square metres for office space. Natalie Kober: "I am delighted that we can remain in Karlshuld and that from now on the project not only exists on paper but can also be seen growing daily."

RELOCATION NEXT MARCH

On 22 June this year, the entrepreneur purchased a 3000 square metre site at the crossroads from the community. Responsible for the project is the company Haas Fertigbau as general contractor, and Herle and Herrle as the architect. The project is architecturally attractive, energy-saving, efficient, modern, safe, employee-friendly, ergonomic, contemporary and, last but not least, designed to be extensible. The relocation into the new building is scheduled for March next year.

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MARTIJN VERWAAL / PSL EUROPE

OWN CREATIONS INSTEAD OF STANDARD

There is a simple rule: If you want to stand out from the competition, create added value. The promotional product supplier PSL Europe sees its advantage in its own creations. More than half of its product range is therefore of original PSL design.

The global promotional product supplier PSL Europe, headquartered in Zoetermeer in the Netherlands, is still a very young company considering the many industry veterans. It was founded in 2000 as part of the Hong Kong-based Sweda Group. Hence, the product range was defined from the outset. The Sweda Group specialises in watches and electronic items. Thus it was only natural that PSL Europe has also established itself in these segments

– albeit with some alterations over time. The company's strategy has changed to the effect that the specialist for watches and electronic products has developed into a specialist in design. "Every supplier tries to create its own niche in the market and to position itself accordingly. The added value that we have to offer is our specific products," says Martijn Verwaal, General Manager of PSL Europe, and adds: "We do not work with an aggressive price pol-

icy and are therefore also not the cheapest supplier. We offer good, personal service, but there is still space to improve. Therefore our products must simply make the difference."

PREMIUM DESIGNS AS A DISTINGUISHING FEATURE

In order to achieve this decisive difference and to remain innovative, PSL Europe is increasingly investing in its own creative potential and also works closely with ex-

ternal designers and universities. Product design is more important than ever for the company as product diversity is increasingly in demand. State-of-the art technology is therefore a crucial aspect. In recent years, the strategy of creating our own designs has led to a number of product awards as well as global recognition as a specialist supplier of premium design products in the industry. Not least, the strategy is also an expression of the company's claim: The products must be "practical to use" and "stylishly designed". And not only that: Guaranteed exclusivity is also documented by the fact that PSL Design products are patented worldwide. When it comes to added value for its customers, the company does not limit itself to patented PSL Designs products. The design and development of its own innovative products also play an important role. In order to continually develop the concept of "Innovation brings us forward", PSL not only maintains a design department in Hong Kong, but also two factories in China, which are equipped with fully computerised equipment.

LOOKING OUTSIDE THE BOX

PSL Europe currently offers about 230 different products, more than half of which come from its own creative design. Although its product range is essentially determined by its own history and two production facilities, PSL Europe has nevertheless ventured outside the box. In recent years, the company has also launched non-electronic products on the market – such as "Magic Bean", a mobile phone holder with sound amplifier, the "Bellboy" luggage tag and the "Happy Cap" bottle opener. All in all, the company serves the product segments "Office", "Home", "Leisure", "Travel" and "Time". It adheres to the principle of launching a new product on the market every month.

FULL SERVICE AND SPECIAL PROJECTS

As the promotional products market evolves towards full service (including product decoration) and shorter lead times, while demanding higher compliance standards, PSL Europe has decided to move its stock from



China to Europe. From November 1st 2015 on, it will offer to its clients a combination of best in class short lead time delivery service of decorated products from its European stock and longer lead time delivery of customised products from China under its well known and successful Factory Direct program, leaning on the Sweda group's own factories and carefully selected third party manufacturers, while the company will continue to offer the highest compliance and quality standards. As part of this move, the PSL Europe customer service teams will be strengthened and centralized in the Netherlands. In order to achieve this ambitious goal, PSL Europe has selected elasto form as its partner of choice to manage its inventory and product decoration services. PSL Europe offers a full-service model and, on request, prints all products according to the individual wishes of its customers. And they are increasingly embracing this offer. 98 per cent of all orders are finished before delivery, whether it be by printing, material, colour or packaging customisation. Given the fact that PSL Europe looks after some 12,000 distributors in more than 100 countries with its 18 branches around the world, this is a significant proportion. In addition, customised products and special projects are also implemented, including in conjunction with well-known brand names such as Dell, Coca-Cola, adidas and Volkswagen. In order to achieve the highest possible customer satisfaction, PSL has initiated a variety of sales activities, such as the incentive gifts catalogue, the PSL app, sales kits, e-mail campaigns and, on request, sales presentations. Local customer support teams complement these sales measures.

SOCIAL RESPONSIBILITY AND ENVIRONMENTAL FRIENDLY ACTION

Doing things well and doing good things go hand in hand at PSL. The company feels obligated to take on social responsibility and to act in an environmentally friendly manner. This includes the well-being of employees, a general charity, the protection of natural resources as well as an integrated environmental management sys-

tem. PSL received ISO 9001: 2008 and ISO 14001: 2004 certifications both for its management system as well as for its manufacturing facilities. Furthermore, PSL is represented in major international organisations. With its commitment to continuously improve social conditions and to reduce the ecological footprint, PSL is well positioned for the future. <

Since January 2009, **MARTIJN VERWAAL** works for PSL Europe. He started as Marketing Manager. Since January 2014, Verwaal is General Manager. In addition, he is involved in the Dutch promotional products association PPP (Platform Promotional Products). In March 2015, Verwaal was elected into the PPP board where he takes care of communication and benefits.

MARTIJN VERWAAL IN PERSON

What was your first thought this morning?

I really love my children, but why do they have to wake up so early every day!

When is your day a good one?

In case the people around me, either family or colleagues, are doing well and enjoy what they are doing, I am happy. In case this is combined with good business results my day is perfect.

What gets you in a good mood?

I am very positive person so I am usually in a good mood. Nothing special needed!

And what drives you crazy?

Traffic jams. I spend up to two hours a day in my car depending on traffic, which really can get on my nerves sometimes.

What are you most likely to forgive yourself about?

That my work – private life balance might not be as my family would like it to be sometimes. I love my family but also really enjoy working.

When do you lose track of time?

Trying to solve a problem or creating something new. In the end I am always on time for any meeting so time management should be ok.

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

Definitely driving through the USA. There are still many parts left I would like to discover.

What do you like spending your money on?

Usually my wife already likes spending our money. Fortunately mostly for our children and our (new) house so I am ok with that.

Do you let yourself get seduced by advertisements?

Of course, who doesn't? However not often seduced into buying things I don't need.

When is a promotional product a good promotional product?

For me personally if it combines usefulness and quality, with the finishing touch of design and/or creativity.

What is the best promotional product you have ever received?

Pens are always welcome as I tend to lose them quite often.

What do you find irritating in relation to promotional products?

This must be the negative influence on our industry of low quality products. In the end a company must be proud on their name and therefore also on the products that they print their names on. I really don't understand companies risking their reputation by using low-quality products.

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No two customers and no two employees are alike. For this reason, the chocolate cards from the Düsseldorf promotional products specialist SchokoLogo are just as individual as the recipients – because they are custom-made according to the desired specifications in everything from the format to the image and the embossing. They are excellently suited to the Christmas period and will provide for maximum attention through their personal appeal and chocolaty pleasure. But, of course, design is not everything: SchokoLogo makes exclusively hand-made, high-quality original Belgian chocolate that can be produced flexibly with modern technologies and the greatest attention to detail in both small and large quantities.

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PLEASE HELP YOURSELF

In the current Christmas catalogue 2015 of Jung Bonbonfabrik tasty treats can be found again this year with which the promotional products industry can expect delighted customers and thus a high level of demand. One of the highlights is undoubtedly the gift box that unfolds like a fan to form a Christmassy plate of presents. It advertises while giving people a treat at Christmas (and, of course, at any other time of year) with its sweet contents: Ritter SPORT chocolate cubes or Glanzliliput sweets. The box is printed all round with digital printing. It closes with a transparent lid, which accommodates the customized insert. The Jung team is happy to provide information about the individual design details.

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HIGH-LIGHT FOR SAFETY AT NIGHT

At the beginning of September the entire New Wave sales team met for a strategy meeting in Bad Kissingen. Besides the consistently impressive collection, an “absolute world first” was also presented. The design had already been in the sketchbook for some time; now New Wave is finally presenting “with pride” a jacket which, as the company says, “extends all the limits when it comes to visibility at night”: the “Hardy Reflective Jacket”. At a first glance it may seem like a fairly plain jacket. But if bright light falls on it, it lights up like lightning, thus creating top visibility. This jacket makes the wearer feel safe and additionally underlines their personality: an absolute high-light in the truest sense of the word for the whole team.

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With In-Mould-Labeling (IML), W.A.G. Funktion + Design GmbH is offering its customers an innovative printing process for the optical finishing of the outer shell of cases. Unlike traditional printing and labelling methods, the labelling in this film printing technique is carried out directly in the injection moulding system. The four-colour photo printing is not only brilliantly coloured and scratch-proof, it also forms a single solid unit with the case once it has cooled down. It shows itself to be resistant to moisture and the influence of temperature as well as to UV radiation and mechanical abrasion, which means, for example, you can forget about the usual disadvantages of conventional adhesive labels. With In-Mould-Labeling, the different kinds of cases from W.A.G. are given durable and vivid colour printing of the highest quality. Precisely IML is thus a natural choice for implementing premium product branding.

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FINE BISCUITS

Packaged in a classy black metal tin are 500 grams of fine assorted chocolate biscuits from the Lambertz brand: a stylish present that provides a tasteful alternative to the customary bottle of wine and will provide for exceptional levels of attention and appeal – this is now available exclusively from Jung as a limited edition. Customization – from just 60 units – is achieved with a promotional strip around the box. Ideal for the sales force to hand over in person when visiting customers, but also a real surprise for the recipient when sent by post.

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COMPANIONS FOR THE WHOLE YEAR

With its Leland model, Clique is presenting a classic yet unpretentious three-in-one fleece jacket combined with a robust outer material. The nylon outer jacket is a water-repellent windbreaker and thus offers good protection against the cold. The job of warming is then taken over by the removable fleece, which is attached to the outer jacket by a zipper. In addition, the three-in-one jacket has a hood to protect against the cold and wet, and is provided with functional pockets. The Leland model from Clique proves to be an advantageous all-rounder for the whole year. Both the outer and the inner jacket can be worn individually. In combination, the two jackets provide the best possible weather protection as well as thermal insulation. Hence the Leland three-in-one jacket from Clique can be used in a wide variety of different weather conditions.

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CHRISTMAS BAKING DUO

You can smell Christmas already: the attractive little star and Christmas tree cutters from Multiflower combine to form a little Christmas baking duo. This incentive to start baking for oneself comes to the customer neatly packaged in a transparent telescope box. Promotional text can be printed on the standard motif of the inlay from 250 units upwards. Also from just 250 units it is possible to design your own inlay.

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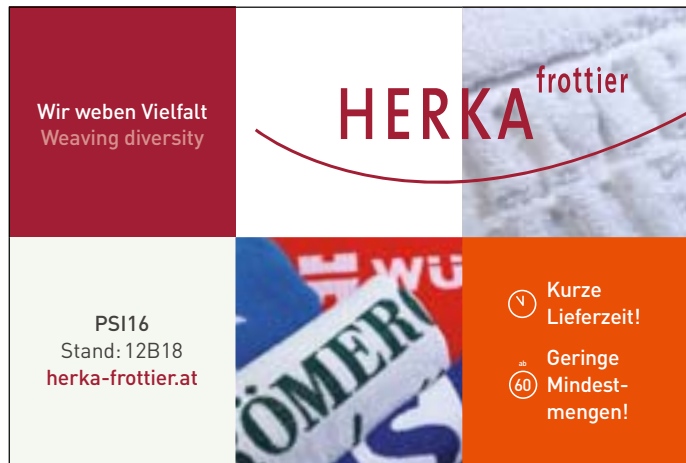
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ALWAYS IN THE THICK OF THE ACTION

The PSI 2016 is getting closer and closer. Being well informed in advance is essential for your own planning. And the information of course does not stop during the trade show. On the contrary, thanks to social media, the latest developments at the PSI 2016 are always communicated just in time: The latest news about the most important industry event of the year is available on the official Facebook page for the PSI 2016. Simply become a PSI follower on Twitter and like the PSI Facebook page <http://on.fb.me/psimesse>.



ALWAYS WELL-INFORMED WITH PSI TRADE SHOW APP

All news about the PSI 2016 is naturally available when on the go: With the PSI TRADE SHOW app, interested parties are always up to date and can learn everything worth knowing about the industry's leading trade show in Europe within a very short time. The new app is available for all common smartphone models.

Simply scan this QR code and download the app. An uncomplicated download is also possible at the Apple or Google Play Store.

www.psi-messe.com



28TH IPSA WAS AN EFFECTIVE BUSINESS PLATFORM

The IPSA Autumn 2015, the biggest promotional products trade show in Russia, CIS, and Eastern Europe was once again a pivotal point for the pros in the industry and representatives of advertising agencies, purchasing and marketing departments. From 8 to 10 September, **188 companies** were on hand in Moscow, **68 of them new exhibitors** presenting their products and solutions for the first time at this show.

During the three days of the show, **4,714 qualified visitors** were counted at the Crocus Expo in Moscow. Of these visitors, one-third were from the purchaser side; another third came from advertising agencies, as well as advertising and production companies. This year the organizers created **two new areas: Giftex** for all kinds of corporate presents and present packages, and **OfficeLife** for office and stationery supplies. In addition, there was a special **"Made in Russia" pavilion**. Apart from new products and business solutions, the IPSA powered by PSI also provided a varied supporting programme. Thus the second day of the show featured a **roundtable discussion** entitled **"Promotional Market Today: Trends, Forecasts and Tools"**, which the organizers regarded as very successful. Representatives of the largest Russian advertising agencies, manufacturers, and suppliers spoke on important and relevant topics, such as global trends and industrial development forecasts. The packed auditorium showed that there is great interest in these topics. After all, a statistical study of 2014 indicated a total advertising volume in Russia of USD 2.8 billion. At the end of the second day, those exhibition companies that received the most votes for their products from the visitors to the trade show were honoured. After a total of three days of the trade show, the organizer's résumé was thoroughly positive. "It is very important for us that the IPSA is and remains the best business platform for the majority of pros in the industry."

www.ipsa.ru/en/





Neue Mitglieder New Members

PSI Journal 11/2015

www.psi-network.de

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to the PSI network

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DER RELAUNCH NAHT - SIE WERDEN UNS FINDEN! THE RELAUNCH IS COMING - YOU WILL FIND US!

Folgende Unternehmen präsentieren zum Relaunch des PSI Product Finder 3.0 ihre aktuellen Artikeldaten.
Das PSI bedankt sich für die rege Beteiligung und wünscht gute Geschäfte!

In the course of the PSI Product Finder release 3.0 the following PSI suppliers will be presenting their up-to-date article database.
PSI would like to say „thank you“ for the great participation and we wish you solid business success!



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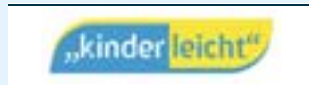
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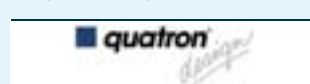
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49611	GEFF Sport, S.L.	10K06	40785	Schreiner Coburg GmbH	11M76
49621	Genius GmbH	9M23	49630	Silke Hammerl und Heiko Eckstein GbR/4 Forst Laboratorium	12L36
49657	Gewolix GmbH	11B25	51391	simplexx GmbH, Belt Buddy	12M35
49612	goldbuch Georg Brückner GmbH	12H02	49550	SKARPETA UG (haftungsbeschränkt)	11N59
49105	GWIPES Tsasousidou Erosini	12K44	49655	Space Wallet GbR René Seppur, Matthias Groo	12M40
49597	haider marketing Rokeya Haider	10H740	51389	Spätzle Shaker UG	12K21
51394	Hangload UG	12M17	49668	SPINDLER GmbH	12L44
49645	Hecca Direct A/S	10M62	46903	SPM Schäfer Promotion Marketing GmbH	11B17
49578	HEWA Tea & More Inh. Haloluwa Mudalige Hewakandamby	9L42a	48156	Steam Business SARL	11L50
49577	ICE SA	11H33	49637	Sticky Jam GmbH	12O01
49476	Imperito d.o.o.	12K42	49638	Menzel GbR / Suncard - sunglasses in a postcard	12N44
48038	In-Crystal GmbH	11G45	49552	TARCIN KUYUMCULUK HEDİYELİK ESYA AS	9E39
49625	Inge's Christmas Decor GmbH Inh. Klaus Müller Blech	9B42	49672	Textildruckerei Lunzenau GmbH	10M09
43411	I.P.S. Srl International Products & Services	9H09	48771	Textilium Tekstil Promosyon Ve Reklamcılık San. Ve Tic. Ltd. Sti.	10F40
41079	John GmbH	12L30	41941	Trendfactory B.V. TailorTies	12C33
46672	Joy Investment S.A.	10C11a	49563	Trendy Sport GmbH & Co.KG	9G08
49661	Just-VR GmbH	12M48	48813	Tuva Home Textile Ltd.	9C03
49603	Kalendermacher GmbH & Co. KG	11G03	49669	Unilabel ID Service Deutschland GmbH	12N16
49628	Kathi Rainer Thiele GmbH	9L38c	49594	Vivadeau GmbH - die stadtmeister	12K09
49651	KEKSZauber Inh. Laura Berg	9L38d	46302	Willsee Co. Ltd	9K17
45384	Kellermeister Manns GmbH LogoFrucht / LogoEi	12M32	49650	Wistiki S.A.S.	12L46
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48108	KMS Kafitz Medienservice GmbH	9L22	49622	Wunderle Blümchevvnv & KO Heike Bringemeier e.K.	9E08
41119	Knops Acryltec	9L10	49605	Xtrem Toys & Sports GmbH	10C34
49558	Kreitmeier-Valina Design & Produkte GmbH	12K47	49596	YADO s.r.o.	10F66
48924	LÄTZ FÄTZ - Baby-Werbeartikel Inh. Silke Strelow	12K43	44066	Zippo GmbH	12B35
			49665	Zötzl Collection, by Sibylle Zötzl Inh. Sibylle Zötzl	12L38

PRELIMINARY EXHIBITOR LIST OF THE PSI 2016

13TH TO 15TH JANUAR 2016 IN DÜSSELDORF

We are glad that the following new companies have decided to participate in the PSI 2015:

blue = TEXTILE AREA

pink = PSI TECHNOLOGY FORUM

green = HALL13-Area

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47956	cosmos exports 1977	9C36	45934	bb med. product GmbH	9C32
49009	12M Alicja Wasowska	10F72	47455	BD Group d.o.o.	10C61
49279	2had GmbH	10Mo6	49425	Belgosweet SPRL	12No4
49356	8 Pandas Deutschland c/o brandpartner GmbH	12K17	47145	BEMAG Behrendt Marketing Group	12N46
48797	A&J Agnieszka Polak	9K13	48731	Beseda Adrian Bereszynski	9D35
47670	Abanicos Jose Blay S.A.	9E03	49250	Bestron Nederland BV	12C10
48989	a.b.m. Italia S.p.A.	10D21		Bio Laboratories Ltd.	
48055	Acar Europe GmbH	11F25		Bio Laboratories Ltd	9F28
49500	Acarta GmbH	11N79	49113	BIVALVIA Ltd.	10E14
49347	Adapt Marketing (Pty) Ltd - ADAPT Anthony Driman	11C45	51364	blomus by mood rooms e.K.	11D75
51365	AdHoc Design und Vertrieb by mood rooms e.K.	11D75	49325	Blue Chili GmbH	11H43
44329	aditan Werbe- und Organisationsmittel GmbH	12B01	49046	Blueprint Cologne GmbH	12N24
43999	ADOMA GmbH Kunststoff- und Metallverarbeitung	12H53	51372	bobble by mood rooms e.K.	11D73
46850	ADV PAX Lutec GmbH	9E28	41435	Böckling GmbH & Co. KG	9C13
45448	Aetzkunst GmbH & Co. KG	9C14	44120	Sport Böckmann GmbH Ihr Partner für Sport und Freizeit	10H74C
48751	AFISA Asoc. Fabric. Import SA	9B52	47698	BOFA-Doulet GmbH	11C13
46059	Afkim Ltd.	10G23	48718	BOHEMIA SPORT LION, spol. s.r.o.	10G41
49267	Agentur Vorsprung Peter Häusser	11F50	48401	Bon Goût	
49278	Aglika Trade Ltd	11G12	48043	Eli Katzenstein	11B29
49337	aiia LLC Partnership	10H32	48778	Boogaard Textiles B.V.	10H04
49511	Alcan Reklamcılık Ve Halkla İlişkiler Sanayi Ve Ticaret A.S.	10F13	45767	BOOKMAN AB	9F32
49035	Alémundo Com de Brindes, Lda	10F71		Bottle Promotions	
47800	ALFA PROMOSYON TEKSTİL PAZ. SAN. VE TİC. LTD. STİ.	10M54		a Tacx International Company	9K32
49203	Aliseta snc	10L37h	46304	The Brand Company, S.L.	9G31
45590	aloga gmbh	11B30	46116	Brand Promotion CZ s.r.o.	10H26
45753	Anda Present Ltd.	11H22	46905	Brauns-Heitmann GmbH & Co. KG	9A25
44291	Araco International B.V.	11F24	41141	Hugo Brennenstuhl GmbH & Co. KG	10H45
48983	Arem Italia Srl	10M58	49334	Bric's Spa	10G28
45456	Aristos International GmbH	11G34	40567	BRUNNEN	
48941	Arnulf Betzold GmbH Lehrmittelverlag-Schulversand Michael Warneke	11L52		Baier & Schneider GmbH & Co. KG	11D03
48309	Manufacturas Arpe, S.L. ARPE	10C01	48383	BSC SPA	10H20
45895	Artihove Regina B.V	12E36d	48045	B-TOKEN BVBA	9F26
49333	ARTOS PRODUCTIONS GmbH	12K45	47672	Bulb-Bottles-Innique AG	10G36
47506	Condom Message ASHA INTERNATIONAL	9A41	40710	BULLYLAND GmbH	9F51
45428	Asia Pins Direct GmbH	9L51	45956	burger pen AG	9D52
47525	A-Solar B.V.	11G33	46531	Businessball B.V.	12D33
41169	Spielkartenfabrik Altenburg GmbH		47952	Büyüksöy Bayrak	
	ASS Altenburger Spielkarten	11F65		Ve Semsye San. Tic. A.S.	9G01
49441	A.S.S.-3 Biuro Exportu Importu i Marketingu Ewa Skoczen	9D32	49016	Camblock	
46148	ATUT & PRIMAR S.c			Hey! Labs e.K. Thomas Mühlhoff	12M38
	Golab, Rackiewicz	10K07	45107	cameo Laser Franz Hagemann GmbH	12B09 TF
47980	Audio Protect AG	9C12	42482	Cartamundi Turnhout NV	11F65a
51361	Auinger Daniel	12O13	43811	CDH Computer Division Heinemann GmbH	9A18
48738	AuRa Textil GmbH	9L03	47456	Cemertas Promotional Textiles Industrial and Foreign Trade Company Ltd.	9B01
49413	AVANT Fabryka Porcelitu			CHILI CONCEPT SARL	11G13
	Jerzy Bujanowicz	9H50	47791	CHOCOLISSIMO by MM Brown Deutschland GmbH	10M16
46204	Axpol Trading Sp. z o.o. Sp.k.	10M25	48893	CHUNG International GmbH	
46781	AXXEL Sp. Z.o.o.	9D18		KY Cloth	11E56
48898	b & a Vertriebs GmbH		44950	C.I.F.R.A., S.L.	10M68
	Promotionkicker	9C22	42811	CITIZEN GREEN BOOMERANG S.A.	11E66
47411	badge4u		48658	CITRON btl	
	Wojciech Pawlowski	9A31		Magdalena Owczarska	10C28
41338	Bären Luftballons GmbH	9D09	46851	Classic Line Warenhandels GmbH	9K01
49398	Baltus Bloembollen BV	12C40	48748	Claymore	
48350	Barbara Hofmann Cosmetic-Pinsel GmbH			Willemsen Koffers B.V.	9G51
	The Beauty Tools Company	9D31	46153	Clipper A/S	9A17
45434	Bartl GmbH	9A40	40511	Clipper B.V.	12G44
			45619	CLIPY	
				Artur Begin, S.L.	12C32
			48345	CMA Global	
				Inh. Young Sun Kim	9G40

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48812	COMPUZZ srl	12B45	49042	Fabio Ricci	
46835	Concert-Merchandising GmbH	9L13		Talat Matbaacilik ve Deri Mamulleri Ticaret As.	11H51
49112	Consilio Jakub Michalski	11C61	44885	Fabrizio	
41421	Coolike-Regnery GmbH	9B23		Heinrich Sieber + Co. GmbH + Co. KG	9C49
49401	Coronation Rock Ltd		49205	Fabryka Zabawek Pluszowych Kolor Plusz	
	The Logo Lollipop Company	10K17		Mirosław Lapczuk & Maciej Raczkowski	10L03
45939	Corthogreen bv Greengifts & Seedpromotion	11B64	46751	Fair Squared GmbH	12M36
48842	Cottonland - Textile Agency		43144	FARE - Guenther Fassbender GmbH	12G40
	Open Vision - Publicidade Lda.	10G43	49456	Farutti Ltd.	11E25
49376	CPS GmbH / FRESHTIS	12K14	49392	feelfelt EntryMedia Sp. z.o.o. Spółka Komandytowa	12K05
48445	CTP S.R.L.	9E21	47960	Feniks Sp. z.o.o.	9H42
49317	CTWO Products AB	12C14	49354	Fifty Five OHG	10D63
49406	Cuka Design, S.L.L.		46874	Cokoladovny Fikar s.r.o.	9A04
	Sonia Rojas	9F41	48519	Finardi Milena SRL	10L37a
47595	cup print		47964	First Editions Ltd.	9E49
	freie-produktioner Münster/Osnabrück GmbH & Co.KG	9G18	41002	Alfred Fischer	9E18
48803	Customcufflinks		48158	Flameclub Europe BV	11C53
	Pieter Bosscher	12D47	44294	Hermann Flörke GmbH	11C49
49446	Custom Jackets	10H74n	44389	Floringo GmbH	10C22
42819	Gustav Daiber GmbH	12G40b	49370	Fluhrer Verlag GmbH	12L02
48202	DAMLA OFSET MATBAACILIK AS	10F15	49421	Formpress AB	12K29
49313	DARA Izabela Kolodziej	12K18	50306	Forum junge innovative Unternehmen	
50062	dedica Dr. Harnisch Verlagsgesellschaft mbH	9H22		Innovation made in Germany	12G58/12N50
48840	DELSEY Reiseartikel und Lederwaren GmbH	11G51	47463	Francos GmbH Image-Cosmetics & More	12G02
46660	DEONET BV	10M31	49385	Fuchs-Display GmbH	12N03
49396	Deutschland Fanshirts PR GmbH	12K26	49322	Garland Bridge (Europe) Ltd t/a Moon Corporate Wear	
41734	Giuseppe Di Natale S.p.A.			Bobby Sanan	10D20, 10H74a
	Arti Grafiche Cartotecnica	11H71	49647	Gebr. Steinhart, Wachswarenfabrik GmbH & Co. KG	9B42
49090	Die Stadtgärtner		49535	GEDALABELS GmbH	9L04
	Inh. Derk Niemeijer	12L49	41615	Geiger-Notes AG	11D63
48471	Mr Disc Digistor Deutschland GmbH	12C11	49318	General Bikes International BV	12L28
47097	EMBALAJES PUBLICITARIOS NT Diseño y Aplic. del NT, S.L.	10F60	48575	Geoman Bulgaria Ltd	
48615	DIZAYN ETIKET San. ve Tic. A.S.	9F18		Kaliman Mechkarov	11B71
46488	DOCTIME GmbH	11F42	47324	Get Impressed srl	11F34
49340	DOIMO FLAIR DISTRIBUTION		47578	Gimex melamine plus GmbH	9D41
	Giovanni Doimo	12K15	45737	Giving Europe B.V.	12G04
40723	DOM POLYMER-TECHNIK GMBH	11F20	49415	GLASSHOPPER - THILT BVBA	12N28
41752	doppler H. Würlingsdobler GmbH	11D42	49420	GOBILAB SAS	12L20
48489	Dorling Kindersley Verlag GmbH	11F51	43242	GÖCKENER GMBH	9C52
46897	Dosenspezialist GmbH	11A54	40969	Jakob Göschl GmbH	9F03
49048	Doyuk Technology & Promotion		44530	Frottierweberei W.F. Gözze GmbH Produktion Werk II	
	Engin Doyuk	9B28		Werbemittel-Vertrieb	10M45
49287	Dr. Junghans Medical GmbH	10H75a	48349	Iskenderler Otomotiv Ltd. Sti. Gold Puzzle Collection	9F01
49304	Dragon Gifts		45829	Goldstar Europe	
	CLA Magellan, LTD	9E42		National Pen Limited - VP Marketing Europe	11H58
45720	DreamPen, BALL-POINT PENS PRODUCER	10F35	44615	Golfball Bussjäger	
44886	DreiMeister Spezialitäten			Florian Bussjäger	10E17
	Hans Schröder GmbH & Co. KG	9C51	49371	Goliath Toys GmbH	12D19
48332	drinks gmbH	9L38 a	49486	Gonz Ltd. trading as KNOMO	9F53
48122	Dubis Promotionartikel-Service GmbH	9G17	46517	Gorenler A.S.	9D02
47503	Eco Promo		46895	Gottschalk B.V.	11G39
	Everything Environmental Ltd	9L27	48266	Gourmet Leon Feinkostmanufaktur	9L33
41369	elasto form KG	11F54	47197	GPE A. Ardenghi srl	9H04
44127	Elektronica SM-Handels GmbH	10F34	49359	Graffiti Print	
48996	ELITA Spółka Jawna			Saturnin Zukowski	10L25
	Jerz i Staszalek	10K05	47265	GRASPO CZ, a.s.	11G04
44736	ELITE Srl	9K42	48277	Green Earth Products	
47306	EMCO Bau- und Klimatechnik GmbH & Co. KG	12B10		Inh. Helga Nederhoed	11A42
42200	e+m Holzprodukte GmbH & Co. KG	11B66	48623	GSE Gesellschaft für Soziale Dienstleistungen Essen mbH	12A38 TF
45997	emotion factory GmbH	12D29a	43990	Guidetti Carlo Ombrellificio	
42692	EMSA GmbH	11A66		di Eredi Guidetti S.N.C.	9K38
47403	Ender Tekstil		51314	GUSTO	9L38/9L42
	Sanayi Ve Ticaret Ltd STI	9D28	45860	Gutsweine Zimmermann GmbH & Co. KG	11L78
47737	ENDULZARTE, S.L.	9F31	46944	Gutting Pfalzndel GmbH	
49081	ENTRADA Textile Dienste GmbH			Entwicklung und Herstellung von Logonudeln	11A76
	Geschäftsbereich Matten	11G36	45666	Halfar System GmbH	
48529	Erteks Kadife Tekstil San. Ve Tic. Ltd. Sti.	10F46		Rucksäcke und Taschen	12G40a
49306	Erzi GmbH	12M26	51318	HALLE13-Area	11L50/N79, 12K03/044
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41022	ESCHA GmbH	11H31	42765	HAPPY bvba	11A14
47057	ETITECNIC.	9G32	44954	happyROSS GmbH	11F43
46089	F.P.H.U. Eudarcap		46932	HASGÜL TEKSTİL PROMOSYON ÜRÜNLERİ	
	Dariusz Kobos	10D10		SAN. VE DIS. TIC. LTD. STI.	10H57
49245	Euronatal LDA	11E58	47160	Hauff Schreibgeräte GmbH	9E40
41857	EUROSTYLE - Emil Kreher GmbH & Co. KG		41756	HAWECO IMPORT GMBH	11A34
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45339	Everts Pol Sp.z.o.o.	9E27	46712	Heibro International BV	10M44
49403	Exprod Sp. z.o.o.		41054	heidemann plastik GmbH & Co. KG	10D42
	Dmytro Pecherskyi	9H24	44145	helo © Heckelmann Holz und Kunststoff GmbH + Co. KG	9K07
47094	Extrapack Ltd.	11G14	41583	HEPLA-Kunststofftechnik GmbH & Co KG	11D01

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41275	C. Jul. Herbertz GmbH	11F53		Karl Müller GmbH	10M02
41016	Heri-Rigoni GmbH	10F53a	49329	KNAKKE	
46235	HERKA GmbH	12B18		CEO/ Inhaber Mario Neugärtner	12L03
45918	Herzog Products GmbH	11H46	41794	Karl Knauer KG	
48183	High Profile Plastic Parts Ltd.	9F13		Verpackungen, Werbemittel, Präsentverpackungen	12G26
45818	Golfvertrieb Hilbrand	10G03	49649	KNETÄ Lisa Stein	10M21f
41118	HOECHSTMASS Balzer GmbH	9K31	49311	Knete.de	
45973	Hörsteler Interior Design GmbH	10D53		Inh. Frank Trujic	12K13
41690	Philipp Holle KG Papierverarbeitung		44318	kochmesser.de Import GmbH & Co KG	10F52
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51366	Holmegaard		44071	Könitz Porzellan GmbH	10C08
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49468	Holtz Office Support GmbH	12K33	48926	Kolekcja	
49457	Horizonte Verpackungs GmbH	12M14		Halina Namisl	12K20
49288	H.W. Lunemann GmbH & Co. KG	12C03	43572	KORE S.P.A.	11C65
47349	Hypon BV	10L01	47406	koziol »ideas for friends GmbH	12D30
49482	i4, d.o.o.	10G73	46770	KREITER GmbH	9D10
45302	ICO JSC	9D40	47203	Krüger & Gregoriades Im- + Export GmbH	9B50
44411	ID®		44546	KV&H Verlag GmbH	
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47803	Ikikereiki reklam ltd. sti.	9L01	48994	Landway International Corp.	9D13
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48513	Image Kompagniet APS	10H42	49367	LBX Asie	9F21
44740	Impliva B.V.	10H02	44678	L&D Aromáticos, S.A.U.	9E32
44659	Infoplus Blindow		42438	Lediberg GmbH	11D29
	Namensschilder GmbH & Co. KG	12E36	49438	Lema Krzysztof Jan Buszko	9H46
44898	Jaan Ingel AB	9K28	47073	Leniar Sp. Jawna	
48282	Inoxcrom Internacional S.L.U.	10D19		WYTWORNIA SZABLONOW KRESLARSKICH	9K41
46924	INPRO SOLAR SYSTEMS		40717	Lensen Toppoint B.V.	12K01
	Inh. Georg Huber	9K04	46175	LEUCHTTURM ALBENVERLAG GMBH & CO. KG	11H13
42907	Inspirion GmbH	11D04	48484	LE COLOR	
49336	IntelliSpot® TV Mediareload GbR	9M21		Levent Ofset AS	10F09
49303	interfon adress Gesellschaft für AdressenResearch mbH	9H41	45457	Lexon S.A.	10F75
49609	InterNestor GmbH	9L38	44862	Licefa Kunststoffverarbeitung	
43540	Intraco Trading bv	10C76		GmbH & Co. Kommanditgesellschaft	10F14
45893	i.p.a. Sweets GmbH	11D02	48956	LimeBOX	
42567	i.p.a. cosmetics GmbH	11D02a		Joanna Suchecka-Lipka	9D25
46848	Ipeknuur Textile Clothing Co. Ltd.	9G02	47192	Linarts s.r.o.	11A58
46922	Istanbul Tekstil		42487	LM ACCESSOIRES	
	ve Promosyon Ürünleri, SanTic.Ltd.Sti	9D05		WERBEMITTEL & EXCLUSIVANFERTIGUNGEN GmbH	12B02
49262	iTech-Graphic GmbH	12K35	49451	Logochoco	
48357	IVB TransferDruck			Nevo Shaya	12L26
	Inh. Norbert Koch	9C37	43208	LoGolf Line B.V.	9L05
51367	Jacob Jensen		46104	logolini Präsenze	
	by mood rooms e.K.	11D75		Fickenschers Backhaus GmbH	9C42
47696	Jamara e.K.	12D05	48849	LOOPS CONDOMS	11A30
47258	Jasani LLC	10L10	49341	LUDGER VOSS // Inh. Herr Voss	
46742	JHK Trader S.L.	9A52		funny-look.de	12K16
49115	JOBET GmbH ein Unternehmen		48100	Lufi Expressz Kft.	9B27
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41990	Joytex GmbH & Co. KG	11F04	46414	Lynka Sp. z.o.o.	10D36
41170	JÜSCHA GmbH	9G49	40909	MACMA Werbeartikel oHG	
41545	JUNG BONBONFABRIK GmbH & Co KG	12D29		Import-Export	11D60, 11D64
49391	Just Spices GmbH	9L38b	48040	Macseis Corporate Services Ltd.	10L31
46091	Kaai Kalender GmbH	10C18	41617	MAGNA sweets GmbH	12D48
42706	Kalfany Süße Werbung GmbH & Co. KG	11D34	44833	Mahlwerck Porzellan	10H745, 11H03
48417	Kamp Europe BVBA	10M03	43473	MAICA GmbH	
46232	Kandinsky Deutschland GmbH	10C21		Corporate Fashion	12E36e
48037	Karcher AG	12G48	48283	Maikii s.r.l.	10H20a
48966	Karl Loy Bandweberei GmbH		47096	Makito Promotional Products	
	Geschäftsführer Till Hackenberg	9B42		CATAL IMPORTACIONES S.L.	10F21
47464	Karlowsky Fashion GmbH	12G40e	46913	MALGRADO fashion & promotion GmbH	10H74g
51371	Kay Bojesen		42884	M.A.P.S. GmbH	
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47413	Kelnet	9F43	40755	Marbo-Werbung	
47270	Kerler GmbH	10M21e		Norbert Bokel GmbH	9G03
49513	Keuzekado		49237	March design studio Ltd.	9M09
	Ivo Feyen	12C41	49092	MARIP-Werbelebensmittel	
49493	Key Union Iberia S.L.			Inh. Matthias Rippert	12K48
	Levomatic	10F74	48871	Marker Print Ltd	12D54
46131	KHK GmbH	12G45	49006	Mart Spolka z ograniczona odpowiedzialnoscia Sp.k.	10M01
48979	Kickpack GmbH		49017	Marzipan Books Ltd.	11B28
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47903	KIMPEKS TEKSTIL SAN.VE TIC.A.S.	9C41	46386	Matterhorn Sverige AB	12B05
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EUROPE AT A CROSSROADS

It never rains but it pours. The financial crisis, or better, crises, have been keeping us in suspense for years. At present, they have vanished from the centre of attention, even though the economy of southern Europe is only moving ahead very slowly. Together with the refugee crisis and the VW scandal, our European economic region is faced with its biggest challenge.

Businessmen can only be disappointed by the European idea right now. Huge amounts of money are seeping into safety nets. That it is possible to live on credit seems to have become clear to Greece

now, as well. The surge of refugees has suddenly brought an issue to Europe that is putting us to the test. How we deal with this is a question of humanity, but mainly a test of the European question. The political controversy without any approaches to a solution frightens me. No one wants to assume the leadership, apparently for fear of domestic political consequences and loss of power. The VW crisis with its consumer fraud caps it all off. Europe at a crossroads?

Our industry too must prove in a small way at the European level that it can come

together and take a common stand. In Germany, we have taken the first step by uniting the associations in one industry association, the GWW. I don't see this at the European level. Here segmentation prevails, coupled with a wide variety of different agendas. Here too a great deal of money has seeped away.

It is necessary for us to agree to a common, solution-oriented communication to show the industry that we are a sector ruled by the topics of branding and dialogue and superior to other forms of marketing. That is why the PSI is working in close cooperation with European associations. And that is why we are giving a face and a voice to the industry at the European level – with such instruments as the PSI Barometer, the Sustainability Awards, seminars, and other tools.



»The industry must come together at the European level and take a unified stand.«

Best regards

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

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

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WELL PRESENTED, WELL MEMORIZED

An extremely important element for a promotional product is its performance. How do I show my promotional product in the best possible light? And this includes not only the qualities of the product, such as usefulness, value, and design, but presentation is another essential moment. An appealing package makes a product look more valuable, signaling more appreciation to the recipient of the product or gift set and thereby in no small measure enhancing the advertising impact. And that is the theme of the cover topic "Gift sets, packaging" in our December issue, supplemented by another paired theme, "Finishing and technology".

Please give a thought now to the product theme of the January issue, which will be focusing on the new products at the PSI Trade Show, and send you product presentations (image and text) by 6 November 2015 at the latest to: Edit Line GmbH, Redaktion PSI Journal, E-Mail hoechemer@edit-line.de



ADVERTISING WITH ART

Good advertising is an art. The extensive product and service portfolio of Artihove impressively demonstrates that works of art as symbolic-creative gifts are also effective promotional messengers. The Dutch art centre takes art out of the exclusivity niche and makes it tangible and perceptible for a large clientele. We learn how this works on an insightful day at the company's headquarters in Rotterdam.



GOOD QUALITY IS THE ESSENTIAL THING

Promotional products are highly valued. Moreover, they are becoming increasingly popular. This is the conclusion reached by a study of the Polish industry association PIAP. Their popularity is due not least to the fact that the vast majority of Polish marketing experts has recognized the positive impact of a good promotional product on the image of a company or brand.



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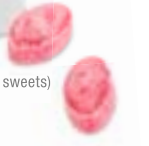
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