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## 

**POWER FOR PROFESSIONALS** International magazine for promotional products DECEMBER 2015 Volume 54

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**Business platform PSI 2016** A must for the industry

**Artihove Art Centre Advertising with art** 

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**PROFESSIONAL DISCUSSIONS SKILFULLY WINNING OVER THE VISITOR** 

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## **EDITORIAL**

#### **THANK YOU**

hen you hold the next PSI Journal in your hand, another new year will have dawned. First of all, my sincere thanks for the past few days in 2015. Many of you approached us during the year with interesting and helpful suggestions. Among them were good ideas, constructive criticism and very often also a thank you on your part. As editors and publishers, that is of course particularly gratifying – it assures us that tormenting mind and soul is not in vain.

2015 will go down in the annals of the German promotional products industry. After decades of individual associations for distributors, suppliers and brand owners, the industry agreed this year to a unified association which it implemented. A decisive step towards the future, because just as industry sectors and entire industries change, so too must organisations move with the times, otherwise they will be left behind. A big thank you to everyone who contributed to this. It is to be hoped that the European associations will kick into gear once again in 2016 and find their way back to an effective positioning and operation.

Nowhere in Europe is it plain sailing for the promotional products industry. Compared with other industries, it is very much dominated by medium-sized and family-run enterprises. The major industries, manufacturers, banks and insur-



Manfred Schlösser

ance companies that fill the budgets of other business sectors so magnificently are simply missing. If we look at the association landscapes of European capitals or even Brussels, we can only go green with envy. The largest and most important among them have a few hundred employees, several managing directors, lawyers and PR specialists. In contrast, our associations in Europe are unpretentious to say the least. But what point is there in moaning? None, as in ordinary life. We need to target our activities more purposefully and do a lot of voluntary work. Work that benefits all of us in the industry – and ultimately ourselves as we are playing our part.

Once the festive season is over at the end of the month, the PSI Trade Show will once again lure us to Düsseldorf. I'm really looking forward to this event in the new year. Nowhere else can you find so many products, nowhere is the promotional products industry so creative, nowhere can you meet so many visitors and colleagues in the industry.

Until we meet again, I wish you all a wonderful pre-Christmas season, a peaceful and restful Christmas and a healthy, successful and happy new year in 2016.

With this in mind

Manfred Schlösser Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

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#### THE RIGHT PERFORMANCE

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"Concealment is a promise," says the artist Christo – thereby also expressing the meaning of beautiful packaging for beautiful things. This is also what the outfit of promotional gifts is about, as an attractive wrapping points to an equally attractive core: the "wrappings" as an appetiser for what is "inside".



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SKILFULLY WINNING OVER THE VISITOR

## Q-Pack Strait A100685



#### Power Bank mit 8000mAh!



PSI is making rapid strides. Exhibitors are working under great pressure on the new product range. Just as important for a successful trade show appearance are, however, also the right strategy and the training of trade show staff. Customer acquisition expert Dr. Daniel Langhans explains here how you can skilfully win over the visitor and get your message out to rather unapproachable people.

#### **PSI 2016: A MUST FOR THE INDUSTRY**



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The PSI, as Europe's biggest presentation space for promotional products, has been the key event of the promotional products industry for more than 50 years: a trade show by professionals for professionals, each time with new offers that can boost the business of PSI members. New at the PSI 2016: the PSI Institute - COMPETENCE AREA and the PSI matchmaking tool. For consolidated know-how and targeted networking.

#### **GOOD QUALITY IS THE ESSENTIAL THING**

66



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.

#### ADVERTISING WITH ART

#### 96



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.



### MAKING A CUDDLY IMPRESSION Promotional animals and figures

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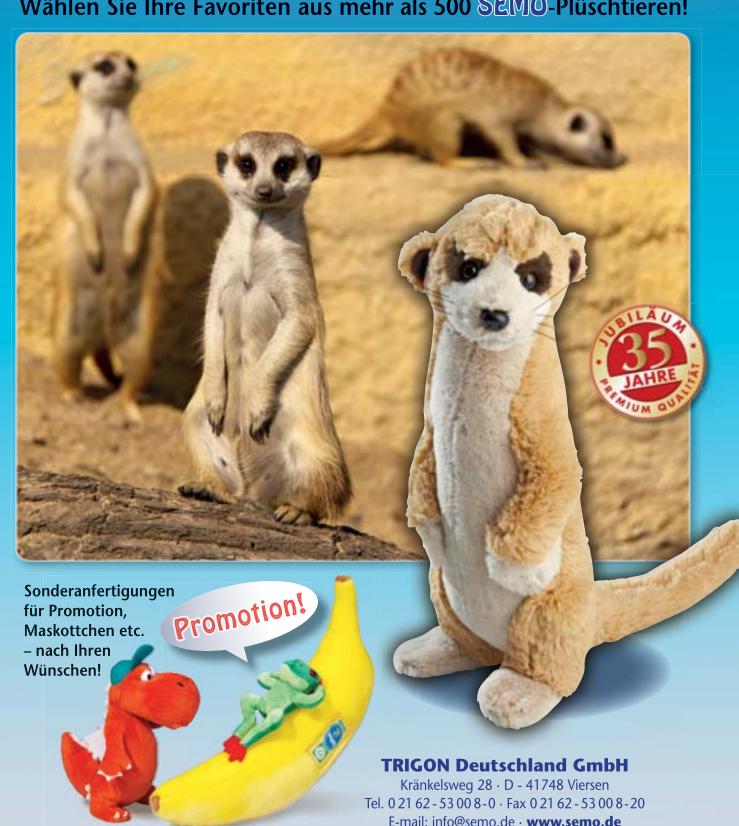
#### **BEASTLY CUDDLY**

Cuddly animals have a multidimensional importance in one's life. In childhood, they provide comfort, help one to fall asleep and are a friend and playmate. Adults often have cuddly animals as collectibles. In today's society, collections of cuddly animals are widespread. Even adults can have intimate ties with cuddly toys which they often keep for the rest of their lives. Even worldwide holiday trips for cuddly animals organized by an agency, accompanied and documented with photos for the owner, are already available. However, for those who do not wish to go that far, a plush toy can also be very suitable as a promotional product.



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## thermometer

Macma Werbeartikel oHG PSI No.: 40909

www.macma.de



#### PERFECTION ALL ROUND

From a purely linguistic perspective, the adjective "round" has been part of standard vocabulary since the 13th century. Over the centuries, diverse idioms containing the adjective "round" (German: rund) have emerged. We make ends meet (über die Runden kommen), hard-drinking guests are happy when a round in paid for in a pub (eine Runde spendieren), the knights celebrated their round table (Tafelrunde). Sepp Herberger, the legendary football coach of the world champion of 1954, used pithy phrases such as "The round thing must go into the square thing" and "The ball is round and the game lasts 90 minutes". We talk about perfection all round when something has been successful and we are satisfied with the result. Thus round is much more than simply the shape of a circle or a sphere. This is also shown by our examples from the world of promotional products that demonstrate the elegance of the round thing in every respect.



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#### PROFESSIONAL DISCUSSIONS AT THE TRADE SHOW

## SKILFULLY WINNING OVER THE VISITOR

PSI is making rapid strides. Exhibitors are working under great pressure on the new product range. Just as important for a successful trade show appearance are, however, also the right strategy and the training of trade show staff. Customer acquisition expert Dr. Daniel Langhans explains here how you can skilfully win over the visitor and get your message out to rather unapproachable people.

he PSI, with its almost 900 exhibitors, shows not only a unique variety of advertising products but also demonstrates the complete spectrum of what exhibitors do or rather should not do. Whether sales

pitches are somewhere on the scale between too snappy and pushy or hesitant and clumsy – many mistakes are made by small, large, new and experienced exhibitors time and time again. Mistakes that waste opportunities and in the worst case can cost exhibitors their customers. Exhibitors can actually achieve a noticeable increase in the number of suitable trade show contacts if they follow the following recommendations.

## NEVER BE WITHOUT A TRADE SHOW CONCEPT

Many companies exhibit at the leading trade show in their sector to see and be seen. The focus is the establishment and expansion of the brand. Usually that is no longer enough today. A company must clarify in advance what information should be given and what should be sold. However finding the right tone in the trade show discussions to convince the other party is only one of the tasks for which the exhibitor must prepare. The prerequisites are the formulation of clear messages and a coherent concept. The following points are just part of a trade show concept:

- What target groups do we reach at the trade show?
- Which of our products and services are suitable?



- What benefits does our product range offer the target group?
- $\cdot$  How can we point out these advantages?
- How can we convey, perhaps also visualise them?

We will not go into the multitude of other questions that have to be answered before a trade show appearance. We will concentrate below on everything that is connected with a conversation at a trade show.

#### AWAKENING INTEREST

All exhibits at the stand or advertising activities are worthless if they do not succeed, with a few words, in attracting the interest of the visitors present. Why "a few words"? Many procurement processes are organised today online. Whoever takes the time to visit a trade show expects concise, matter-of-fact information. Anyone who already knows that there will literally be "extra text" at certain stands will certainly tend to avoid them. In many cases the stand staff, who may consist of salespeople, experts, office staff, trainees, etc., are not trained to speak incisively

and use catchy phrases. Even a half-day of coaching hurriedly organised before the trade show brings about little change. As a result a visitor who has lost his bearings at the stand is then flooded with information.

#### MATTER-OF-FACT INFORMATION

The clear message here is: specialist advice does not belong to the trade show stand. Of course a visitor may have a number of questions related to an innovation that has been presented at the trade show. In such a case, it is important for the stand staff to find an elegant way out of the conversation – without affronting the customer. Instead of saying "Please understand that I don't have so much time for you at the moment. I suggest that we talk about it on the phone next week", he should explain why he is cutting the conversation short in terms of the interests and the benefit of the visitor.

#### **VISITOR BENEFITS AS AN ARGUMENT**

One such interest would be that the visitor has limited time and still wants to learn

about many other topics. An example of a successful dialogue in which the customer initially asks about topic XY: "Mr. Maier, so in this context topic XY is important to you, right? This is a paraphrase which we already know from the earlier articles in our course for salespeople. The effect of the paraphrase, which means a repetition in your own words of what the other party previously said, is manifold: the other person feels understood and showing understanding is a form of appreciation. In addition you also gain time. Then you can ask a short follow-up question as a so-called "link": "What is the background to your question?", to which the visitor will present further points. Now in step three the salesperson can summarise: "Mr. Maier, now we have already briefly discussed some details. So that you can still see some other things at the trade show – shall we speak on the phone right at the beginning of next week in order to arrange a quiet talk about these things in your office? Actually it is often the case that the visitor now realisFOCUS PSI Journal 12/2015 www.psi-network.de





es that he still wants to see this or that. Therefore he will be grateful to the salesperson for not taking up so much of his time in this moment. Like this, the considerate salesperson stands out from all those who have already showered him with information and that is a clear plus point in the eyes of the visitor.

#### **FOLLOW A CLEAR POLICY**

There are also cases where the visitor wants to have an answer immediately. But we cannot always immediately get what we want, not even at a trade show stand. The task of successful communication is precisely not to let oneself be dictated to by the other party - even when it is a customer. Therefore one should speak in a calm tone and stick by what one has just said. Another version of the conversation in this context: "Of course you'd like to have other discussions here at the trade show. Shall we look in the calendar to see when we can have a quiet talk about this? Or would you prefer me to call you first thing on Monday?"

#### **HELPFUL 3-LEVEL RULES**

The experts in "tool-supported communication" (that is the name of the concept underlying this article) know that this was a so-called "three-level rule".

- · Level 1: Addressing the issue
- · Level 2: Link
- · Level 3: Targeted question

Such 3-level questions are really easy to learn and they help in many situations. For example, one can also tackle other communication challenges with them, which every person knows who has exhibited at a trade show: the team at the stand often consists of different types of people. There are external staff as well as perhaps hostesses. It is inconceivable that every person in the team would know the correct answer to all technical questions. It is not even unusual for a visitor to start talking really quickly about a detail which the stand members simply do not know about. In fact this may well create uncertainty. They think to themselves: "Hopefully he won't ask me about topic XY!" And it often happens that the visitor asks exactly about this topic. How do we react in such a case?

#### **DIFFICULT QUESTIONS**

The customary, actually less than perfect, wording is: "I don't know about this", "I can't tell you unfortunately", "I am not responsible for this" or "I'm sorry that I can't give you any answer there", and so on — they are all negative expressions. We will therefore give exhibitors a tool in their hand that can be very useful for them. We call it "The Three-Level Rule for Temporarily Unanswerable Questions". Let's assume that staff at the stand really cannot answer a question at the moment. Then the person concerned can choose from many possible expressions, for example:

"Which target groups are you thinking of especially? We have divided this up between us into topic aspects. You can discuss this question directly with my colleague who is currently in a conversation at the back."

"Would you perhaps like to give me your business card? Thank you. And do you have time for a cappuccino? I'll inform my colwww.psi-network.de PSI Journal 12/2015



league who will attend to you shortly." Do you recognize the principle? Every negative statement ("I don't know/I can't/I'm sorry") is strictly avoided. Instead an argument for the division of work is made / the division of work is highlighted; usually everyone who works in a company understands this. The request for the business card (on the second level) assures that the contact will not get lost in case the visitor wants to quickly move on. More important than the effect that one can have on others is the effect on one's own psyche. For with the knowledge "There can be no question at the stand which I don't know how to answer" one gains without a doubt a far higher degree of inner strength and authority in the way you present yourself.

#### ADDRESSING TRANSIENT VISITORS

Let's look at a further three-level rule, which is not a solution in all cases but which is a useful aid for the team at the stand when tackling the problem described at the outset: "How do I come into contact with those visitors who wouldn't normally stay at

our stand?" You find out a problem that the visitor might have and which you can of course solve with your products. For this you construct a three-level rule which you then apply. At all costs, it is important not to appear pushy. You can nonetheless approach someone walking around like this:

- Step 1: "Hello"... (wait to see if the visitor reacts positively). As a promotional product consultant, do you also have large corporates and group companies among your customers?
- Step 2: You have certainly often experienced that compliance rules limit or complicate your business, am I right?
- Step 3: Then maybe I have some interesting information for you...

Let's make it clear how revolutionary this thinking is: manufacturers literally have a tool with which to fish out suitable-looking contacts from the crowd of visitors! Immediately you are no longer dependent on visitors hanging around at your stand. Of course you should not speak to those who are moving more quickly or signalise in other way

that they are heading for a certain destination. It is also clear that you should let people go who do not react with the minimal readiness to talk at the first stage.

## HOW TO DEAL WITH "I'LL-BE-IN-TOUCH TYPES"

Of course there are also negative responses. However the majority of the people you talk to react positively, yes and sometimes they are completely amused. For whoever works in sales, or otherwise has something to do with customers, knows them too: the characters who do not make our lives easy for us, those that announce that they will come back to us next time. These are the "I'll-be-in-touch types", to whom we will now dedicate this part of the text. Incidentally, we all belong to this category to some extent. In order to understand the problem, we present the three common and unfortunately false methods of dealing with "I'll-be-in-touch types".

#### **FALSE APPROACHES**

· "OK, Mr. Maier, you'll contact us; please don't forget to call us!" (you are now rid of

this interested party...)

- "Oh, er, no, Mr. Maier, it always works in the opposite way with us: we get in touch!" (In this case you will only achieve irritation because the customer wants to decide himself.)
- You do not answer and then after a certain amount of time you call him. What will Mr. Maier say? Of course: "I told you that I would contact you as soon as it would be relevant for me!"

From the standpoint of professional customer acquisition, we recommend the following for "I'll-be-in-touch types" because we have good results with this approach:

#### **RIGHT APPROACHES**

"Right, you'll be in touch, Mr. Maier. What kind of timeframe are you thinking of roughly?" There are only two possibilities: either Mr. Maier states a timeframe or he doesn't. Let's take the first case: "In about four weeks". You counter with: "So we'll talk in four weeks to discuss how things are, right?" Your other party is very likely to answer "Yes", only because he wants to get the person asking the question off his back. Now he has though a follow-up that is an appointment by any other name, and which you have agreed with Mr. Maier.

#### THE ALTERNATIVES QUESTION

Let's look at the worse case, where Mr. Maier counters something like this: "I can't state a timeframe but I will come immediately back to you as soon as the matter becomes relevant to us!" This contact gets the Step 2 answer: "Good. So that I know how I should save you as a contact, another quick question: are we talking about three months or three weeks?" That is, as the professionals know, a question of alternatives. And we use this tool basically so that the variant we prefer is the second step. We therefore position the shorter timeframe at the end of his question. The way our brains work is that we choose one of the two alternatives in 80% of the cases where they get a question of alternatives. In case our Mr. Maier does that as well, "three months" is the answer. "So, we'll talk again in three months?", whereby you have the desired follow-up appointment.



Admittedly there is still another category of "I'll-be-in-touch" types who, perhaps even with clear displeasure, counter "Well, I am speaking Russian or do you have cotton wool in your ears? I will be in touch when I am ready!" If Mr. Maier is on the 3rd level, it does not mean that as a salesperson you cannot say anything more to him: a good salesperson is never without words. He answers placidly - as is well known, the two most important qualities of the salesperson are coolness and amiability: "OK, Mr. Maier, you will be in touch. Then I only have one final question" (a short pause here), "you will be in touch but don't know when. With your hand on your heart, is this a topic that concerns you at all?"

In professional customer acquisition, i.e. acquisition services for products requiring support and advice, we use this tool daily with success. The most important thing that I wish you is: have fun with whatever you do.



**Dr. Daniel Langhans** is a graduate in mathematics and humanities. Since 1999, he and his team at Profiakquise have performed a number of acquisition projects for companies from industries requiring extensive consulting. He also works as a communication trainer and speaker at trade fairs and entrepreneurial events.

#### **Publications:**

- · "Anleitung zum Akquise-Erfolg" (2011)
- · "Werkzeuge für den Verkaufserfolg" (2012, audio book)

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#### **PSI 2016: THE BUSINESS PLATFORM**

## A MUST FOR THE INDUSTRY

The PSI, as Europe's biggest presentation space for promotional products, has been the key event of the promotional products industry for more than 50 years: a trade show by professionals for professionals, each time with new offers that can boost the business of PSI members. New at the PSI 2016: the PSI Institute - COMPETENCE AREA and the PSI matchmaking tool. For consolidated know-how and targeted networking.



roducts and innovations are the life-\_ blood of a trade show and their presentation is the actual purpose of this highly effective marketing instrument. This is especially applicable to the promotional products industry as a business sector, which thrives on the diversity and attractiveness of its products more than many other sectors. The PSI has been the most important marketplace for promotional products across Europe for more than five decades and an industry meeting point and information platform for just as long. For those who are or wish to become promotional product professionals, taking part in the PSI is a must - whether it's in front

of or behind the stand.

#### **BUSINESS GENERATOR TOOL**

Not only supply and demand meet in Düsseldorf from 13th to 15th January, but also people with different competencies and ideas. To make it easier for these people to find one another, exchange ideas and complement each other, the "PSI matchmaking – Your business generator tool" was developed. The tool is accessible to all visitors and exhibitors free of charge with all available functions. With the help of this tool, visitors can already make personal appointments with exhibitors prior to the trade show – quickly and without a great deal of fuss. Access to the tool is pro-

vided automatically after ticket booking in the PSI ticket shop via an invitation email. However, it's useful to spend a few minutes to edit one's profile after logging in, to ensure the highest possible match rate is achieved when searching. The PSI matchmaking tool is also an ideal instrument for exhibitors, in order to be found by trade show visitors in advance of the event. Their main contacts are already saved in the tool, but exhibitors should also add the contact details of their stand personnel after the first login (with departments and responsibilities), so that these staff can also be approached directly. Exhibitors can obtain information and login data for the tool





The PSI 2016 has a lot to offer. That's why distributors should register quickly via the PSI ticket shop.





The PSI 2016 offers a lot of opportunities to experience finishing live.

directly from the PSI. The tool is available from 2nd November at www.psi-matchmaking.com.

#### **NETWORKING MADE EASY**

The tool takes care of appointment scheduling and tracking of meeting requests automatically via the online platform and also allows exporting to Outlook. Many additional options and filtering functions make the tool particularly effective and convenient. Exhibitors and visitors can browse the saved profiles and information and send targeted contact requests. For example, one can search for first-time exhibitors, new distributors or also terms like "Made in Germany" and forward meeting appointments or requests to other AP addresses. Shortly before the trade show commences, every user is sent their own personal appointment schedule. To ensure that no meeting is missed during the hustle and bustle of the trade show, users receive meeting reminders via SMS shortly before the scheduled time. The PSI matchmaking tool is not only a useful assistant for electronic appointment making, but also takes a step out of the digital world into reality at the PSI Institute - COMPETENCE AREA in Hall 9. Because this is where a dedicated lounge with a professional meeting concierge can be found, in which up to 20 people can meet. The quiet and pleasant atmosphere provides an excellent environment for exchanging ideas or discussing concrete projects. However, the new PSI Institute – COMPETENCE AREA is not only home to the matchmaking lounge, there are also many interesting things to discover and experience here.

#### WELL INFORMED THANKS TO THE PSI

The PSI Institute - COMPETENCE AREA is a new, very spacious area that was conceived as a meeting point for all exhibitors and visitors who are looking for information on the different services offered at the PSI. It is also the hub where industry expertise and consolidated practical knowhow are conveyed. What does the PSI COM-PETENCE AREA offer in detail? First of all, the PSI Distributor Sales Team can be found here. The staff are contacts for all questions regarding membership, product searches and distributor services. There are 15 main prizes to be won in the exciting 'vault competition'. The PSI XMedia Team is also based here and holds current issues of the Distributor Finder and Supplier Finder ready for members. As part of the 'PinKey key finder - Be connected' campaign, trade show visitors can secure a voucher for the placement of their logo in the PSI Distributor Finder. Attractive promotional services in print and online media can be won in the 'discount dice game'. The services in the PSI eBusiness area have been significantly expanded in recent years. In order to find the right offer for one's own company, personal advice is advisable. That's why the PSI eBusiness team is also on site and explains and demonstrates the new Product Finder, webshop services and connectors, as well as the data stream.

#### PRODUCT PREMIERES AND AWARDS

Creative concepts, sustainable products and initiatives and, of course, innovations – what the industry offers and delivers – trade show visitors can also learn about this in the PSI Institute – COMPETENCE



AREA. In a designated area, comprehensive information is presented on the winners of the PSI Sustainability Awards - powered by James & Nicholson. Here visitors discover what the respective prize winners were honoured for and receive suggestions and ideas for their own sustainable activities. The 50 product premieres from the PSI First Club highlight the fact that the PSI is the industry's biggest new product show. These premieres can be seen in the COMPETENCE AREA. All products in the display cabinets branded with the PSI FIRST logo have never been seen before; they are displayed here for the very first time. Those who want to gain an overview of the current product trends should thus take a careful look here. Upon entering the trade show venue, hostesses make visitors aware of the FIRST exhibitors; detailed information on the premiere products is available at the stands of the relevant exhibitors. New in 2016: for the first time visitors vote for the three top new products, which are honoured with the People's Choice Award. Taking part is easy, as the voting cards are distributed at the 'Nord' entrance.

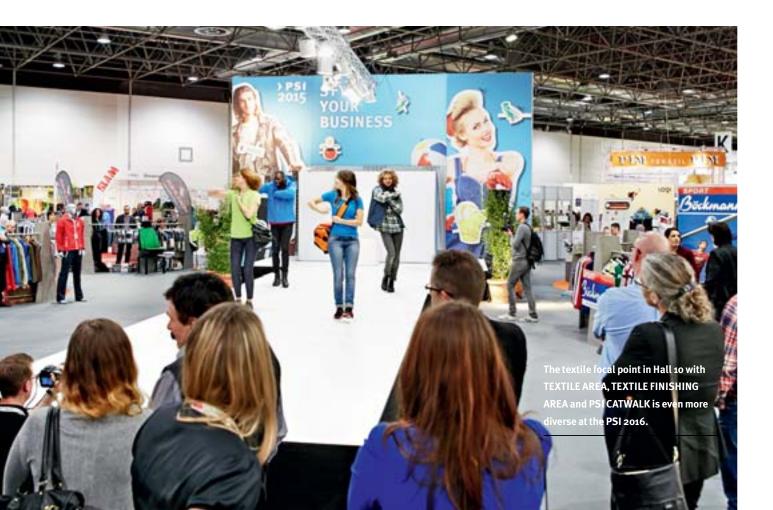
### EXPERT KNOWLEDGE AND FREE LECTURES

Further training and professionalization are gaining ever increasing importance in today's promotional products business. That's why the PSI has designed a comprehensive lecture program alongside the trade show, which takes place at the PSI Institute Praxis Forum in the PSI COM-PETENCE AREA. The broad spectrum of lecture topics ranges from sustainability and sales/haptics, to product safety and CRM, right through to refinement. At the PSI Service Point, the Customs authority, German Patent and Trade Mark Office (DPMA), PSI Design Forum and Aktion Plagiarius provide information and advice. Experienced contact people answer questions on product protection and trademark rights, importing, product piracy and product design. The four designers of the PSI Design Forum have participated in the PSI for the past 10 years. They explain why individual design is worthwhile and how smooth and easy product development can be with the right partner.



#### **REST AREAS INCLUDED**

With a tea, coffee and ice bar, the PSI COM-PETENCE AREA also invites visitors to take a relaxing break. At the 5 Cups tea point one can savour free tea from around the world, sponsored by the company 5 cups and some sugar. The PSI coffee point is supported by the porcelain specialist SND Porzellanmanufaktur. The Media Lounge also offers the opportunity for a short stop.



#### COMPETENCE AREA – Praxis Forum: diversified programme

Time	Wednesday, 13. January 2016	Thursday, 14 January 2016	Friday 15 January 2016
10:00 - 10:30	Screen printing basics Charlie Taublieb	Simulated process printing Charlie Taublieb	Four-color process printing Charlie Taublieb
10:30 - 11:00	<b>PSI Webshop</b> The PSI Webshop as an online sales channel Andreas Mohr	The PSI Product Finder The use of search engines in the promotional products industry Heike Cammerer	See it, touch it, love it! The effectiveness of haptics in multisensory marketing Olaf Hartmann
11:00 - 11:30	The new ElektroG and WEEE throughout Europe Risks, obligations and the complete solution for the promotional products industry Sebastian Siebert	<b>Recall and sustainability</b> Why we added sustainability to our core values Jürgen Bruil	Genuine one-two love  Marketing and merchandising at Borussia  Dortmund  Matthias Zerber & Dennis C. Thom
11:30 - 12:00	Act vigorously How can promotional product distributors strengthen their market position to achieve sustainable success in the future? Ingo Moeller	Facebook From the social network to the ubiquitous marketing tool Felix Holzapfel	Companies, social media and the privacy policy Avoiding pitfalls and traps in internal and external communication Sascha Kremer
12:00 - 12:30	We Believe in Being Okay How do we make the most sustainable clothing in the world? Lars Bech	Land a bestseller with your own invention From the patent application to the corporate structure Susann Hartung	We protect your innovations! The strategic importance of commercial property rights and intellectual property for your company's success Heike Karzel, DPMA
12:30 - 1:00	Enjoy the rain! Not all umbrellas are alike Günter Schmidt	Promotional products as drivers of market communication for companies in Germany Figures, trends, results Patrick Politze	Understanding CRM means being successful with CRM Customer relationship management as a success driver and cost killer Sven Ewert
1:00 - 1:30	Inbound marketing – what is that? Pull instead of push: How changing buying behaviour impacts marketing and sales Elke Mühln	Compliance in sales What works, what doesn't? WP/StB Dr. Frank Hülsberg	Ice scrapers, pens, bottle openers & Co. Promotional products as working tools and the regulations Lutz Gathmann
1:30 - 2:00	Climate-neutral pens Systematic environmental management along the entire value-added chain Martina Schneider	Sustainable corporate governance Sustainable corporate philosophy as a survival strategy Dr. Eberhard Nehl	The new ElektroG and WEEE throughout Europe Risks, obligations and the complete solution fo the promotional products industry Sebastian Siebert
2:00 - 2:30	Sustainability in promotional products industry Myth or reality? Taking responsibility through profitable recycling Sarah Pfeiffer	The PSI Sustainability Awards  Making sustainability tangible and measurable  Michael Freter	
2:30 - 3:00	C-material with A-attention How full-service concepts help to implement group requirements in the procurement of promotional products Kim Köhler	Pole-position sustainability From the KAHLA positioning to brand transfer Josef Bösl	The PSI Institute – COMPETENCE AREA is the new business platform for know ledge and networking in Hall 9.
3:00 - 3:30	Why? CE marking When is it necessary, when is it not? Lutz Gathmann		Numbers Businesenholds and Schoolsenholds and Jackson Section (1997) (19
3:30 - 4:00	Safety first! Care packages as promotional products Dirk ter Horst		Serie  Auffreg)  - Effecting othel Servedning - promotechine Schulzberfelle - Servednine biolikelised Line - promotechine Solikelised - Dissipation
4:00 - 4:30	When do promotional products have the desired impact? Practical tips for choosing the right product from millions of possibilities Daniel Meffert		The state of the s
4:30 - 5:00	Product safety with power banks What you need to know to avoid costly recalls Robert Bruns		





Besuchen Sie uns auf der PSI-Messe! In Halle 11, Stand Do4/F21 shoppen Sie frische Ideen.

Tel.: +49 421-5227-0 · Fax: +49 421-5227-403 www.promotiontops.com







They are brand new and are being unveiled for the very first time at PSI 2016: the PSI FIRST Club 2016 product launches. 50 product innovations will be waiting for you in Dusseldorf from 13<sup>th</sup> to 15<sup>th</sup> January 2016. **NEW** — Select your personal favourites as candidates for the People's Choice Award, the award for the most creative innovations.



"Experience, innovation and flexibility are our strengths."

## elasto form

For 35 years we have followed the same strategy: pursuing a steady course of further development to maximise our customers' — and our own — success. Our goal: to give our customers the best possible support and to provide them with service that meets their individual needs. Our customers can trust us at all times, because we make it possible.



Marcus Sperber

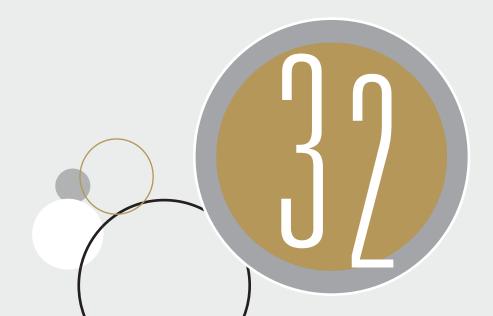


"We combine clear and honest design with high functionality and quality."

**Acar Europe** 

Quality and innovation are our key factors. And we have redefined the word unique because we are doubly unique — with two unique brands. The interplay of man and material at Acar Europe generates promotional products that bring enjoyment and ensure that each advertising message has a lasting effect.



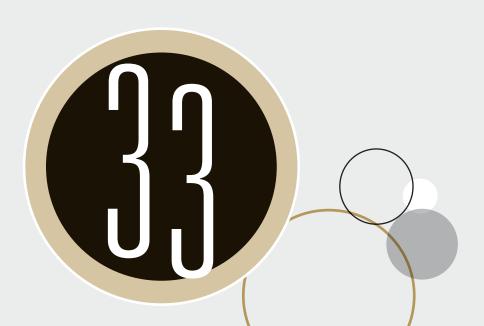




# "Distinctive design and humour for your promotional items."

## sticky jam

We put smiles on people's faces. Our magnets, placemats, metal signs and many other products have a charm of their own — making them ideal advertising media. At sticky jam you get the full package of services: from the punchy slogan and the clever design through to the final attention-grabbing article. Genuine must-have eye-catchers.



Jens Aldag

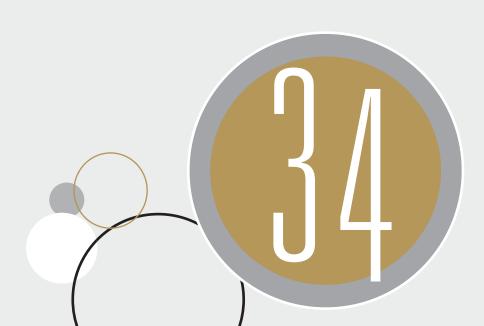


"Just-VR makes you see promotional products in a completely different light."

### **Just-VR GmbH**

Our world is virtual reality. Yet we live — and produce — in the here and now. We aren't interested in seeing the world through rose-coloured spectacles. We have something far more innovative to offer. Because we set the standards when it comes to clarity by providing an unparalleled feeling of being right at the heart of the action. Simply unique. Just-VR.



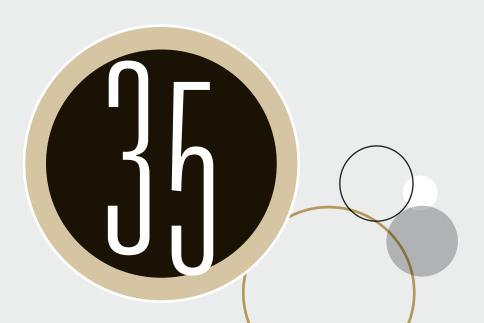




"A uma ballpoint pen is more than just a writing implement. It is the signature of advertising."

## uma Schreibgeräte

Everybody's signature is unique. Just like the people who advertise using uma writing implements. It takes creativity, imagination, empathy and a willingness to break the mould to create a perfect solution. It takes uma — the signature of tradition with a future. For promotional products with a character of their own.



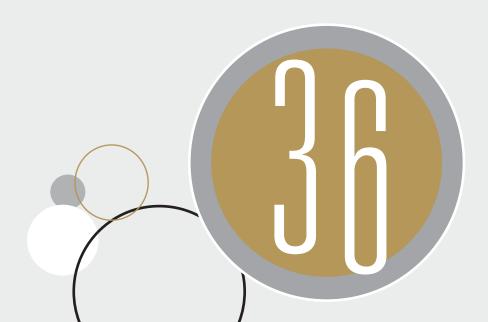
Metander Mlmann



"We listened to our customers and have now responded to their wishes."

### Mid Ocean Brands

We have repositioned ourselves and adapted to the needs of the market. That means: dedicated and highly trained staff who ensure perfect, all-inclusive service and short decision-making chains for unprecedented speed and flexibility in over 20 printing techniques and in logistics. On top: a new Web shop with benchmark quality.

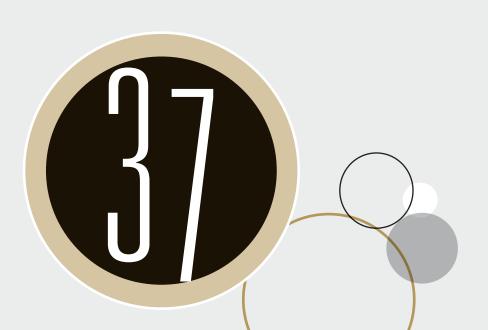




"Space Wallet revolutionises the conventional wallet."

## **Space Wallet**

Large capacity — small space. Not a contradiction in terms — and certainly not a problem for us. Because Space Wallet compresses maximum content into minimum space. The result innovatively combines textile and real leather components in an individual design and in many colour variants — and is guaranteed to complement any lifestyle.



René Seppent

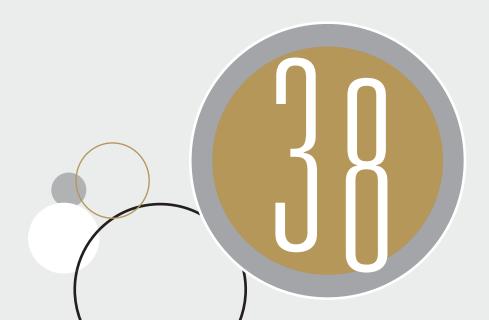


"Our pens leave a lasting mark."

## Viva-Plus II Firma Handlowa

Our mission: to provide top-quality service, ultramodern design, superior technology. Our claim: to expand and optimise our range and to develop new and unique products. The result: increasing numbers of satisfied customers and a strong market position.





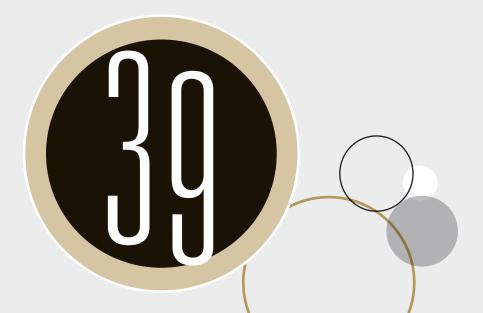


"Textiles are our stock-in-trade. Finishing is our speciality."

### **Araco International**

Anyone seeking a specialist in textile promotional products who knows all about refinement needs look no further than Araco International. We offer a wide range of wearable products: caps and hats, bathing fashion, fleeces and acrylics, and much more besides.

We even have our own product line with articles made from recycled material. Araco — simply the best-looking solution.



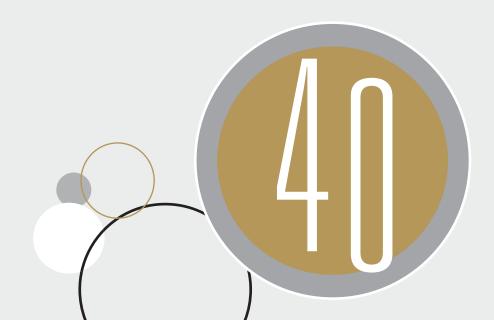




## **FOTOBODEN™**

Fotoboden is the ideal solution wherever creative flooring is needed. We print everything our customers can imagine onto vinyl. There are no limits to the creative possibilities. In 2D or 3D, round, square or profiled — always photorealistic and featuring brilliant colours.





PRODUCT GUIDE PSI Journal 12/2015 www.psi-network.de



## GIFT SETS, PACKAGING THE RIGHT PERFORMANCE

"Concealment is a promise," says the artist Christo – thereby also expressing the meaning of beautiful packaging for beautiful things. This is also what the outfit of promotional gifts is about, as an attractive wrapping points to an equally attractive core: the "wrappings" as an appetiser for what is "inside".

n extremely important element when a promotional product makes an appearance is performance: How do I stage my promotional product as effectively as possible? And this includes not only the qualities of the product itself, such as utility value, quality and design: the wrapping is also co-determinative for this effect. Appealing packaging optically enhances an object, in order to signal the conveyance of the giver's esteem to the recipient of the product or gift set, and as a result not inconsiderably increases the promotional effect. With its wrappings characterised by up-to-the-minute design, the promotional products industry provides numerous examples of the high-impact interplay of packaging and contents. As a result, customised, both innovative and functional packaging solutions promote optimum presentation of the product and its message. This also applies to the gift sets introduced on the following pages. Your editorial team wishes you inspiring browsing!



#### **FOR WINE LOVERS**

I he luxury wine set called Merlot from Giving Europe's wine collection comes in an elegant gift box made out of lovely Bordeaux wood. The gift box has plenty of space for an exquisite bottle of wine and all of the important and elegant metal accessories included. It is a real highlight for connoisseurs and wine lovers alike. This compact, high-quality set can be personalised using pad printing or laser engraving.

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





#### AIRBAG FOR THE TABLET

The mondo pazzo tablet bag made of shiny metallic material is one of the most trendy covers for tablets and iPads. The metal effect of the bag, available from the Austrian promotional products specialist Pruner, makes a cool, trendy impression. Another specialty is that this home for portable computers is shockproof all around and keeps every device well protected. Applying advertising makes the mondo pazzo tablet bag a congenial eye catcher. There are various sizes, trendy colours and models to choose from. Tailored, custom-made products are also available on orders of 2,000 or more.

PSI 42634 • Pruner Werbemittel GmbH • Tel +49 7644 1063 info@pruner-werbemittel.de • www.pruner-werbemittel.de

## **SpeedStrap**

## Das Multi-Band mit Klettverschluss

» BEQUEM » SCHNELL » FLEXIBEL » FEDERLEICHT UND IMMER DABEI » TRANSPORTIER



Der sichere Gurt mit dem schnellen Verschluss.

SpeedStrap hält, bündelt und markiert.

Ihr Logo bzw. Ihre Botschaft wird außen auf dem Klettteil des SpeedStrap platziert.
Damit sind Sie immer im Blickfeld!

**Mindestmenge:** 300 Stück **Länge:** 160 cm, **Breite:** 5 cm

**Farbe:** ab 300 Stück frei wählbar **Verpackung:** Klarsichtige Box





Art Di Como Design GmbH Oskar–Sembach–Ring 6 • D-91207 Lauf Tel.: 0049 (0) 9123 989980 • Mail: info@artdicomo.de PRODUCT GUIDE PSI Journal 12/2015 www.psi-network.de



#### **EMOTIONAL POPULAR FIGURE**

ore joy, more emotions. The transparent plastic box available from MBW makes an emotional presentation out of an advertising vehicle. Measuring 86 by 86 by 86 millimetres, it offers plenty of room for most of the Schnabels and Schmoozies on offer from MBW. Each of these popular figures can thus be given a fitting frame. Stacked in a pyramid, the gift becomes an attention grabber at the POS or trade show stand. Popular places to use them are also events, where the cheerful Schnabels and cute Schmoozies are often given away as presents for the guests.

PSI 42020 • MBW Vertriebsges. mbH • Tel +49 4606 9402-0 info@mbw.sh • www.mbw.sh



#### YOU EAT WITH YOUR EYES FIRST

ourmetfleisch.de, an innovative gourmet butcher shop on the lower Rhine, is expanding its range of gifts and starting to sell the most elegant gift box in the luxury meat segment. In the gift box, steak fans will find a branded signature steak board made of bamboo, two high-value ceramic spice grinders from Weber, the Gourmetfleisch's Beef Magazine with steak lore and cooking tips, and a clasp for vouchers. The accessories are packed in a high-gloss black mount. This elegant gift box can be procured from www.gourmetfleisch.de/geschenkideen. Gourmetfleisch. de offers business customers the opportunity to order the gift box in their own corporate design and will put personalised vouchers and cover letters in the box on request. Gourmetfleisch.de is the online division of Mönchengladbach-based Schulte & Sohn butcher shop and has the biggest selection of international luxury meats on the internet.

PSI 48469 • Schulte & Sohn Fleischwaren GmbH & Co. KG • Tel +49 2166 968628 fl@gourmetfleisch.de • www.gourmetfleisch.de

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NEW

**MAIN 2016** 

coming soon ...

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#### ATTRACTIVE TOP PERFORMER

The colourful, exuberant canvas bags made of pure cotton from Topkapi Tessuti are not only practical, but also fashionable and extremely robust. The fabric is very resilient thanks to its weaving technique and material, can also hold larger weights, and can therefore be tightly stretched without losing its shape. The shoulder bags made in Italy by Topkapi Tessuti can be produced in your own look on orders of 30 or more. Alternatively, you can choose from the many collection designs – on request, provided only with the customer's logo or all over. There are no limits to the imagination with this fashion accessory.

PSI 46918 • Topkapi Tessuti S.r.l. • Tel +39 031 563668 stefanie.hess@topkapitessuti.it • www.topkapitessuti.it





#### **CRUNCHY NUT TREAT**

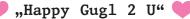
n elegant bag of nuts with a red felt pouch containing around 100 grams of walnuts and a stainless steel nutcracker is available from Multiflower. Advertising can be applied on orders of 250 or more. The little card can also be individually designed on orders of 250 or more. In addition, the stainless steel nutcracker can feature laser engraving to be remembered for a long time.

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









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

DerGugl Manufaktur GmbH & Co.KG Georgenstraße 58 80799 München PSI-Nr: 49620



# BESUCHEN SIE UNS AUF DER PSI



Steinbockallee 9, 6063 Innsbruck Tel. +43 512 / 26 40 64, Fax +43 512 / 26 64 94 office@kp-plattner.at, www.kp-plattner.at





# IN APPLE-PIE ORDER

eichner has handy document bags and collection boxes for keeping voluminous papers, such as documentation, contract documents, or deeds. According to the supplier, you can put up to 500 sheets of A4/80g² into them. If documents are to be passed on to customers, both product lines also have plenty of space for individual printing. Several different kinds of clasp, such as snaps or Velcro, ensure that all documents are kept safe. In addition, there is a choice of various models, with carrying handle, buckle, pen holder, or front pouch. You can also order various materials and fill levels, for instance 20, 40, or 65 millimetres. More information is available on request from Eichner.

PSI 49266 • Eichner Organisation GmbH & Co. KG • Tel +49 9561 2707-0 info@eichner-org.de • www.eichner-org.com







# FOOTBALL, THE KING OF ADVERTISING

he European Championship is coming up in the summer of 2016 – an ideal advertising environment for Jung. Who is not familiar with the legendary goal wall on the ZDF Sportstudio TV show? This was the model for the Torwand Box, a true highlight in the Jung range. The box, which can have printing all over it, contains eleven chewing gum footballs in a transparent bag. If you lay the box on its side, you can use it as a goal wall. Then you can try to flick the balls in the pre-cut holes in the cover with your fingers and organize a fun game in the office or at home. Lolly-Box advertises with the motto "a round ball in a square hole": the Chupa Chups Lolly ball comes in four flavours in the promotional box made of shiny white cardboard. It impresses thanks to its five advertising surfaces, which can be customised with digital printing.

PSI 41545 • Jung Bonbonfabrik GmbH & Co KG • Tel +49 7042 907-0 zentrale@jung-europe.de • www.jung-europe.de



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form

PRODUCT GUIDE PSI Journal 12/2015 www.psi-network.de



# **HAPPY GUGL 2 U**

herever there's something to celebrate, the Gugl from DerGugl Manufaktur are not often far away, because they are a connoisseur's dream. Happy Gugl 2 U are little good luck charms that bring along their own candle and matches to create a festive atmosphere in the wink of an eye. Happy Gugl 2 U come singly in a wide variety of sorts and in sets of nine with the nine Gugls of the season, either spring/summer with a mild fruity note, or the autumn/winter version with an intense aromatic note. Their packages are also a treat for the eyes, designed with care to fit the occasion. By the way, corporate clients can also order packages individualised to suit their own wishes.

PSI 49620 • DerGugl Manufaktur GmbH & Co. Kg •Tel +49 89 23032420 mehl@dergugl.de • www.dergugl.de

# PERFECT MORNING-SHOW

nyone who wants their gifts to keep up with the times needs the right technology. Technoline has a versatile radio alarm clock on offer, the innovative WT 460 with a curved design. The radio function is supplemented by a memory for up to ten favourite channels and the brightness of the clock display is adjustable. An adjustable alarm as an alarm tone or radio, as desired, is supplemented by a sleep timer which switches off the radio after the set time period and thus ensures restful sleep. The WT 460 is ideal for the bedroom and, thanks to its fashionable design, is also a popular eye catcher in living rooms and offices. A powerful present with a modern design to which individual advertising can be applied.

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





# **ALL-ROUND CAREFREE**

he shoe care set carried by Frank Bürsten under Item Number 450 is a special kind of gift set. The shoe care items are kept in an appealing round tin can with a hooded lid. The set includes two mini polishing brushes, one neutral and one black shoe cream, and two polishing cloths. With this high-value shoe care set, shoes can be polished to a shine without any effort and at the same time given good care. The handy can will find room in every suitcase or at home. The lid is ideal for individual company or advertising logos. This printing gives the can an elegant appearance and makes it a real eye catcher. Incidentally, Frank Bürsten can also print advertising on the brushes and polishing cloths.

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



PRODUCT GUIDE PSI Journal 12/2015 www.psi-network.de



# **SMALL ILLUMINATED GIANT**

he Lichtkraft miniMAXX high power LED flashlight carried by Krüger und Gregoriades under item number 98686 is a real attention grabber. The professional LED flashlight in black, silver, red, or blue with hand strap is made of aluminium, splashproof and weatherproof. With its elegant design and high-quality workmanship, it can easily be switched on and off with a pushbutton in the base. Thanks to its zoom function (Rapid Zoom), it can light up to 250 metres. It has a three-mode feature enabling very bright, economically bright, and flashing. It comes packed in an elegant gift box, including batteries, and replaceable lamp. Its three-watt CREE LED should be good for about 280 lumen and an average service life of around 30,000 hours. According to the Hamburg-based company, the packing unit contains 24 lamps.

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

# **HAPPY EASTER**

he Lindt Gold Bunny, available from Jung, is sought-after content for every Easter box or pillow package and stands for Easter like hardly any other product. And that is why it is especially good for transporting all advertising messages to the widest variety of target groups next spring – ideal as a giveaway at the POS or as a free gift added to parcels. The entire surface of the Easter Box can be individually designed with four-colour printing as desired. A cut-out in the shape of a bunny puts the sweet Lindt Easter bunny directly in the focus of the recipient. Product information on all Easter products can be requested from Jung as a neutral PDF in order to start advertising campaigns.

PSI 41545 • Jung Bonbonfabrik GmbH & Co KG • Tel +49 7042 907-0 zentrale@jung-europe.de • www.jung-europe.de





# PROFESSIONAL PRESENTATION

eiger-Notes is offering its distribution partners a new way to present promotional business notebooks and hybrid timers in the best light with its presentation case. This case is intended for the showroom, but can also be used for sales rep visits. Sturdy and with high-value finishing, practical handles, and a magnetic lock, it ensures that the products from Geiger-Notes are presented with promotional skill. In an attractively designed, compact space it has room for eighteen A5 size books and three sample books with covers in all available materials and colours.

PSI 41615 • Geiger Aktiengesellschaft • Tel +49 6134 188-0 info@geiger.ag • www.geiger.ag





# **GIVING IN STYLE**

any companies would like to show their appreciation to their business partners at the end of the year with high-quality presents. Since the holidays are just around the corner, this is the last chance to find a fitting gift. For last-minute decision-makers, the upscale gift sets featuring the exclusive Parker and Waterman brands are the ideal choice, since ballpoint pens are as popular as ever with their recipients. They are used by their owners for years on end and have enough room for finishing with the company logo. This makes them into a long-lasting advertising vehicle that lingers in the memory. And thanks to the rapid finishing service of the multi-specialist PF Concept, the branded presents are also guaranteed to reach their recipients in due time for the holidays. PF Concept has expanded its large selection of premium Parker and Waterman writing utensils and is offering three new models of gift set in its "End of Year" collection. The sets come in various forms and contain not only a ballpoint pen with a classic-modern design, but also a rollerball pen or a luxury case. All writing utensils are equipped with a long-lasting premium refill and come in a stylish gift box.

PSI 40972 • PF Concept International B.V. • Tel +3171 3328911 weborders@nl.pfconcept.com • www.pfconcept.com

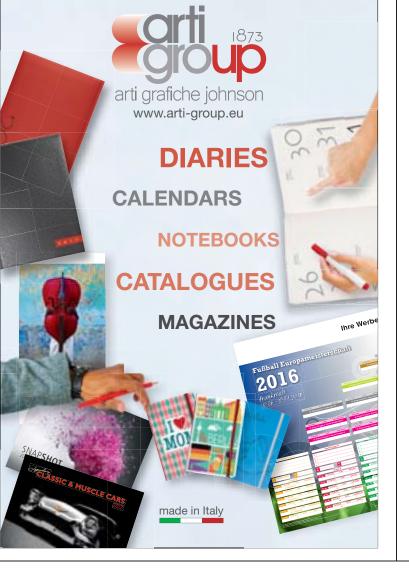




# NEW PACKAGING FOR THE ADVENT SEASON

JUNG Bonbonfabrik's new Christmas Catalogue 2015 which will be high in demand because they are sure to impress customers who are enthusiastic about promotional products. A special highlight is the Tower Advent calendar with 5 advertising spaces available; it is filled with 24 Ritter Sport square chocolates that can be taken out of all four sides of the tower, which is customizable and fully printable. In addition to the strong brand-name chocolate and impressive format, another advantage of the product is the option of using it as a gift box. There is enough space in the middle of the tower to add on another present or a gadget with a holiday greeting for the target group. Whether it be a cup, pocket calculator, mini hot water bottle or a piggy bank – here you can find many great ideas for any industry and any company that will "repackage" Christmas and surprise recipients with an innovative gift. Samples and the new sales documents (also neutral) are now available at Jung.

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









# FEEL-GOOD CHRISTMAS

he famous Ritual wellness brand has been proving to be a specialist in wellness gift sets for years. The selection in this segment is particularly large at present. All Rituals lines for ladies and men can be ordered as gift sets for various budgets. The wellness sets make for excellent Christmas presents and, according to Trendfactory, are delivered within one week. Trendfactory BV is the exclusive supplier of Rituals for resellers of promotional gifts and loyalty programmes in Germany.

PSI 41941 • Trendfactory BV • Tel +31 2526 222-33 info@trendfactory.eu • www.trendfactory.eu\_



# A LOVELY COOLER BAG

he cooler bag with the fitting name "Iceberg" is for sale by the "all-rounder" company Giving Europe. This cooler not only keeps bottles chilled, but it also is a great way to advertise in a refreshing and targeted way. "Iceberg" only needs to be placed in the freezer and then carried by the handles to the place where the chilled beverages are to be enjoyed. As the cooler bag is transparent, the colour of the bottle being transported can effectively shine through it. The practical and attractive "Iceberg" cooler is made out of very stable, flexible and hard-wearing PVC.

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





# WINE FOR CHRISTMAS

here are many festive celebrations and occasions which should be marked with a toast. Inspirion is presenting high-quality Argentinian wines in its current winter catalogue titled Christmas Special 2015 so that customers aren't left with nothing to fill their glasses with. The company from Bremen offers wine lovers a selection of different gift sets with specially selected grape varieties. Customers have the option of ordering bottles with the same type of wine or one bottle of each variety. The wines come in a high-quality corrugated cardboard box. Drinkers of red wine have the option of selecting from Malbec, Syrah and Cabernet Sauvignon. Tangy white wines, such as Torrontés or Chardonnay, round off Inspirion's selection. Regardless of whatever wine is selected, you are sure to savour the premium wines from Bodega Valentin Bianchi at any occasion. Last minute orders can be placed with Inspirion up to 18th December 2015. Special upgrading wishes must be received by 4th December.

PSI 42907 • Inspirion GmbH • Tel +49 421 5227-0 info@insprion.eu • www.inspirion.eu • www.promotiontops.de



- ✓ Giving Europe preferred supplier
- ✓ Available from stock
- ✓ Printing options possible
- ✓ Waterman & Rotring also available





# A PICNIC UNDER THE CHRISTMAS TREE

ho says that you need to have nice weather in order to have a picnic? Topico is presenting a comfortable picnic bag for having a picnic under a Christmas tree which includes a cosy blanket (135 x 113 cm) and tableware for four people. The metal cutlery, plastic plates and glasses can be secured inside the two zipper pockets on the sides using the elastic straps. The bag also contains a practical waiter's knife as well as napkins, which match the colour of the picnic blanket. The insulating compartment in the middles offers you plenty of space for food and drinks, and will keep them nice and cool while being transported. The adjustable and detachable shoulder strap and the two handles make the bag comfortable to carry. The brown picnic bag called "4 Picknick" is made out of elegant corduroy and is a good gift idea for any time of the year.

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



# SMALL BUT SUPERB

I his mini-packaging packs a wallop in the true sense of the term. Inside the square cover, a delight is lurking that will surprise the recipient with brand-name quality. The pocket-size cubes contain various brands of sweets, such as Ferrero Kisses, Ferrero Rocher, Raffaello or Dextro Energy. Thus a small, mini cardboard box becomes a giveaway of exclusive character. No matter how you look at it, the Mini Promo cube from Kalfany Süße Werbung presents an individual message from every angle. And what is more, it is a compact companion for every jacket pocket.

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







# **DEUTSCHLAND:**

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# **ÖSTERREICH:**

info@newwave-austria.at Tel.: +43(0)5373 200 60 0 www.newwave-austria.at



PRODUCT GUIDE PSI Journal 12/2015 www.psi-network.de



# THE TASTE OF ADVENT

new feature at Teutoburger Spezialitäten is the product "Glühpunsch" for a successful Advent evening. The set, both warming and atmospheric, consists of a bottle of Käfer Glühpunsch with pomegranate and cinnamon flavour, a piece of fine marzipan Stollen (750 g, shaped by hand, premium quality, deliciously filled with 120 g fine marzipan). The set is delivered safe from breakage and ready to send in silver foil with wraparound label in a surrounding cardboard box.

PSI 42842 • Teutoburger Spezialitäten • Tel +49 5405 93110 info@teutoburger.de • www.teutoburger.de



# **HEAVENLY SCENT ...**

And a Christmas greeting are spread by the specialities from Henosa-Plantanas. Here there are many products that simply belong to the Christmas period, for example Christmas tea or various spices. Tea and spices do not only taste delicious, they are also particularly attractive in wintertime and at Christmas. True seduction is also represented by dried fruits and nuts, coated in delicately melty chocolate, for example hazelnuts in whole milk-cinnamon chocolate, snow almonds, and cranberries in dark chocolate. Henosa-Plantanas also adapts the packaging to custom desires, be it as tins, packets, poly bags with label or header, transparent boxes, reagent jars, cardboard boxes or gift boxes. Also in the range: scatter items or high-quality gift sets. The right product for every type of promotional campaign is available here. Customised Christmas promotional messages are designed from just 100 pieces. The company offers a customised range and free samples.

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



# **EXQUISITE AROMAS**

he "Warming Joy Gift Set" from Bremer Feinkost consists of a high-quality gift box of the most popular Tea forté types of tea and appeals to every discerning tea lover. Beautifully packed in upscale winter white, the set is an attractive gift, and not only for the holidays. The tea menu with a brief description of the different types, is clearly written on the cover. The box contains 40 tea pyramids, each with twenty different types. Tea forté was founded in 2003 and is the dream come true of every man. The renowned American designer Peter Hewitt has made it his task to capture the "Art of Tea" and come up with a contemporary tea ceremony. The combination of artistic tea blends with specially developed accessories makes Tea forté into a real marvel for all the senses. The rich aromas and scents of these exquisite teas, however, are only a part of all that makes up Tea forté. The stylish accessories and enchanting tea pyramids turn every cup of tea into a moment of calm and elegance.

PSI 49641 • Bremer Feinkost GmbH & Co. KG • Tel +49 421 1788850 info@bremer-feinkost.de • www.bremer-feinkost.de







FINDE DEINEN STEEL

PSI Düsseldorf von 13.01. - 15.01. 2016 Messestand: 11D42



**LOVELY BAGS, LOVELY PACKAGES** 

E specially in the case of promotional products, perfect presentation is what counts. One reason why the promotional bag expert Halfar in Bielefeld offers attractive packages for its promotional bags and backpacks. Especially lovely is the decorative gift wrap that gets the bags to customers in a high-value package, thereby substantially enhancing their value. The gift wrap comes in a standard size and is suitable for shipment. It is also equipped with an insert so that nearly all models, from the small event bag to the large sports bag, find an ideal space in the package. It becomes a stage for the individually customized bag from Halfar.

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

# **GIVE A GIFT OF FEEL-GOOD MOMENTS**

ne of the new wellness sets from Kundenpflege Wellness & Care is called "Badetag" ("Bath Day"). It contains 100 ml of shower gel, 100 ml of body lotion, 100 ml of shampoo, and 50 g of vanilla and toffee scented whirlpool bath – all packed in a pretty ceramic shell. At the sight of such a promotional gift, the user will have a feeling of exceptional well-being when thinking of the giver. More original gift sets, fleece blankets, and giveaways can be found 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





# **IN VINO VERITAS**

refreshing present for long-lasting integration of the desired advertising message is the Metmaxx Genuss Set CoolEnjoy, which can be ordered starting immediately from Spranz in Koblenz. Wine connoisseurs will be sure to get their money's worth, since it contains an exclusive Riesling, Vinomaxx Weinreich, listed and ennobled in the exclusive current Gault & Millau Restaurant Guide, in combination with a cool carrying bag – summa summarum, an attractive Below the Line enjoy Summer present. More items for this or other themes are listed in the current Spranz collection. Catalogue available on request.

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



# **SHINING REFLEXES**

I hanks to its powerful reflecting outer layer, the FARE reflex guest and rain umbrella will ensure that you can be seen even in bad weather with bad visibility. This eye-catching umbrella ensures optimal visibility when walking in street traffic. It has a windproof system which gives the frame maximum flexibility. The soft-touch handle is designed with silver applications and can have an advertisement placed on it using doming (photo sticker) or laser sticker. A companion will also be able to find protection from the rain underneath the umbrella thanks to its extra-large diameter of 120 cm.

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

info@fare.de • www.fare.de



www.uma-pen.com

PRODUCT GUIDE PSI Journal 12/2015 www.psi-network.de



# **CLASSIC MEN'S ACCOUTREMENTS**

ehoff has a high-class set packed in a prestigious box ready for our cover topic. It is a Madison men's watch with an interchangeable wristband and cufflinks. The watch features a high-quality metal case with stainless steel crown, a quality Japanese watch mechanism with hour, minute, and second hands, as well as the date, has 3 bar in accordance with DIN 8310, a mineral crystal, and an interchangeable wristband made of imitation leather. The box also holds a screwdriver tool and a pair of cufflinks. For this and all other products in its range, Lehoff offers the complete service package – from consulting to purchasing up to delivery to the customer of the promotional products trade.

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

# SANTA CLAUS X-MAS TIN

E specially during the Christmas period, tins are particularly popular, as they are used as practical assistants and attractive gift packaging for sweet baked goods, such as cookies, gingerbread, Christmas biscuits, Stollen cake or fruit bread. ADV PAX has included the X-Mas Truhe Nikolaus as a new feature in its immediate delivery range. The tin is captivating with its attractive chest form and handy dimensions. It holds a volume of approx. 4,400 ml. The chest lid shows a snowy urban scene and Santa Claus on his reindeer sleigh. The Santa motif is repeated on the front of the tin. The remaining sides have a starry design. On the inside the tin is gold-coloured, which lends it a premium look. Other new Christmas products (gingerbread tins, special moulds) can also be found in the immediate delivery range.

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







PRODUCT GUIDE PSI Journal 12/2015 www.psi-network.de

# PUTTING A SPARKLE ON EVERYONE'S LIPS

ere taste and looks vie for the admiration of the connoisseur. The nougat almonds from i.p.a. sweets not only taste delicious, they are also gorgeous. After all, they come in the sparkling, sugar-coated colours of gold, silver, and copper. The nougat almonds have an almond in their centre and are then covered in nougat. They find their place in a transparent plastic box, the so-called almond bar, that leaves the enticing contents in full view. In order to be able to make an effective appearance with the sweet advertising, A label with four-colour printing can be attached to the bar that leaves plenty of room for any advertising message. This treat will let you put a sparkling smile on everyone's lips to great effect, and brighten up the day for business partners and customers.

PSI 45893 • i.p.a. sweets GmbH • Tel +49 4242 961200 info@ipasweets.de • www.ipasweets.de







# **NAIL FILE TO GO**

The new mini nail file booklet from FranCos is small but superb. It is guaranteed to fit in every handbag and thus makes an ideal small present at Christmastime. Nail files and booklet can be designed in four colours as desired and, provided with printed advertising, are an innovative, attractive giveaway – and not only for the ladies. The Beckum-based company has more convincing, exclusive, high-quality cosmetic products at moderate prices, such as shower emulsions, body care lotions, moisturizing creams, suntan lotion, lip balm with UV protection, nail polish and oil, up to logo soap that is guaranteed to be an eye catcher. FranCos offers an attractive, comprehensive selection of care items, which are only waiting to display their refreshing effects. Special regard is also due to the collection of high-quality, natural cosmetic products.

PSI 47463 • Francos GmbH Image-Cosmetics & More • Tel +49 2521 8255112 info@francos-gmbh.de • www.francos-gmbh.de



# **ELEGANCY MEETS AFFORDABILITY**

inding the most fitting package for your present can be a tough nut sometimes. However, our product line Santini makes your decision-making much simpler. The reason is, that Stini products are packed in elegant gift box, which intensify joy from gift. Let us introduce you perfect representative of the brand: Caliope Set. It is stylish set consisting of metal ball pen and roller pen in courtly black box. Both ball and metal pen are comfortable and wonderful to write with. Ideal place for imprint is a metal clip, where name of partner or company can be beautifully engraved. Take advantage of this elegant set offered for a great price! Excellent choice for your customers or business partners.

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

# **FESTIVE NOTE**

he "Narvik" felt wine bag comes to the customer in a Christmas package. This pretty bag gives the gift a perfect festive note. Whether for a bottle of fine wine or filled with sweet things, the recipients will be delighted. Easy Gift will apply the desired advertising by means of a sticker on the individual package. Laser engraving is also available as an alternative. The bags come individually packed in plastic bags.

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







# **APPRECIABLE CHRISTMAS SALUTATIONS**

his is one way for you to send Christmas cards this year that are great to touch. A perforation in the shape of a tree is on the mailing card from emotion factory that can be printed digitally. One of the two enclosed Christmas tree hangers made out of felt sticks out. The other hanger remains hidden away inside the card and will surprise the recipient once it is opened. The hangers can also be personalised with lasering. The following different hangers can be selected: star (yellow), hat (red), snowflakes (white), bell (yellow) and tree (green). The hangers can also be ordered without an envelope or come with customised lasering. Upon request, emotion factory can make a special personal Christmas cover letter.

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

# **AMORE MIO**

he set "Amore mio" is the dream team for Italian cuisine and a perfect gift for all pasta and cheese lovers. "Kasimir" has the right spikes for grating finely shredded cheeses, like Parmesan, Gouda etc., so they can be used for making delicious pizza, pasta dishes or soufflés. Its partner "Gina" is a pasta server which can easily catch hold of spaghetti and be used to serve it on dishes. Thanks to its deep spoon, it can also be used to serve other types of pasta as well. These are ideal accessories for anyone who loves to cook using fresh ingredients.

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





# CHRISTMAS TREAT

o enjoy the aroma of a warm baked apple, you need to get some fresh apples and order the Multiflower set with a clay apple cooker, four walnuts, a stainless steel apple cutter, two pieces of baked apple confectionary, and a recipe card. You can also have advertising printed on orders of 250 or more, either in the form of a standard motif on the label or in your own design. The advertising space on the standard motif is 100 by 20 millimetres, or 120 by 120 millimetres on the label for your own design. You can obtain more information on the delectable ingredients of the ensemble, which can contain traces of peanut, soy, gluten, milk protein, and edible nuts, from Multiflower.

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



# It's almost **Beanie Season**



Seit 2013 arbeite ich bei Buttenboss und bin hier für Sonderanfertigungen und das Vorratssortiment verantwortlich. Unsere Winterkollektion haben wir um eine Reihe neuer Artikel erweitert – und zwar in den Bestseller-Farben schwarz, grau und dunkelblau. Modische Knitwear in der perfekten Passform und aus Acryl, das kaum von Wolle zu unterscheiden ist. Mit Bestickung können unsere Artikel innerhalb weniger Tage geliefert werden. Unseren Winterkatalog mit einer kompletten Übersicht über alle neuen Artikel habe ich für Sie auf www.kingcap.de online gestellt.





# **WHAT'S NEW**

in unserer Herbst- und Winterkollektion



**Jersey Slouchy Hat** 



**Heavy Knitted Slouchy Hat** 82F



**Heavy Knitted Pumpkin Hat** 



**Exclusive Knitted Beanie** 53F



Luxury Beanie with teddy lining



Luxury Scarf, 180 cm

51S





THE LEADING EUROPEAN TRADE SHOW OF THE PROMOTIONAL PRODUCT INDUSTRY

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

# THOUSAND CONTACTS.



INDUSTRY PSI Journal 12/2015 www.psi-network.de

# **SCHWAN-STABILO**

# **EVENTFUL ANNIVERSARY YEAR**



Only last July, STABILO inaugurated a new brand building Cube at its headquarters in Heroldsberg/ Germany on the occasion of the company's 160th anniversary.

he Schwan-STABILO group generated a turnover of 601 million euros in the last business year (reference date: 30 June 2015), thereby growing 7.4 per cent compared to the previous year. "That is the healthy kind of growth we aim at for our family-run enterprise because then the growth of our employees, financial resources and processes is also sustainable," says managing partner Sebastian Schwanhäußer. Each of the three sub-groups – cosmetics, writing utensils and outdoor – grew substantially compared to the previous year. The cosmetics division generated 319 million euros, an increase of 7.2 per cent (previous year plus four per cent). The STABILO sub-group grew by 3.3 per cent (previous year plus 1.5 per cent) and increased its revenue to 170



million euros. The outdoor segment earned 112 million euros, an increase of fifteen per cent (previous year plus 13.5 per cent). The cosmetic division accounts for 53 per cent of total revenues, and the trade mark area (STABILO and outdoor) for 47 per cent. Growth in revenues in the past five years amounted to 30 per cent. The export rate stayed the same as the previous year, at 83 per cent.

# **INVESTMENTS**

The group of companies has fifteen production sites around the world, so it has long enjoyed a global positioning. Nonetheless, it has not forgot-

ten its Franconian roots. Only last July, STABILO inaugurated a new brand building Cube at its headquarters in Heroldsberg, Franconia on the occasion of the company's 160th anniversary. This shows an unmistakable commitment to Germany as a business location of the company, which has been owned by the same family for five generations.

# **FUTURE PROSPECTS**

Taking stock and venturing an initial prediction, Martin Reim, the group's head of finances, says, "That was an eventful year in the history of our company. Despite the difficult geopolitical situation, we are counting on revenue growth continuing on the same scale in the current business year. Thanks to a high level of self-financing of nearly 50 per cent equity, the group of companies can continue to grow by its own efforts."

\*\*www.stabilo-promotion.com\*\*

### PROMOTIONAL PRODUCTS SERVICE

# NEW PRODUCT MANAGER AT RASTAL

Since 1 September 2015, Julia Leven has been responsible for promotional products service at Rastal. She has taken over from

Ulrike Müller who has taken on a new challenge. Julia Leven now supports the marketing team and is responsible for promotional products service and trade. Together with Anjo Tegelaers,



Julia Leven

authorised officer and manager of the business unit promotional products service and trade, the new product manager is to further expand the range of promotional mugs and cups made of glass and porcelain for the promotional products industry. She is also responsible for the conception of sales folders, brochures and various sales literature. The graduate in economics/medicine (FH - University of Applied Sciences) last worked as a product manager in international marketing for almost five years.

www.rastal-promotion.com

# TRAINING SUCCESSFULLY COMPLETED NEW CLERK AT MAXIMEX

Lisa Zeller has completed her training at the company Maximex Import-Export GmbH with flying colours. The recently qualified

wholesale and foreign trade clerk has worked in all divisions of the company and, in addition to learning everything the training entails, has gained in-depth knowledge of the



Lisa Zeller

industry. With immediate effect, customers now have an additional qualified contact person for customised products from Maximex. www.maximex.de

### **GOLDSTAR EUROPE**

# JENNIFER LONGOBARDI JOINS THE TEAM

Goldstar Europe is pleased to welcome a new team member. Jennifer Longobardi joins Tanja Bruckl at the Goldstar Head



Jennifer Longobardi

Office in Dundalk to support the UK/ Ireland Sales Manager Chia Du Viviers and Field Sales Manager Rachel Ross with this fast-growing market. A native of Castellammare di

Stabia in Italy, Jennifer is close to finishing her bachelor studies in Foreign Languages (English and Swedish). Previously Jennifer lived in Gothenburg, Sweden as a participant of the esteemed Erasmus Exchange Programme after which she moved to Ireland to gain experience in the promotional products industry. "The international environment I am involved in and the strong relationships we build with our customers motivates me more and more every day", says Jennifer about her new role. No doubt Jennifer's enthusiasm will make her a great addition to the expanding Goldstar Team. Contact at: Tel. +44 777 1560018. www.goldstar-europe.com

# **MILAN**

# PTE WILL OFFER A NEW CONCEPT

rom 20th till 22nd of January 2016, the annual Italian showcase PromotionTrade Exhibition (PTE) takes place in Milan, Fieramilanocity, Pavilion 3. On Wednesday and Thursday, form 9.30 a.m. to 6 p.m., and on Friday from 9.30 a.m. to 4.30 p. m., the exhibitors show their promotional product novelties. The 16th edition of PTE will show a new layout made of two big areas: on one side the textile and promotional products and on the other one the services and machinery for personalization solutions. A particular attention will be reserved to training and workshops with a rich program of seminars at the service of visitors and



exhibitors. Besides that, PTE also welcomes 3D printing machines that are more and more appealing for the promotional product industry. PSI members that would like to visit the PTE at favourable conditions should contact Nina Schiffhauer, nina.schiffhauer@reedexpo.de. For more details see <a href="https://www.promotiontradeexhibition.it">www.promotiontradeexhibition.it</a>.

# STAEDTLER MAKES HISTORY

# **BIGGEST DIGITAL FOUNTAIN PEN IN THE WORLD**

In the fifteen-metre-high digitally controlled fountain pen set up in the "Mall of Berlin" is the contribution of the long-established firm of Staedtler to the topic of "making history" and "crossing borders" on the occasion of the celebrations surrounding the 25th anniversary of German unification. A creative mechanism was sought which would enable each individual to create, experience, set down, and share great moments. At the same time, the gigantic object was intended to be a homage to Berlin, the city of individualists and the hotspot of innovative ideas. What came out of it all is the digital XXL version of the "most individual fountain pen in the world", the "Corium Individuum" from



Staedtler's Premium Line. However, while one can immortalize one's personal creations on the fine leather barrel of this premium writing utensil, one's own image is digitally displayed on the gigantic pen. The installation was open at the "Mall of Berlin" on Leipziger Platz until 17 October. Here you could also have your picture taken on the campaign area in front of a green screen and chose a historical motif for the background, such as the Brandenburg Gate, the Berlin Wall, or famous examples of graffiti. Then the photo was shown on the gigantic fountain pen. The individually designed fountain pen can also be ordered by way of this portal. This challenging installation was implemented by the Move It Media agency.

www.staedtler-promotional.de

INDUSTRY PSI Journal 12/2015 www.psi-network.de

### **ERZI**

# **PRODUCTS AWARDED QUALITY SEAL**

he products 'Bewegungslandschaft' (Agility Area) and 'Slackline System' from the company Erzi Qualitätsprodukte aus Holz GmbH in Grünhainichen, Germany have been awarded the quality seal 'Bewegte Innovation' (Agility Innovation) for agility toys.



The Erzi Slackline

The quality seal, which certifies the learning and play value of innovative agility equipment, was developed by sports scientist Professor Harald Lange in the agility laboratory of the University of Würzburg. It provides parents, teachers and coaches orientation when purchasing new toys and large equipment. The quality seal 'Bewegte Innovation' from the Würzburg agility laboratory will now

be attached to products that have been tested and positively evaluated. The seal is the result of many years of prac-

tical experience and research on the basic issues of childhood agility. Only toys that have already been approved for sale in the German market are tested. Whilst, for example, the technical inspection association TÜV tests safety aspects and the quality seal 'spiel gut' is awarded by Arbeitsauss-



The Erzi Bewegungslandschaft

chuss Kinderspiel und Spielzeug e.V. for special toys according to different criteria, the Würzburg "exclamation mark" focuses on the educational suitability of equipment in terms of agility. During the test, a total of 48 products from 18 manufacturers were awarded the quality seal 'Bewegte Innovation'. *www.erzi.de* 

# **EUROSTYLE**

# BACKOFFICE AND FIELD SALES STRENGTHENED

Eurostyle - Emil Kreher GmbH & Co. KG has strengthened its team. The new employee Elvira Caruso has taken over the previous





Elvira Caruso and Gabriele Stieg.

duties of Gabriele Stieg. She will support the management with assistant duties as well as the distribution department for sales within Germany with administrative duties. In order to ensure targeted customer care, Gabriele Stieg moved to the field sales team in early October 2015. Gabriele Stieg is very well acquainted with the product range of the company and the industry as she has been working at Eurostyle since the beginning of 2011. www.eurostyle.eu

# AMEDEA WERBEPRÄSENTE

# A HEART FOR SOCIAL PROJECTS

he promotional product specialists at AmedeA have a heart for social projects. The Karlshuld-based company is donating 300 travel bags worth around 2,600 euros, as well as several felt items from its own collection, for the 27th Neuburg Social Raffle. The donated items will be raffled off by the Red Cross at the Neuburg Christmas Market at the "Glückshafen". The proceeds will be used to help needy families, refugees,

and many other social projects in the region around Ingolstadt. "Because we are a small enterprise that is perfectly familiar with the promotional products that companies can give as gifts, we would like to give something as a gift ourselves. That is why we have been involved in social projects for more than 17 years. By the way, we always do 'just a jot' more, both for our customers as well as when it comes to the social responsibility of companies," comments owner Natalie Kober.

www.amedea-werbepraesente.de

Bernhard Pfahler from the Red Cross in Neuburg an der Donau is delighted to receive the bags from Natalie Kober, the manager of AmedeA.

## **HERZOG PRODUCTS GMBH**

# ZOGI GAINS ANOTHER SPECIALIST

New to the ZOGI team – the brand of Herzog Products in Keltern – is Julia Eichenberger. She brings her experience



Julia Eichenberger

of over 10 years in the promotional product industry to her tasks at Herzog Products. "With her enthusiasm and desire to accomplish perfection, she is now assisting the sales team in

supporting key account customers," says the company. www.zogi.biz



### **MOYND GMBH**

# REINFORCEMENT FOR SALES BACK OFFICE

The Wolfenbüttel-based sticky note specialist Moynd GmbH is further expanding its office team. Kerstin Schuhmacher



Kerstin Schuhmacher

now supports the sales back office and order processing. "In the interests of customers, orders can thus be processed more quickly and efficiently in the future and the delivery time will be

shortened," says a pleased managing director Adam Myschor on the reinforcement through the specialist. www.moynd.de

### **AMEDEA**

### **NEW TRAINEE**

The promotional product experts from AmedeA in Karlshuld near Ingolstadt invest



Timea Zell

in the future and rely on training their own specialist staff. A concept that has proven successful in recent years and is now being continued with the recruitment of Timea Zell. Timea Zell recently began her training as a clerk for office management at the company. As is customary at AmedeA, she also received a cone with all sorts of useful as well as delicious

(promotional) products at the start of her training.

www.amedea-werbepraesente.de

# **EARTHQUAKE VICTIMS IN NEPAL**

# PF CONCEPT SUPPORTING AID ORGANISATION

he people in the earthquake region of Nepal are still in need of help in 2015. The first major wave of helpfulness is now over and many people still require ongoing aid months after the natural disaster in April and May of 2015. PF Concept feels particularly closely associated to the country due to the many years of collaboration with its Nepal-based



The donations are used to pay for urgently needed food and for rebuilding schools.

IT partner Javra Software and its employees. That is why the European promotional products supplier in the Netherlands is making a donation to the Javra Earthquake Relief Fund, which is providing for the victims on site with staple foods and supporting the rebuilding of houses and schools. This non-profit organisation was founded by Javra Software. It obtains information at first hand at the scene of the earthquake and helps out where help is really needed – fast, direct, and without red tape. The donations not only pay for urgently needed food, but also for the construction of sturdy, weatherproof accommodation. The donations are also used to rebuild schools so that the many children and young people can start to regain at least some of their accustomed daily life. www.pfconcept.com

# "DOON" COLLECTION FROM SWITCHER

# **RDS\*-CERTIFIED DOWN**

witcher is one of the first clothing brands in Europe to receive the RDS\* label. With this new certification, Switcher guarantees that down used for the DOON collection is derived exclusively from animals that are treated ethically and with respect in a manner deemed species-appropriate. The RDS seal ensures the complete traceability of the down, from aviculture to the finished product. The new sustainable down models from Switcher ensure lightweight warmth in the harsh transitional period. The waistcoat and jacket offer cuddly weather protection and provide additional comfort as a mid-layer in winter. Whether it be in colours, timeless black or subtle cream – the entire collection is a masterly fashion statement. All information can be found in the Respect Code sewn on the inside of the jacket. All manufacturing stages and certificates of the Switcher DOON collection can be verified at <a href="https://www.respect-code.org/doon.www.switcher.com">www.switcher.com</a>



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"It's tapped". Quite as nearly as the largest folk festival was the WerbeWiesn.

WERBEWIESN 2015

# HIGH STANDARD OF ENQUIRIES

What the Wiesn, or Oktoberfest, means to its worldwide visitors is like what the WerbeWiesn means to the promotional products sector: a happening and a key date in the calendar. On 16 September the focus at the Paulaner Festive Hall on Munich's Nockherberg was once again very much on the promotional product. Much like at the largest folk festival in the world, the motto here was also: "o'zapft is" (meaning "it's tapped").

he WerbeWiesn has long since become a real industry get-together and enjoys great popularity as can be seen from a whole number of factors: as early as February 2015 all the trade show stands were already booked out, according to the organizer Eidex GmbH, and there was a long waiting list. "We wanted to accommodate the large number of suppliers interested in exhibiting and particularly give new, young suppliers a chance to exhibit, which is why several smaller stands were allocated and the catering sector was also incorporated into the exhibition," Eidex managing director Patrick Haendly comments on the trade show concept,

which proved very successful again in its ninth year.

# RECORD NUMBERS AND HAPPY BOB WINNERS

The organizer counted 780 visitors, which constituted an increase of around five per cent by comparison with 2014. And they made an impressive total of 4,678 enquiries to the 98 exhibitors. Here, too, a significant rise of 17 per cent was seen compared to the previous year. For the manufacturers exhibiting at the WerbeWiesn there was an additional little treat. They had the chance to submit their bestsellers from the categories of promotional giveaways, medium range and VIP gifts. A se-

lected jury of marketing representatives from prestigious companies then voted on the best bestsellers and the allocation of the BoB (Best of Bestsellers Award).

# CONSISTENTLY POSITIVE FEEDBACK AND CONCLUSION

The appeal of the WerbeWiesn lies in its ambience. In one of Munich's trendiest locations, marketing and purchasing decision-makers from all kinds of different commercial enterprises have the opportunity, at leisure, to discover new products, gather information, make orders, share ideas with like-minded people from similar spheres of activity, network and create synergies and all of this without the stress of a trade show. In short: an eventful day with proper hospitality. The fact that it was an allround successful day is confirmed by the unfailingly enthusiastic feedback from the exhibitors and visitors, who enjoyed the good atmosphere and the wonderful Bavarian feeling, which was boosted, not least, by the outstanding late summer weather. It is thus hardly surprising that the organizer was also able to draw a more than positive conclusion. Patrick Haendly: "The 9th WerbeWiesn was the most successful so far and the trade show itself is in a state of constant growth. The exhibitors praised not only the sincere interest, curiosity and agreeableness of the visitors but also, especially, the high standard of the enquiries. The brilliance of the organization was also repeatedly mentioned, so we can be altogether satisfied."

# SO VIELSEITIG WIE DIE TEXTILE KETTE.

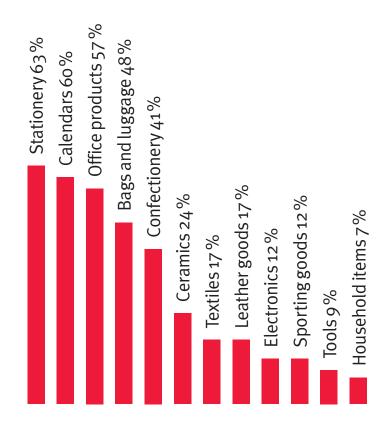
www.textile-network.de





INDUSTRY PSI Journal 12/2015 www.psi-network.de

# What product groups do you use most frequently?



(Multiple answers possible) As a percentage (rounded) Source: PIAP 2015

# POLISH PROMOTIONAL PRODUCT MARKET

# 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.

or the fourth time since 2010, PIAP commissioned a study to ascertain how promotional products are perceived by marketing experts – and for a very specific reason. "Only those who know the mar-

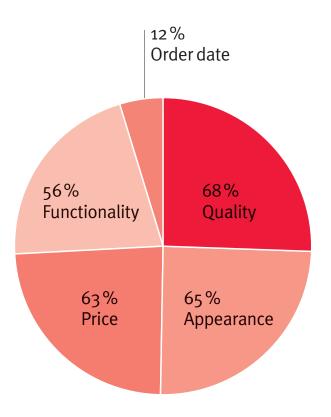
ket will survive. Without knowing customer opinions, it is difficult to make a forecast for the industry", says Katarzyna Wojniak from PIAP. "These are the customers who create trends. Therefore, it is impor-

tant to keep abreast of the times and to always know what influences the customer's decision and what factors influence the development of the industry."

# QUALITY IS THE TOP PRIORITY

Quality is the decisive decision criterion in favour of promotional products (68.29 per cent). This is closely followed by appearance (68.85 per cent) and price (63.41 per cent). Customers are willing to pay more for a higher quality product. This attitude is all the more remarkable because it is new. Last year the price was still the deciding factor for most marketing experts. A year ago, quality ranked only second. Stationery ranked as the most frequently chosen product (63.41 per cent). This is closely followed by calendars (60.98 per cent). Ranked some distance away are office products (53.66 per cent). Bags and luggage ranked fourth (48.78 per cent) and confectionery ranked fifth (41.46 per cent).

# What criteria do you base your selection of promotional products on?



(Multiple answers possible) As a percentage (rounded) Source: PIAP 2015

# NOT JUST FOR CHRISTMAS

The study commissioned by PIAP also examined the occasions when promotional products are handed out. Trade shows were mentioned as the number occasion (58.54 per cent). Also very popular is the Christmas season (51.22 per cent). More generally, events followed in third place (39.02 per cent). According to the study, promotional products are typically given to business partners. Respondents indicated that they are increasingly giving their promotional products to new customers (68.29 per cent), but also to existing customers (63.41 per cent) and to potential customers (51.22 per cent).

### GOOD PRICE AND HIGH IMPACT

Online advertising or are marketing gadgets preferred after all? The quality-price ratio or rather the price-benefit ratio is one of the criteria of a well-conceived campaign. For many years, the Internet has assumed

a leading position – according to the PIAP study, 63.41 per cent of the respondents think that the Internet is a cheap and effective way of advertising. One in four responding marketing experts considers marketing gadgets to be the most effective in terms of price. That promotional products are generally considered to be highly effective is demonstrated by the fact that 82.93 per cent of the respondents use gadgets to raise their positive corporate image and strengthen brand awareness. This is a very important trend because it shows how important the psychological significance of tokens of appreciation in business relations is.

### **BUDGETS ARE STABLE**

The study confirmed a number of positive trends which can be observed in the industry. One of them is undoubtedly the stability in the advertising sector. In addition, a calming down of the market can be observed since 2014 – some 42.5 per cent of

the respondents confirmed that marketing expenses have increased compared to last year, and many pointed out that their advertising budgets are on the same level as in 2013. As was the case in 2014, about 15 per cent of the respondents stated they had a budget of more than PLN 100,000 (approx. 24,100 euros). The proportion of those who can work with a budget between PLN 20,000 and 50,000 (4,800-12,000 euros) increased slightly from 21.95 to 29.27 per cent. This development not only indicates good prospects for the promotional product market, but also represents a positive trend for the entire marketing sector. And last but not least the PIAP study has once again demonstrated that persons responsible for budgets value Polish promotional products very highly.

INDUSTRY PSI Journal 12/2015 www.psi-network.de



# **ASI SHOW**

# NEW EVENT FORMAT IN 2016

ASI Show announced it will debut three-day hybrid events called Engage West and Engage East in 2016 to better engage suppliers and distributors doing business together in the promotional products industry.

ngage West is March 14-16 in Anaheim, CA and Engage East is May 9-11 in New York, NY. The new events replace the ASI Shows traditionally held in those states. "I'm thrilled ASI Show can add another valuable opportunity for suppliers and distributors to connect through our full suite of events," said Rita Ugianskis-Fishman, vice president and general manager of ASI Show. "Our intimate ASI Roadshows support relationships in local sales regions, our national ASI Show convention center events provide access to a large, diverse audience and our fASIlitate hosted buyer events are targeted to milliondollar producers. The new Engage event draws from the best of all our shows while offering more personal opportunities to

meet and do business together."

# TWO DAYS OF MEETINGS

The new event includes two days of meetings between 75 suppliers and 200 invited and pre-screened distributors who personally sell \$300,000 or more annually of promotional products, giving top suppliers a chance to connect with established distributors focused on taking their business to the next level. Each supplier will present their brand story and portfolio, share case studies and brainstorm ways they can partner with distributors to help them make bigger sales and enjoy greater success. Unlike big trade shows, Engage events are smaller by design and include a complimentary light, healthy breakfast and lunch, along with a complimentary cocktail reception. Supplier hospitality suites will allow networking to continue into the evening.

### **EDUCATIONAL WORKSHOPS**

Day three offers a half-day of exhibits, with a chance for additional suppliers to participate, and is open to all distributors and their escorted end buyers. End buyers' identities will remain confidential and they will be clearly identified. Day three wraps up with educational workshops. "ASI is always looking for ways to provide added-value benefits to our members that will help them grow their business and discover new avenues to success and I'm confident our Engage events will do exactly that," said Timothy M. Andrews, president of ASI Show and president and chief executive officer of ASI.

### CONTACTS

Suppliers interested in participating in Engage West or Engage East should contact Karen DiTomasso, vice president of sales, at kditomasso@asicentral.com. Distributors with a personal annual sales volume of over \$300,000 who are interested in learning how they can be considered for Engage should contact Rafael Dosman, distributor accounts manager, at rdosman@asicentral.com. General registration information will be posted on www.asiengage.com in coming months. For more information about the full event portfolio visit:

www.asishow.com



# PROMOTIONAL PRODUCTS ARE IN OUR DNA

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# FINISHING AND TECHNIQUE CHARMING MESSAGES

Different promotional message bearers and different ways of affixing promotional messages leave plenty of scope for realising individual customer desires. The task of promotional products professionals is therefore also to retain an overview of this broad field and offer competent advice.

he initial question when deploying promotional products is: "What": What promotional product matches which promotional measure most effectively? Alternatively: What combination of different promotional products is best suited to a certain marketing campaign? In this context, promotional product manufacturers/suppliers and promotional product distributors/agencies ideally provide one another with mutual support with regard to optimally intensive advice to the industry customer. The same also applies to the question of "How": How is the desired promotional message, the logo or brand name, optimally highlighted? Here, too, both a lively and constant dialogue between supplier and distributor is desirable, as the manner of customisation is co-determinative for the impact of the promotional message bearer. In the search for the right finishing technique for a material, trust should therefore be placed in the experts in this field; numerous specialists can be found in the PSI members index. In the following, this section presents successful finishing examples, along with product concepts of a technical nature.



his weapon is in a class of its own because the Wera Kraftform Kompakt Pistol RA is a screwdriving tool in pistol form, which makes screwing particularly easy thanks to the lever effect. The handle contains 6 standard bits, which cover the most important screwing tasks. Extra clever: the ratchet function means that users can avoid tedious repositioning when screwing or unscrewing. The set also comes with an easy-to-clean textile holster.

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



#### **ELEGANT POWER CENTRE**

he extraordinary leather design is one of the most striking visual characteristics of the new power banks from Vim Solution. The power banks are available with different battery capacities and in a wide variety of different sizes and colours. You can share breathtaking, one-of-a-kind moments with your loved ones any time you want because you will always have a fully charged smartphone battery. These compact companions can fit easily inside your rucksack. They are available for a minimum order of only 25 units. The finishing options available ensure that you will have something really special to take along with you on your trip. You can also order the power bank to come in special packaging that will protect it from scratches.

PSI 47555 • Vim Solution GmbH • Tel +49 7661 90949-200 vertrieb@vim-solution.com • trader.vim-solution.com



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#### FUEL PUMP FOR THE TABLET

ith this product, Toppoint provides real "fuel" for smartphones or tablets. The iconic model Powerbank Fuel ("Zapfsäule") with powerful 4000mAh stems directly from the creative minds at Toppoint. The puzzling device comes supplied in attractive gift packaging including charging cable. The dimensions:  $35 \times 50 \times 120$  millimetres.

PSI 40717 • Lensen Toppoint B.V. • Tel +31 523 238238 info@toppoint.com • www.toppoint.com

#### STYLISH AND RACY

he "Racer" keyring pendant comes across as stylish and swift. The product from the Giving Europe range is an ideal give-away for owners of a new car or those who have recently obtained their driver's licence. The dapper accessory plus keyring is made of hard-wearing metal. A promotional message can be applied using laser engraving.

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





#### FOR BETTER SELFIES

rom its comprehensive range, the Dutch company Toppoint recommends a Selfie Stick for this category. It can be connected to a smartphone via cable. The shutter release takes the form of a push button on the stick. Selfies or video recordings turn out particularly well with this gadget. Furthermore, the handle provides a very large space for promotional customisation.

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# TOP PRODUCT TOPICS IN PSI JOURNAL

Is spring already tickling your nose? Product presentations will shine the spotlight on fan items, sports and leisure in the February Journal.

02

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

Copy deadline: Deadline for ads: 16.12.2015 5.1.2016

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

Copy deadline: Deadline for ads:

5.2.2016

04

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

Copy deadline:

Deadline for ads:

4.3.2016

) PS1 JOURNAL



**SWEET AND CULINARY DELIGHTS** and **CUISINE AND LIFESTYLE** 

Copy deadline: Deadline for ads: 5.4.2016

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



#### STANDALONE ENERGY SUPPLIER

nder product number 5369, Giving Europe lists in its range its Power charging device – a practical promotional product for the technology enthusiast: Produced out of robust aluminium, the energy source is exclusively equipped with solar function, a perfect solution for saving electricity. Furthermore, a USB connection and connection plugs suitable for commonly available mobile phones are incorporated, including a micro USB, iPhone 4 and iPad attachment option. Thanks to its handy size, the relatively flat device takes up little space. A promotional message by means of screen printing or doming is possible.

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

#### **GUARANTEED SAFETY STANDARDS**

s part of its own-brand programme Sigisafe, toy specialist Sigikid provides its products with the emblem of the same name, which symbolises compliance with the prevailing standards. Only when a product passes the tests and stipulations does it receive this distinction – in line with the company's own claim to comply with toy directive 2009/48/EC and its standards, which are tested according to EN71, part 1-12. For example, Sigikid products must meet the chemical and mechanical requirements placed on toys. This also includes keeping to all current statutory provisions. The Bavarians' products are regularly tested by independent testing institutes, such as at LGA Nuremberg, Dekra or TÜV Rhineland. The company thus guarantees that it has, for years, not only been bringing highly design-focused, but also safe high-quality toys onto the market.

PSI 45202 • sigikid H. Scharrer & Koch GmbH & Co. KG • Tel +49 9201 70129 www.sigikid.com • anja.deroni@sigikid.com









#### SPECIAL PLASTIC SHAPES

ermann Flörke GmbH customises pinpoint promotional activities by designing promotional products which are customer-specific through and through. Tailored plastic products are manufactured to customer requirements and finished using ultra-modern printing techniques. At the same time, the Flörke team supports its customers every step of the way towards the finished product. The company's specialists are available at each phase: Concept, development, design, tool construction, plastic processing, print finishing, ensuring that the most effective solution is brought about and the promotional concept develops into the desired product. The "Santa" eraser is being presented as a "Christmas" special. Like the other models in the range, the Santa eraser is recyclable on a TPE basis and environmentally friendly, without PVC and free of phthalates, or plasticisers. Thanks to the customising possibilities, such as the generous promotional surface which can be custom-printed in up to 4 colours, or the possibility of special shapes from just 1000 pieces, the eraser permanently remains a strong promotional message bearer.

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





#### **QUALITY GRADE A**

In he competent advice, the reliable delivery service, combined with the generous product guarantee which extends without time limit to all material and manufacturing defects, makes successful promoting with products from Victorinox a sure thing. The Swiss knife maker and think tank offers classics in a modern look in an extremely wide and multi-layered variety for every target group. Among the multipurpose tools alone, more than 250 models are available, and in the case of household and professional knives, there are 150. Added to this is a multitude of colour and material variants, right through to customising. Value is likewise placed on best-in-class standard for the six finishing options on offer. Victorinox screen prints boast a first-class unique feature with their applied protective lacquer.

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#### **LEAVE YOUR MARK THROUGH IMOULD**

he robust IMould method from elasto form makes it possible to get expressive advertising messages seen by the public for a very long time. I-Mould finishing is a very high-quality method for transferring motifs in a photo-realistic and inexpensive way. This printing technique can be applied to almost any flat plastic surface: it works on sandwich boxes, small cutting boards, Frisbee disks, snow discs and parking discs. A special foil, a so-called label, is imprinted with an image and then attached to a plastic product during the production process. An injection moulding tool is then used to attach it by vacuum suction. When the heated liquid plastic is injected into the mould, the print motif is permanently attached to the plastic. This makes the advertising imprint abrasion-resistant and advertising messages are guaranteed to be visible for many years to come.

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#### **ALL-ROUND ADVERTISING**

he "Venice" wall clock from the Easy Gifts product range is a special sort of timepiece. Here the entire face can be designed according to customers' own ideas – with room "all over" for free development of the advertising message. Easy Gifts will print the desired layout in digital printing on the clock face. If you would like to order the clock without any printing, however, you should note that the clockwork and hands are supplied separately. Assembly does not take place until after printing. The AA battery needed for operation can be ordered extra. It comes individually packed in a box.

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

#### A HIGHLY ADDICTIVE RETRO DISPENSER

Longuich, Germany, has a 60s design and is an absolute eye-catcher. This dispenser consists of a glass ball and its aluminium alloy body. It can be filled up with sweets that have a maximum diameter of up to two centimetres. For a minimum order of 2,500 units, customers can request that the sweets come with a customised imprint on the packaging. Special colours can be selected with approximate Pantone colours. The dispenser comes in an attractive four-colour gift box.

PSI 46626 • Global Innovations Germany GmbH & Co. KG • Tel +49 6502-93086-17 info@globalinnovations.de • www.globalinnovations.de





#### AN ELEGANT PIT STOP

**S** top-Over is the name of the elegant paperweight from Troika that features a magnet for paper clips and is in the shape of an airplane. The chrome, shiny rose and gold coloured designer piece comes with five paper clips. Your desk will be turned into a runway. After all small boys aren't the only ones who dream of being a pilot. With Stop-Over this dream is within reach. After the landing the propeller magnet will keep your paper clips nice and tidy. Advertising can be placed on the wings of product by means of printing or engraving. Engraving is free of charge for a minimum order of 100 units of the paperweight, which has a maximum size of 40 by 10 millimetres.

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#### A HINT OF GREEN WITH YINK

air and organic: Sustainability and fair working conditions are far too often neglected, especially in the case of mass-produced articles. Using the individually printable Bio Fashion Bag from Yink, a member of the spreadshirt family, customers can set an example by presenting the company's statements on certified promotional products. The bio Fashion Bag is made of 100% organic cotton and produced in accordance with the Global Organic Textile Standard. The working conditions are audited and certified by the Fair Wear Foundation. A commitment that pays off, for an environmentally aware mindset is always rewarded with a better bond to customers.

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#### **STAMPING IS ALLOWED**

tamps are indispensable when it comes to everyday office work, regardless of whether they are used as a customised promotional product or as a means of communication. At Heri-Rigoni there is a wide variety of different types of stamps for sale: modern and colourful self-inking stamps, stamps built into trendy writing instruments, and traditional wooden stamps, which are currently enjoying a revival. They feature beech wood from Germany and a cotton-based cellulose varnish, which also guarantees high UV protection and prevents the wood from cracking. This makes them practically indestructible and thus suitable for universal use in offices, administration departments, warehouses or construction sites. What is more, suitable ink pads which conform to the high quality requirements of DIN ISO 9001 and the environmental guidelines of DIN ISO 14001 are also offered. At Heri-Rigoni, quality and environment are the premises for manufacturing stamp plates, which are only made out of long-lasting rubber or micro-foam. All stamping products are delivered with unmodified stamping texts and motifs or with the new online voucher with a QR code, which can be redeemed on the company's customer service website www. Stempelservice.com. There is a direct link on the www.Stemplelservice.com website to a YouTube demo video, which explains how to order stamps.

PSI 41016 • Heri-Rigoni GmbH • Tel +49 7725 9393-0 www.heri.de • info@heri.de







#### SUSTAINABILITY IN PRACTICE

ith the help of its partners – myclimate and Lichtblick – \_ Spranz delivers all of its products from the manufacturing facilities to the customer without emitting any additional CO<sub>3</sub>. According to the manufacturer's statement, even transporting Spranz products from factories located far away in the Far East does not cause extra environmental pollution because more CO<sub>3</sub> is saved than is produced thanks to overcompensating for the environmental pollution. All of the products' finishing and the manufacture of the "Made in Germany Line" are only carried out while complying with social standards and the minimum wage at the company's headquarters in Koblenz and not in Eastern European countries. According to Spranz, they only use certified, CO<sub>2w</sub>-free, "green" electricity from Lichtblick, which is produced from renewable energy sources. One positive side effect of this approach is purchasing parcels of land in rain forests, which is a strategy that the company from Koblenz supports. Sustainability can be brought to the consumer in a way that supports sales, is actively communicated, and is already incorporated into the innovative products and attractive prices.

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





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#### **AUTOMATION AT IT'S BEST**

eeping pace with increasing demands of customers, who require better imprint quality and shorter delivery times, motivates Reda to modernize their printing technologies continuously. Cost-effective printing solutions enabled he company to introduce our simple pricelist list, in which printing price can be calculated quickly and simply. Reda would like to introduce one of latest novelties in his production hall: automatic screen printing machine for flat objects. Thanks to its high hourly output, machine is ideal for larger series of multicolored prints. It almost does not require human assistance – just one operator needs to fill up feeder and control the quality of imprint. Technology is suitable for imprints of lighters (see Maxi as a sample) and makes it durable, vibrant and versatile.

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#### **A DIFFERENT APPROACH**

otifs in the widest variety of executions can now be reproduced on the new model from the HK Collection from Hauff Schreibgeräte. By means of digital printing, realisation of motifs is virtually boundless. The template is printed onto a film, which is wrapped around the ballpoint pen after finishing. Attention is guaranteed and, due to the many possibilities, every customer order is unique. With this finishing technique, newly adopted in the portfolio, a niche is filled and the already diverse range complemented by an additional attraction. Digital printing is offered on Art. 152 from a quantity of 1,000. The pen will be officially presented at PSI 2016 in Düsseldorf in Hall 9 at stand E40. Naturally, anyone not able to make PSI has the opportunity to order samples free of charge.

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

# 

#### **HEALTHY SITTING**

hanks to its positive effect on health, the product Dynasit is far more effective than an 'ordinary' promotional product. Dynasit is not only a souvenir, but an object whose usefulness will most certainly be appreciated by all customers, partners, friends and employees. What distinguishes Dynasit from other common promotional products? It offers at least five positive health effects: it activates upright posture, strengthens and shapes muscles, prevents static over-stressing, supports blood circulation, increases mental activity and concentration, helps in case of problems with haemorrhoids and supports the sitting posture of women before and after giving birth according to the information provided by the supplier Yado. This makes Dynasit a universal promotional gift for virtually all target groups. As it is suitable for continuous use, it is appropriate as a long-term promotional product. For more information, visit www.dynasit.sk.

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#### **LASTING CHOC LOGOS**

**S** chokoLogo composes its customised and elegant choc logos out of finest Belgian chocolate from Callebaut, the biggest chocolate maker in the world. Customers have a choice of many different shapes, with every desired motif, and they can, for example, have their own company logo, the miniature of their company building or a greeting embossed. Order placers therefore receive perfect corporate gifts for various occasions, such as, for example, Christmas, Easter or a company anniversary. The chocolate consists of 100 per cent sustainably grown cocoa. With its Growing Great Chocolate™ programme, the maker Callebaut supports West African cocoa growers. The aim through this is to sustainably improve coca bean quality, along with the income and living standards of the cocoa growers and their families.

PSI 48549 • SchokoLogo e.K. • Tel +49 211 367779-0 info@schokologo.com • www.schokologo.com



#### **COTTONY PROMOTIONAL STARS**

ames, Janet and Jamie are the names of the new promotional stars from Stedman, produced out of 100 per cent combed organic cotton in 155 g/m² quality and certified to the strict directives of the Organic Content Standard 100. This standard guarantees the origin of the cotton from organic cultivation and the exclusion of harmful substances during finishing. James for men from size S to 2XL and Janet for ladies from S to XL are available in round-neck or V-neck T-shirt form with side seams. Children's style Jamie, available in sizes from S to XL, 122 to 164 respectively, has a round neck and is circular knitted. The trio is available in Indian Yellow, Lavender Purple or Pacific Blue. There is just a small size label in the neck. The care label is sewn into the side seam. The soft, smooth surface is particularly suitable for textile finishing options.

PSI 45383 • Stedman • Tel +49 241 705020 support@stedman.eu • www.stedman.eu



#### TRANSPARENT PROMOTIONAL PROOF

he thanxx microfibre cloth Clean from Spranz, delivered in a protective plastic case, is a practical microfibre fleece for cleaning glasses, mobile phone displays, touchscreens, TFT monitors and other things. A large promotional surface is available for photo-realistic digital prints. Moreover, the Koblenz-based manufacturer emphasises an attractive price/performance ratio for this product, which is ideal as a giveaway or mailing item and comes to the customer in a designer cardboard box.

PSI 41462 • Spranz GmbH • Tel +49 261 98488-0

info@spranz.de • www.spranz.de



#### **HANDY HIGHLIGHT**

A genuine highlight from Trokia is the LED pocket light, also devised as a reading lamp. Trokia Highlight is equipped with a touch-sensor along with three white SMD LEDs. The housing, available in black or white, is made of plastic. Thanks to its flexible silicone strap, the Highlight is easy to secure. However, the nifty light can do even more: Simply place the metal bookmark that comes supplied in the book, attach the magnetic base onto it, then just a short press on the touch-sensor – and night-time reading can commence. Incidentally, the mini light also gets by without batteries and recharges in an entirely sustainable way at the nearest USB port. A promotional message can be placed by means of printing on the reading light or by means of engraving on the metal bookmark.

PSI 46311 • Troika Germany GmbH • Tel +49 2662 9511-0 a.bauer@troika.de • www.troika.org



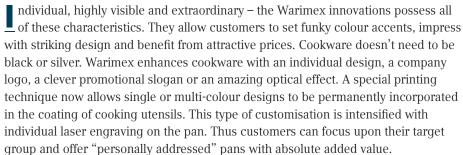


#### A FASCINATING BALL OBSTACLE COURSE

ischertechnik knows how to get school-aged kids and the young at heart excited about playing its classic ball obstacle course: they have added a size M construction set and tuning set to the ball obstacle course series, which already includes the bestseller models Profi Dynamic L and XL. The new Plus LED set is ideal for the Dynamic series and is compatible with all other fischertechnik construction sets. The game highlights the laws of physics so they are easier to see and understand as the steel ball flies by in a 90 degree curve, shoots over a ramp and finds its way through the alternate switches. With the Profi Dynamic M construction set, children from the age of seven can put together four different obstacle courses from the 550 pieces. The new ball obstacle course components include funnels, short flex-rails and tubes that make melodic tones. These components ensure that there are plenty of ways to have fun while setting up the route and playing with the game. What is more, the company uses sustainable production methods "Made in Germany" in order to meet the highest quality standards.

PSI 48315 • fischertechnik GmbH • Tel +49 7443 124395 info@fischertechnik.de • www.fischertechnik.de







#### **CUSTOMISED PROMOTIONAL BAGS**

positioned itself as a specialist for customised promotional bags. Pacor Pamero has just the right bag for customers who are looking for a truly special bag. Each bag can have its very own individual character in terms of shape, material colour and imprinting. The company indicates that the product is available for orders between 300 and 120,000 units. Its products are divided into the three categories: Private Label, customized design and office and business supplies. Its product line for office and business supplies includes everything from aluminium trolleys, writing cases and laptop bags to small leather products. Additionally, Pacor Pamero is also presenting a seal and stamp collection. This series is made out of paper and is extremely tearproof and waterproof. The company from The Netherlands is showcasing a wide variety of different variations at stand 10D04.

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#### A SERIOUSLY WAY TO ENGRAVE

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Als Erbe und Nachfolger des legendären Notizbuchs von Künstlern und Intellektuellen der letzten zwei Jahrhunderte bietet Moleskine mit der ganz persönlichen Interpretation dieser Kulturikone und einer ganzen Familie vielseitiger, sich ergänzender B2B Markenbotschaftern herausragende Instrumente für kreative Marken- und Unternehmenskommunikation.

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o know the classic little My M&M's is to love them, and who doesn't? What makes them so special is that each of the variously coloured chocolate candies can be finished with a logo, message, and/or an image, thus exactly matching the CI of the company giving them away. There are sixteen colours to choose from. Kalfany Süße Werbung packs the My M&M's in the individually finished XS pocket tins so the little, round advertising media can sweeten customers' lives.

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#### **BEAUTIFUL CHAMOIS LEATHER**

ho says that chamois leather is boring and can only be used by opticians? Arpe has made it accessible to advertising campaigns by giving it modern styles and formats. In this way, the company has decided in favour of an even cut and a large number of options in order to enable its customers to do something else with chamois leather, whether it be round, corrugated, or adapted to the form of an iPad screen. In order to ensure that its chamois leather is seen as the perfect supplement to every advertising campaign, Arpe offers plastic packaging and personalized cardboard boxes, printed on one side in the four-colour process. This microfibre product is pleasant to touch and convincing thanks to excellent printing quality. Available in orders of 500 or more.

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#### **ARTIHOVE ART CENTRE**

# 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.

oming from Rotterdam, the world appears to have changed after driving less than half an hour: You enter the grounds of the Artihove Art Centre, a sort of sprawling, manicured landscaped garden whose boundaries are not visible and which merges somewhere in the nature. Amidst this idyllic setting are spacious buildings that perfectly integrate into the parklike landscape, as well as stretches of water, islands, bridges and winding paths. On the way to the showroom, the first sculptures can be seen, as well as a fountain and benches. It is hard to believe that in this silent, spiritually soothing oasis the third largest port in the world is just a few kilometres away. The impressive headquarters of this extraordinary company holds many surprises that we will discover in the course of the day.

#### TRADITIONAL ROOTS

Artihove goes back to the traditional earth-

enware factory Regina which was founded in 1749 and located in the Dutch city of Gouda. The renowned family-run company was known for the high quality of its products, the so-called Delft Blue and Gouda Faience. Aad J. van Dijk took over the earthenware factory in 1978 and over time the company specialized in the development of objects on behalf of clients. The underlying idea: Companies and private clients can present themselves with their own individually designed works of art and build up an image that is very positively perceived both externally and internally. The idea of symbolically expressing basic values of coexistence and cooperation such as trust, gratitude and recognition in works of art was particularly developed and implemented by the co-founder and current creative director Corry Ammerlaan-van Niekerk.

#### **CENTRE OF FINE ARTS**

The Kunstzentrum Artihove, a complex consisting of studios, offices, showrooms and a sculpture park, was opened in 1989. In 1994, it was renamed Artihove Art Centre to do justice to the development of the company into a centre for fine arts with a host of activities in various art forms and styles. Today Artihove offers a comprehensive selection of works of art and gifts of all kinds to maintain relations, as tokens of gratitude or incentives as well as for commercial purposes. Here, as in the fields of interior design, grave design and garden art, the artists of Artihove repeatedly succeed in creating unique products of high artistic quality. Artihove operates worldwide



and has offices in the Netherlands, Belgium and the USA. At the helm of the company are Aad J. Van Dijk and his son Jelle van Dijk, who has taken over the management from his father.

#### ART CREATES IDENTITY

"Symbolic-creative gifts are something special, of significant value, and therefore always express special appreciation. They are ideal to establish or consolidate business relations, to express thanks and appreciation, or to motivate people. Artworks bring joy to the recipients and create an ever-lasting unique identity for the client, which is reflected in the works," explains the chief designer Corry Ammerlaan-van Niekerk, who has shaped the destiny of Artihove in the artistic field from the beginning. Many of the designs for the works of art that can be seen in the extensive showroom originated from her. Objects from various metal alloys, earthenware, porcelain and glass, as well as jewellery

and tapestries in soft colours and patterns can be found in the rooms that are reminiscent of a well-stocked gallery. The ideas for all this are developed by their own designers and associated artists and the objects are produced under the direction of Artihove at its own workshops and foundries. The resulting range is presented each January in a new catalogue.

#### ART NEED NOT BE EXPENSIVE

"There is a very widespread misconception that artworks are very expensive. This does not apply to our products because we offer customers various interesting ways to obtain an outstanding gift in terms of price," explains Andrea Takacz who works in the export department at Artihove. Here is one of many examples: It does not always have to be a complete custom-made product; the adaptation of a product in the range can be a good alternative for a small budget. With little effort, you can receive a quality product that conveys an individ-



Company founder J. Aad van Dijk has created inspiring places with the Artihove Art Centre and the Vidaa island (left).

Here from the very beginning: Corry Ammerlaanvan Niekerk, chief designer and creative director (right).





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More than 500 works of art made from different materials are displayed in the showroom.



In the foundry.



ual message. Even the choice of the material opens up the scope for budget-priced versions. Likewise, it is possible to create a series of products in different price categories from a draft design – such as a fountain figure, sculpture, bowl or key fob. As a creative partner, the distributor needs to provide the customer with all these details and familiarise the customer with the countless possibilities for using artworks. Hence expanding and maintaining contacts with the international promotional prod-

uct industry is high on the agenda at Artihove.

### COMMITTED DISTRIBUTOR PARTNERS

"We strive to establish first-class contacts with ambitious distributors whom we invite here so they can get to know the whole context of Artihove on site. Anyone who has seen the showroom and the production, and experienced the atmosphere here, finds it much easier to convince customers of the uniqueness of an artistic gift,"







explains Andrea Takacs. Artihove is therefore increasingly aiming to collaborate with dedicated distributors who actively approach clients and, together with Artihove, guide them to the right product. "In order to give the customer a better understanding of the special, high-quality portfolio at Artihove, we look for partners who give customers food for thought and present project ideas." To achieve this, the personal exchange of information between distributors and Artihove is essential; therefore Artihove attaches great importance to regularly visiting distributors. Naturally, the trade receives optimum support in marketing: It can access documentation of projects already completed, and also familiarise the customer with the possible uses of the artistic gifts by using industry-specific presentations: Customers, partners and employees look forward to receiving a creative token of appreciation of lasting value, whether it be company anniversaries, events, official openings of company buildings, branches or stores, anniversaries, business transactions or Christmas. There are now plenty of inspiring reference projects. The combination of a work of art with a customer's product, for example, is promotionally effective and at the same time individual. What should we envisage by that? "For a cement manufacturer, for example, we chose concrete for the base of a sculpture, for another customer we chose bricks. These ideas were very well received," says Andrea Takacs. "We are also happy to discuss projects together with distributors and customers because that simplifies the execution of a project tremendously."

#### ART MEETS CRAFT

It is particularly exciting when art meets craft. The manufacturing process of a small sculpture was explained to us on site. First of all, an idea is translated into two or three design drawings. Once the customer has chosen a design, the artist produces a wax model. Small changes can still be carried out. As soon as customer approval is received, the result is a prototype. The customer can now imagine what the result will look like, and then selects the desired effect of the metal. Production can now begin, mainly at its own foundries, or in close cooperation with manufacturers. Whether it be bronze, silver, in bronze look, a genuine bronze sculpture, made of glass, stainless steel, ceramic, or in various combinations - the material also determines the price

#### A PLACE OF INSPIRATION

The Artihove estate is not only the company headquarters and creative workshop,

but most of all an inspiring place where the artists can familiarise visitors with the various crafts: Workshops and guided tours, lectures and a visit to the exhibition - the roughly three-hectare area is a small world of its own where the focus is on creativity and art. The Vidaa island is a lush green, thriving natural paradise with a forest, rare plants and lots of bees. The sculptures integrated into the landscape offer surprising visual impressions, there is a herb garden, a meditation space, a small museum and a lot of places of retreat to pause and reflect. A restaurant, a bar, a Mongolian tent and several other rooms complete the offering and make the island an exclusive place for meetings, events, weddings and celebrations. Even those who walk just once around the grounds, enjoying the nature and the works of art, feel more relaxed than before when leaving.





Andrea Takacs guided us through the world of Artihove.

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#### **SWIZA LAUNCHES NEW SWISS POCKETKNIFE**

# HERBERTZ IS EXCLUSIVE PARTNER

It would be hard to imagine the promotional products sector without the Swiss pocketknife – and now there is a fresh breeze blowing through the Swiss pocketknife segment. For the first time in quite a while, a brand is reinventing the legendary Swiss knife.



Thanks to the slight curve of the knife, the perforated tools can easily be folded out.

wiza – a famous watch and clock brand with more than 110 years of history – presented this newest development for the first time in the world in Lausanne and Zurich on 21 October. Concocted by specialists with comprehensive expertise, this pocketknife combines in the best possible way a century of tradition with contemporary design. From now on, it will be manufactured in accordance with the highest quality standards in the canton of Jura and is certain to delight its users. C. Jul. Herbertz GmbH is looking forward to being the exclusive German partner of Swiza for this innovation. According to the Solingen-based company, Swiza knives will be available to the promotional products trade from 1 November 2015.

#### WELL THOUGHT OUT COMBINATION

The new Swiss knife is a well thought out combination of modern design and several innovative features, whose hallmarks are a blade locking system and ease of use for people who are left or right handed. Whether in bright red, husky eyes blue, snow white, or graphite black, its four colour combinations match the backdrop of the Swiss Jura countryside.

#### JURA EXPERTISE AND ZURICH DESIGN

The tradition of knife making is part of the industrial history of the Swiss Jura. Swiza is proud to be breathing new life into it in the finest way. Born from an idea of the Swiza management team in Delémont, this new pocketknife was sketched and developed together with the Zurich design office estragon.

### WELL THOUGHT OUT AND INDISPENSABLE

The daring curves, materials, and colours are impressive thanks to their mischievous look, while the ergonomically shaped handle with its durable anti-slip surface facilitates intuitive handling. The knife is slightly curved, making it easy to fold out the perforated tools. The Swiss cross cleverly integrated into the handle – the symbol of the Swiza brand – is much more than a mere



The new Swiza pocketknife is manufactured in the canton of Jura in accordance with the highest Swiss quality standards.

identification: a recently developed blade locking system – quite extraordinary in a pocketknife of this size – guarantees enhanced safety for users.

www.cjherbertz.de





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#### **TEXTILE TRENDS IN THE PROMOTIONAL PRODUCTS MARKET**

# FASHIONABLE VALUE ADDED

In the new "Katalog 24 – The Base", Gustav Daiber GmbH is presenting its brands James & Nicholson and myrtle beach, a textile range "made for unforgettable moments". During a break in the photo shoot, we talked to Daniel Lopacki, the company's marketing advisor.

# What are the current trends in the textile promotional products market?

Daniel Lopacki: "Basically, the market needs products which are good and easy to finish. The market currently needs new basics in top quality to strengthen it. That is what we want to offer in 2016 by offering T-shirts, polo shirts, sweatshirts, scarves and caps which are great to finish and offer fashionable value added – and at a good price."

#### What topics are currently affecting the market?

"At present, the industry is putting more value on adhering to social standards. Production in Asia is now well organised, and standards are being met. Of course, we at James-Nicholson also make sure that our products are not only fashionable and of high quality, but also appropriately certified. We regularly run tests in our own laboratories so we can offer our customers top products."

# Where do you find the inspiration for new trends, and where do you see the market going?

"The promotional products market now has the same demands on fashion as does the normal consumer. Therefore, we not only offer products which are fashionably up to date, but in addition a holistic concept that straightforwardly gives our customers an overview and inspiration, as well. The exciting world of shopping is becoming ever more important. It is no longer a matter of who is looking for what, but how much they are looking for. The trend on the promotional products market has changed: the amounts are becoming ever smaller, there are no more huge orders. Where a T-shirt and a sweatshirt in black and white used to be the market standard, we now count around 20,000 different product versions in our range. We are now confronting an entirely different event landscape, one whose volumes are smaller, but at the same time more individual. The market is growing with the marketing requirements.

#### How important is the PSI for James-Nicholson?

"For us, the PSI is the only industry gettogether that counts. It is the touchstone of the world of promotional products."

#### What are your strongest sales markets?

"Germany is our strongest sales market, but nearly fifty per cent is now also going to exports throughout Europe. The East European market is developing especially well."

#### What sold best last year?

"The basic T-shirt in various versions was our top seller last year. Our best-selling colours are, in fact, black, white, and navy. But fashionable and athletic themes are also increasingly sought after. At present, we are also seeing caps making a strong comeback because the hairstyle trend is moving away from gel styling. The Flat Peak is particularly in demand.

Individualisierung Sonderanfertigungen Werbeartikel



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#### MARTIN HEINEMANN

# FROM A HOBBY TO A PROFESSION

Turning a hobby into a profession is a great stroke of luck. So Martin Heinemann has been lucky in his work for more than twenty years. Since January 1994, he has been doing business on the market with his company CDH – and above all, successfully. And that is not only because he discovered a niche, but rather because he closed a gap.

artin Heinemann learned his handicraft from the bottom up – and this is true in several respects. The advantage he refers to as luck is that he was in the right place at the right time. And here he means the beginnings of his professional

life in the service department of an engineering company. Back then, in the early 1980s, the computer was just finding its way into the country's offices. Having to use the still very complicated hardware and software every day did not seem very

expedient to Martin Heinemann, and he said so openly. The result was that his superior entrusted him with the task of trying to find an adequate solution. And so it happened that Martin Heinemann became intensively involved in the introduction of the new computer system over the course of two years and learned a lot in the process. This grew into an initial foundation for his later professional life. And not only that, but electronic data processing has become rather a pet issue with him.

## PROMOTIONAL PRODUCTS AS A PATH TO AUTONOMY

Between the software beginnings and his current position as acting partner of CDH Computer Division Heinemann GmbH, Martin Heinemann made an important decision that paved the way to his present job. He got into the promotional products business in 1987, albeit only rather by chance. The dream he actually wanted to make a reality was autonomy. Promotional products were only a springboard, since he was given the opportunity to buy a promotional products company. From then on, the 55-year-old worked as a promotional products distributor for ten years. During this time, he increasingly noticed that the existing IT solutions for the promotional products trade did not at all meet his expectations. As a result of his dissatisfaction, he began to develop a computer system on his own. "I just wanted a system for myself," Martin Heinemann says, remembering his beginnings as a programmer. What came out of it is the first version of PC-Präsent, his industry solution for complex processes, which has since proved its worth and been constantly further developed. At first, however, Martin Heinemann only worked alone with the system solution he had created. Since this father of two is a very communicative person, though, he got to talking to many colleagues in the course of his promotional products career. And at some point he realized that others were not really happy and satisfied with their computer system, either. "You might say I'd opened a can of worms," is how Martin Heinemann tells it, looking back. What is more, he had discovered an unimagined potential and began to sell his system solution to his colleagues. "That went very well." Martin Heinemann was still a long way from deciding to generate an independent company from the profitable new "side job", however.

## HIS OWN IT COMPANY AS A SECOND MAINSTAY

He did not make this decision until December of 1993. Spontaneously. What set it off was a promotional products complaint which "got to him so much" that it also got him thinking. "I talked to my wife about it. Normally she tends to rein me in, but here she immediately strengthened and supported my ideas," he remembers, thinking about that December day. No sooner said than done. By January 1994, he had already founded CDH. At first, both companies did business alongside each other. "I rented a separate sixteen-square-metre office and decided to stay a one-man operation. I just wanted to do this quite casually for myself," he says describing his intention at the time. For three years, Martin Heinemann adopted a two-pronged strategy. To his chagrin, however, he noticed that this could not be a permanent model. "I was torn, so I decided to put all my energy into software." The consequence was that he left his promotional products company in 1997, selling it to his brother. Since then, CDH has been steadily on the rise.

# SOFTWARE SUITABLE FOR DAILY USE THANKS TO HIS OWN EXPERIENCE

It did not stay a one-man operation for long. And the original sixteen square metres were soon too small. Now Martin Heinemann has ten members of staff in a completely new building in Radevormwald, one of the oldest towns in Bergisches Land in North Rhine-Westphalia. But this did not make him turn his back on the promotional products business. Quite the contrary. In fact, Martin Heinemann has remained extremely faithful to it. "Gained in practice, for use in practice" is the basic idea of his software, although he now no longer develops it himself. For Martin Heinemann and CDH, "gained in practice, for use in practice"

means that the feedback of more than 900 corporate users is now found in his implementation of many different modifications and adjustments. What makes CDH so special is its general nature. "We supply a standard that the promotional products business can put to outstanding use." That the industry is very happy to embrace this sophisticated standard is shown by a figure: "Today, fifty per cent of promotional products distributors are equipped with our software. This is really gut market penetration. We are sitting pretty and tight in the saddle." Since it is hard to stand for very long on one leg, CDH now has four mainstays: the PC-Präsent inventory control system, the CRMonPhone communication managetakes care of warehousing and drop-shipping pragmatically and in a very short time. After an offer is prepared, the order confirmation, invoice, delivery slip, and several orders are only a click away, so to speak. This eliminates the need for time-consuming master data maintenance. When Martin Heinemann talks about his industry solution, he does so with shining eyes. With the deepest conviction, he counts off the advantages of his system, "When the offer is made, the work is done." With CRMonPhone, CDH offers a telephone-supported information system for gaining and keeping customers. This system, which is especially adapted to the needs of the promotional products industry, displays all the



A view of the corporate building of CDH: The former one-man operation has meanwhile turned into a medium sized enterprise.

ment, the professional, easy-to-configure CDH Webshop developed exclusively for the promotional products industry, and the CDH webinars, that is, web seminars or elearning that can be attended comfortably on one's own PC.

### THE SPECTRUM OFFERS MORE THAN A PIONEERING INDUSTRY SOLUTION

PC-Präsent, the pioneering, practical software solution, is precisely tailored to the needs of the advertising business. "From market specialist to the market of specialists" is the motto. The secret of this system solution is that users only record the respective order and PC-Präsent takes care of the rest. This inventory control system

relevant information of the caller or call receiver on the monitor automatically for incoming and outgoing calls. Thus the system can actively react to planned customer campaigns: during the call, CRMonPhone generates reminders of planned campaigns, which the user can modify ad hoc with a click of the mouse. This makes duplicate reminders a thing of the past, thereby permanently lowering telephone costs.

#### WITHSTANDING CHANGE

Martin Heinemann's company does not intend to rest on its laurels. "You have to withstand change. The market is demanding more and more. If you don't go along, you get left behind," is his realistic conclu-

PORTRAIT PSI Journal 12/2015 www.psi-network.de

# MARTIN HEINEMANN IN PERSON

What was your first thought this morning? Wow, it's time to get back on the road again.

#### When is your day a good one?

When we are able to solve a customer's problem, when we are able to develop a great solution programmatically.

What gets you in a good mood? Warm, sunny weather.

**And what drives you crazy?** Dishonesty.

What are you most likely to forgive yourself for? Having eaten a good meal.

When do you lose track of time? When I watch a good film.

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

To a warm, sunny location.

What do you like spending your money on? Cars.

**Do you let yourself be seduced by advertisements?** Most definitely.

When is a promotional product a good promotional product? When it can be repeatedly used at any time of the year.

**What is the best promotional product you have ever received?** A small Victorinox knife with pen.

What do you find irritating in relation to promotional products?

Nothing really, I'm happy to receive any promotional product.

sion. "It takes a healthy amount of technological development." Thus CDH is constantly looking for new developments. Sometimes lawmakers make decisions that play into the hands of the company. The most recent example is the "Principles for properly maintaining and storing books, records and documents in electronic form and for data access" (GoBD). Here changes will take effect for all booking years starting on 1 January 2016. "We will make new business from it," says Martin Heinemann, and sees potential in his company for implementing it.

#### FAIRNESS AND TRUST ARE STILL IMPORTANT

Even though the pace is constantly increasing, personal interaction, fairness, and trust are still of primary importance to a businessman – as is an ongoing dialogue. Martin Heinemann still speaks the language of the promotional products trade, which he still considers to be family. Keeping up a dialogue with the pro-

motional products business is important to him. Just as important to him is association work, in which he takes an active part. In the new German Promotional Product Association, Martin Heinemann has been elected to the position of deputy spokesman of the "business partner" section.



All that remains is the question of the future. At 55, Martin Heinemann is still too young to be thinking of retirement. On the other hand, he has two sons who could follow him. Even though he does not expect either of them to follow in their father's footsteps, Martin Heinemann would naturally be pleased. "First, they should earn their spurs somewhere else," he calmly says. And what about a new hobby? Here too, Mar-

tin Heinemann sees little need. Just because he has turned his hobby into his profession does not mean that he has given it up as a hobby. He loves what he does. And it does not look, by any stretch of the imagination, as if this love were going to end in the foreseeable future.



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# **INNOVATIVE PROMOTIONAL PRODUCTS**

#### **GERMAN WORKMANSHIP**

radition, workmanship skills and a relentless desire of a company to reinvent itself whenever the situation requires: this was the intention of the company Eurostyle Emil Kreher GmbH & Co. KG's when it decided to produce its products in Germany again. The company from Bayreuth has a wide assortment of products that are "Made in Germany", including smartphone and iPad cases, key chains and wallets. Writing cases round off its product line. Attractive accessories for the office are also on offer which can be made in a variety of different colours. In addition to the products made out of aniline cowhide leather, there are also accessories made out of very soft grained donato leather. Eurostyle continues to be a specialist in custom-made products. The company can realise a customer's special wishes in an optimal way thanks to having its production facilities located in Germany. The customer has no limits when it comes to colour preferences, requests for special models or materials. Different types of leather can be combined with leather colours. What is more, new models can also be designed, made and personalised according to the customer's special wishes. All of the products produced in Bayreuth undergo the strictest quality controls, are top quality and have fast delivery times. The products are made out of high-quality raw materials which fulfil the highest environmental standards.

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







#### **UP-TO-DATE THOUGH AGE-OLD**

atural wool felt and cork – two fabrics as old as the world that perfectly match together and complement each other. Their gentle touch, high durability and care for the environment are characteristic for the whole series of CORK products by Boogie.

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#### TOP TRADE SHOW BAGS

very year more than 170,000 exhibitors and over ten million visitors from all around the globe attend trade shows in Germany alone. It is no wonder then that trade show organisers dedicate a lot of their attention to promotional bags. But what is it that determines whether the bags are used only as a means of conveyance and as a promotional product or whether they also serve as an image carrier and as a way of securing customer loyalty. Volker Riedle, the Managing Director of Bags By Riedle, is celebrating the company's 20th anniversary this year and thus has had extensive experience as an exhibitor at trade shows. Riedle explains why promotional bags are so useful, "After all, a paper bag leads to more than 2.5 million people coming into visual contact with it." The TopLuxe collection from Riedle offers customers an unbelievably wide range of options and personal solutions in terms of the design and production methods. Some of the real "must haves" for customers at trade shows are the transparent XXL bag "TopLuxe/Ice" and the promotional bag with a transparent window. The specialist makes its carbon-neutral paper bags only in Germany and in the EU. This helps to protect the environment and shortens the delivery times. The high-quality paper bag can also be made out of FSC-certified paper upon request.

PSI 45202 • Bags By Riedle • Tel +49 7139 9315200 info@riedle.de • www.riedle.de



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#### THE LAST NEWS IN THE "RAJA" FAMILIY

**S** tilolinea has been in the promotional manufacturing business since the early 1970s and holds a prestigious position in the national and international markets as a producer of high quality pens. Stilolinea always invested in the importance of good Design in product development, granting a beauty of line that embodies the spirit of creativity and economic significance that comes out of pure Italian innovation. In this scenery, our item Raja, in all its versions, continues to be one of the Stilolinea best sellers in Italy and worldwide. Its "original" and "unique" Italian design appealed millions of European companies and, for this reason, Stilolinea has decided to add a new version to the "Chrome" line, the Raja Chrome Silk Touch. For this special finishing, it has been used a very special painting, which gives a pleasant feeling of velvet and silk when you touch the pen. The available colours are black, maroon, green and dark blue, chosen to make it even more elegant and refine. Stilolinea strongly believes that this new Raja Chrome Silk Touch will continue to be preferred by who want to advertise their brand logos through a reliable elegant pen conveying an excellent advertising feelingw.

PSI 45328 • Stilolinea S.r.l. • Tel +39 011 2236350 info@stilolinea.it • www.stilolinea.it





#### **STOLLEN AND OTHER DELICACIES**

he high-quality and exclusive traditional Stollen cakes that Global Innovations Germany offers are made by craft bakers according to traditional recipes, and are a real special treat for any festive occasion. The company also has promotional Stollen cakes as well as other special baked goods and cakes on offer for orders of larger quantities at a less expensive target price. Global Innovations' product line is rounded off by high-quality gourmet food products such as oils, dips and spices in addition to dried fruits exclusively from South Tyrol. These delicacies are the perfect Christmas present for gourmands and gourmet food lovers.

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



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#### SUPERFLUOUS BUT COOL

hat can that be? This is probably the most frequently heard question when someone first sees the Useless Machine from Arexx. Now, that is a good question that has a simple answer: the most superfluous machine of all time! And the next inevitable question is what it can be used for. Nothing at all. The device is absolutely useless. At best a gift for someone who already has everything – except for a useless machine. Beta students and technophile tinkerers will take delight in how this product is built and will certainly also appreciate the simple technology of this design.

PSI 46725 • AREXX Engineering • Tel +31 38 4542028 info@arexx.nl • www.arexx.com



#### "EGG TO GO"

The company Kellermeister Manns GmbH has been producing "LogoEi" for six years now. Last year the number of units sold more than doubled. Managing Director Martin Manns is also expecting respectable growth for Easter sales in 2016. In addition to the individual LogoEi with customer logo, advertising message or Easter greeting, the new catalogue also offers LogoEi standards for Mother's Day, carnival and Valentine's Day. Another new feature is the "Ei To Go", which is already offered in bulk or finished in a counter display. It is ideal as a give-away at a sales counter, reception or even in the middle of a hotel buffet breakfast. Various types of packaging complement the range. Of course, a neutral digital online catalogue is available to distributors. For more information, visit: www.logoei.de

PSI 45384 • Kellermeister Manns GmbH • Tel +49 2045 960477 info@kellermeister-manns.de • www.kellermeister-manns.de





#### **CREATIVE AND POWERFUL MEDIUM**

he company "kinderleicht" has a brand new product on offer: the magic maize called PlayMais, which is a promotional product full of creativity. PlayMais is a creative arts and craft set, which is made out of all natural and renewable raw materials and is 100 per cent biodegradable. It is made from cornmeal, water and food colouring. PlayMais encourages children to use their motor skills and creativity and fosters their development. There are special versions of the standard PlayMais version available especially for the promotional products industry as well as custom-made versions, which can include customer logos or mascots. To increase the advertising effect, the PlayMais product can also be given its own design. The high degree of brand awareness and the high quality 'Made in Germany' will bolster any positive advertising message for a long time to come. The company "kinderleicht" is presenting its products at PSI in hall 12, stand L01.

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#### POSITIVE ATTENTION GUARANTEED

A nyone who wants to stand out from the annual deluge of Christmas mail merely has to think up a good card motif. If a special year-end offer or advertising campaign is to be emphasized alongside kindly greetings, ideas are wanted. The small "Reflects-Jinan" fold-up felt Christmas tree perfectly fulfils these requirements. In its lovely, transparent gift wrap with moose and star motif, it immediately strikes the eye. It is also ideal for mailings. Whether as a little extra gift or a way to display an advertising slogan, it is guaranteed to attract positive attention.

PSI 42487 • LM Accessoires GmbH • Tel +49 2234 9900-0 info@lm-accessoires.com • www.lm-accessoires.com





#### **NATURE RIGHT IN YOUR OFFICE**

he new office accessory set called Office Rock from the manufacturer e+m Holzprodukte guarantees your office will be kept tidy. The set combines a small dish for paper clips with two lovely and practical containers, one for pens and one for small accessories. The small dish has a bottom made out of coloured felt, which can be dyed to match a customer's CI colour. The cube-shaped containers are made out of lovely untreated beech wood, which has been sanded down. The large printing surface on each of the individual pieces turns Office Rock into a great promotional gift with a high reminder value. It can be personalised with an advertising message that will remain in sight for a long time by means of printing or laser engraving. Each component of the set is also available individually.

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

#### THANK-YOU WITH CARE

igh-quality aloe vera care products, such as hand cream, day or night care, are on offer from i.p.a. cosmetic in attractive plastic jars. Whether in a white or transparent-frosted jar, the fine creams are kept not only safe, but equally appealing. The jars have plenty of room for advertising on a label that can be printed in four colours. They hold 50ml of gentle care, whose combination of natural ingredients with aloe vera, vitamins A and E, support the natural regeneration of the skin and provide long-lasting protection from drying out. Select ingredients make the skin smooth and sleek, and ensure a more toned and zestful feel on the skin. By the way, the popular marigold hand cream and the new, paraben free anti-aging cream also come in the plastic jars.

PSI 42567 • i.p.a. cosmetics • Tel +49 2521 83000 info@i-p-a.de • www.ipacosmetics.de





#### **HOME ACCESSORIES WITH STYLE**

s new design accessories, the "Limbo" and "Planto" watering cans beautify the living area. The "Limbo" watering can made of matte plastic with polished stainless steel highlights is perfect on any window sill thanks to its slim design. Available in white, taupe and anthracite, it fits into any living environment. The "Planto" model is made entirely of matt stainless steel and has a precision spout with which the amount of water can be precisely dispensed. The watering can is available in two sizes, depending on requirements.

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

#### A WIN-WIN DRINKING BOTTLE

n everyday utility object, a simple solution without compromises on quality and safety – that's the "Schwäbische Flasche" (Swabian Bottle). It is robust, tightly sealed, with a screw-on lid comprising a sipper. The "Schwäbische Flasche" is available in the basic colour pearl white for the body and a standard black for the lid. Monochrome black printing is the calculation basis. From an order of 250 units, further colours can be chosen at an extra cost.

PSI 43999 • ADOMA GmbH • Tel +49 7522 9716-0 pm@adoma.de • www.adoma.de





MAKERS OF THE ORIGINAL SWISS ARMY KNIFE

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#### WITTY AND SWEET

In June we can again start rooting for our various national teams at the European Football Championship in France. For this purpose, we will now and then need some food for the nerves in front of our TV screens. MM Brown, aka Chocolissimo, is suggesting a chocolate beer as alternative to the liquid barleycorn beverage. This "ChocoBier" not only looks deceptively authentic, but is also alcohol free and tastes a good deal sweeter. Perfect for refuelling your energy and calming your nerves at halftime. The "ChocoBier" can be customized entirely according to customers' specifications. For instance, a self-designed label can be attached to the bottle. What is more, the cellphone bag in which the beer is delivered can sport a ribbon in the customer's design. The MM Brown team will be happy to provide advice on the design.

PSI 48316 • MM Brown Deutschland GmbH • Tel +49 69 254271-27 info@chocolissimo.de • www.chocolissimo.de

#### **SMALL, ELEGANT TRAVELLING COMPANION**

he Alu Trolley is an especially elegant suitcase for hand luggage. With a foam insert, it turns into a high-quality presentation case. The suitcase, with its anodized all-aluminium shells and reinforced corners, offers special protection for the contents. Its two-roll system means it can carry a heavy load. The interior divisions have an adjustable packing strap in the bottom and a baffle plate with a mesh pocket. The black nylon inside lining is especially hard-wearing and has another zipped compartment in the bottom. The case is equipped with a TSA lock. Advertising messages or logos can be applied by means of laser engraving, or screen or foil printing.

PSI 42625 • Embags Hamburg GmbH • Tel +49 40 7313318 info@embags.de • www.embags.de





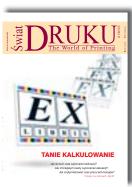
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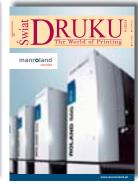


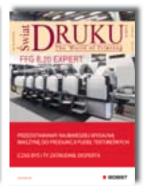














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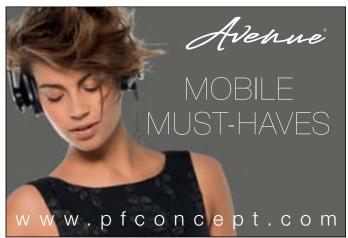
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he 54th PSI will be opening its doors from 13 to 15 January 2016. Next year, the leading European trade show of the promotional products industry will be providing even more offers and services for successful business in 2016. Therefore, it is recommended to book tickets now: www.psi-messe.com/ticket. All exhibitors will also have the opportunity to invite their distributors. Detailed information can be found here: www.psi-messe.com/servicecenter.

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#### All concessions at a glance:

- Flying cheaper: Lufthansa is offering discounts on their flights through the cooperation with PSI for PSI 2016. Further information is available at <a href="http://www.psi-messe.de/flugzeug\_323.html">http://www.psi-messe.de/flugzeug\_323.html</a>
- **Discounts by train:** Through the cooperation with **Deutsche Bahn**, there are discounted tickets in combination with the **event ticket** for those travelling by train within Germany. The offer: 99 euros per person for a return ticket (2nd class) to PSI 2015 from anywhere in Germany. Further information is available at <a href="http://www.psi-messe.de/veranstaltungsticket">http://www.psi-messe.de/veranstaltungsticket</a> db 321.html
- Advantage partner hotels: The partner hotels of PSI can be found at the following link: <a href="http://www.psi-messe.de/hotel\_1425.html">http://www.psi-messe.de/hotel\_1425.html</a> If you have any questions about travel and hotel bookings, PSI Travel Center will gladly help you on tel. +49 211 90191-281 or at <a href="https://hotel@psi-messe.com">hotel@psi-messe.com</a>.



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

n der letzten Ausgabe des PSI Journals haben wir bereits zahlreiche Hersteller vorgestellt, die im neuen Product Finder 3.0 von Anfang an dabei sind. Folgende weitere Unternehmen präsentieren ebenfalls ihre aktuellen Artikeldaten.

Das PSI bedankt sich für die rege Beteiligung und wünscht gute Geschäfte!

n the last PSI Journal we already portrayed numerous PSI suppliers that will be online with their product data in the new Product Finder 3.o. The following PSI suppliers will be presenting their up-to-date article database as well.

PSI would like to say "thank you" for the great participation and we wish you solid business success



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46643	Cartamundi Turnhout NV	11F65a	46897		11A54
42482	CATWALK	-	49048	DOYUK Promotional Products Engin Doyuk	9B28
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47456	Cemertas Promotional Textiles Industrial and	Б	45720	DreamPen, BALL-POINT PENS PRODUCER	10F35
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	Charlie's Corner Taublieb Consulting	10H74t		GmbH & Co. KG	9C51
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49481	Chocolate Land	12C12	49717	DREVOTVAR DRUZSTVO	11B21
48316	CHOCOLISSIMO by MM Brown Deutschland GmbH		48332	drinks gmbH	9L38a
48877	chocri GmbH	9L42d		Arcus Design & Verlag oHG Druckmarkt	9M22
49542	Chr. Tanner GmbH	12K46	48122	Dubis Promotionartikel-Service GmbH	9G17
48893	CHUNG International GmbH KY Cloth	11E56	49541	East West Packaging B.V. FF-Packaging	12M22
44950	C.I.F.R.A., S.L.	10M68	47300	Easy Gifts GmbH	11D64a
42811	CITIZEN GREEN BOOMERANG S.A.	11E66	47503	Eco Promo Everything Environmental Ltd	9L27
48658	CiTRON European USB Warehouse		47301	edv-werbeartikel.de GmbH	11L72
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48748	Claymore Willemen Koffers B.V.	9G51	44127	Elektronica SM-Handels GmbH	10F34
46153	Clipper A/S	9A17	48996	ELITA Spólka Jawna Jerz i Staszalek	10K05
40511	Clipper B.V.	12G44	44736	ELITE Srl	9K42
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48345	CMA Global Inh. Young Sun Kim	9G40		e+m Holzprodukte GmbH & Co. KG	11B66
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46835	Concert-Merchandising GmbH CMerch.de	9L13	45997	emotion factory GmbH	12D29a
47764	Coffeebrewer Nordic A/S	11G76	42692	EMSA GmbH	11A66
46789	CoMo Europe B.V.	9C23	49688	encondi GmbH	12N38
48812	COMPUZZ srl	12B45	47403	Ender Tekstil Sanayi Ve Ticaret Ltd STI	9D28
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49639	Cookie Slodycze Reklamowe Katarzyna Zakrzewsk		49081	ENTRADA Textile Dienste GmbH	
41421	Coolike-Regnery GmbH	9B23		Geschäftsbereich Matten	11G36
42281	Coreplast Laitila Oy	11G37	49592	Ernst Klever GmbH	12M02
49401	Coronation Rock Ltd The Logo Lollipop Company	10K17	48529	Erteks Kadife Tekstil San. Ve Tic. Ltd. Sti.	10F46
45939	Corthogreen by Greengifts & Seedpromotion	11B64	49306	Erzi® Qualitätsprodukte aus Holz GmbH	12M26
48842	Cottonland - Textile Agency Open Vision -		41768	ESC - Europa-Siebdruckmaschinen Centrum	
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49658	Eurofins Consumer Product Testing GmbH	12A17 TF	49095	GPS SPA	10L37i
49245	Euronatal LDA	11E58	49705	Graffettina Di Venditti Camilla & C. SAS	10L37e
49704	European Sourcing Sarl	9L17	49359	Graffiti Print Saturnin Zukowski	10L25
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45339	Everts Pol Sp.z.o.o.	9E27	49719	Grupa M INTIMI Malgorzata Jerz, Marcin Rodak s.	c. 10G78b
47307	Exito Group M. Malczynski R. Badowski	10D11	48623	GSE Gesellschaft für Soziale Dienstleistungen	
49403	Exprod Sp. z.o.o.	9H24		Essen mbH	12A38 TF
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47558	E-Z UP Europe B.V.	10E18			9L38/9L42
49042	Fabio Ricci Talat Matbaacilik ve Deri Mamulleri		45860	Gutsweine Zimmermann GmbH & Co. KG	11L78
	Ticaret As.	11H51	46944	Gutting Pfalznudel GmbH Entwicklung und	
44885	Fabrizio Heinrich Sieber + Co. GmbH + Co. KG	9C49		Herstellung von Logonudeln	11A76
49205	Fabryka Zabawek Pluszowych Kolor Plusz		49105	GWIPES Tsaousidou Efrosini	12K44
	Miroslaw Lapczuk & Maciej Raczkowski	10L03	49072	GWW Gesamtverband der Werbeartikel-Wirtschaf	
46751	Fair Squared GmbH	12M36	47881	Hädicke Inh. Gerhard Hädicke	11M48
42720	Falk & Ross Group Europe GmbH	10H70	49597	haider marketing R. Haider	10H740
43144	FARE - Guenther Fassbender GmbH	12G40	45666	Halfar System GmbH Rucksäcke und Taschen	12G40a
49456	Farutti Ltd.	11E25	HALLE13-A		
49392	feelfelt EntryMedia Sp. z.o.o. Spólka Komandyt		49300	Hannes Schmitz Bio-Button KG	12K22
47960	Feniks Sp. z.o.o.	9H42	49342	HanseFlag GmbH HAPPY bvba	9K51
47123	Fides Druck und Medien Fifty Five OHG	11N57	42765		11A14
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47964 41002	Alfred Fischer	9E49 9E18	47160	Hauptzollamt Düsseldorf Presse - und	9E40
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44294	Hermann Flörke GmbH	11C49	41756	HAWECO IMPORT GMBH	11A34
44294	Floringo GmbH	10C22	48313	Headwear PL Sp. z.o.o. Sp. J.	11A18
49626	Flug zeug	12L42	49645	Heca Direct A/S	10M62
49370	Fluhrer Verlag GmbH	12L02	46712	Heibro International BV	10M44
49397	Foremost Magnets Ltd	12K36	41054	heidemann plastik GmbH & Co. KG	10D42
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49561	FOTO DI CLAUDIO & C.SNC	12N22	41275	C. Jul. Herbertz GmbH	11F53
47463	Francos GmbH Image-Cosmetics & More	12G02	41016	Heri-Rigoni GmbH	10F53a
41853	Frank Bürsten GmbH Bürstenfabrik	9H40	46235	HERKA GmbH	12B18
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44443	Industria y Desarrollo Gamax, S.L. GAMES ON DEMAND	11G19 11M70	45053	Hesas Hediyelik Esya San. Ve Tic. A.S. High Profile Plastic Parts Ltd.	9H07
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49647	Gebr. Steinhart, Wachswarenfabrik GmbH & Co		41118	Hörsteler Interior Design GmbH	10D53
49535	GEDALABELS GmbH	9L04	45973	Holland Bar - PromZ Vak Het Portaal Uitgevers B.	
41615	Geiger-Notes AG	11D63	41690	Philipp Holle KG Papierverarbeitung Werbeartikel	
49621	Genius GmbH	9M23	41090	Holmegaard by mood rooms e.K.	11D75
48575	Geoman Bulgaria Ltd Kaliman Mechkarov	11B71	49468	Holtz Office Support GmbH	12K33
47324	Get Impressed srl	11F34	49457	Horizonte Verpackungs GmbH stone-paper.com.	12M14
49657	Gewolix GmbH	11B25	49680	HUB DIFFUSION SAS	12N06
15 5,	GIFT Review Russia	9M22	47349	Hypon BV	10L01
47578	Gimex melamine plus GmbH	9D41	49482	i4, d.o.o.	10G73
45737	Giving Europe B.V.	12G04		IAPP International Association of	
49415	GLASSHOPER THILT BVBA	12N28		Promotional Products	12D60
47158	Global Werbesysteme GmbH	11N49	49577	ICE SA	11H33
49420	GOBILAB SAS	12L20	45302	ICO JSC	9D40
43242	GÖCKENER GMBH	9C52	44411	ID® REXHOLM A/S	10C44
40969	Jakob Göschl GmbH	9F03		iENA Messe AFAG Messen und Ausstellungen Gm	
44530	Frottierweberei W.F. Gözze GmbH	10M45		IFEMA Feria de Madrid	12D60
48349	Gold Puzzle Collection	9F01	47803	Ikikereiki Reklam Ltd. ti.	9L01
49612	goldbuch Georg Brückner GmbH	12H02	49271	IKON EOOD	10L07
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44615	Golfball Bussjäger Florian Bussjäger	10E17	44740	Impliva B.V.	10H02
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46517 46895	Gottschalk B.V.	9D02 11G39	44659 49625	Inge's Christmas Decor GmbH	12630
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44090	Pressebüro Bachmann Innovation und Technik	9M22	48926	Kolekcja Halina Namisl	12K20
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48282	Inoxcrom Internacional S.L.U. B65750325	10D19	49713	Korteks Mensucat San Tic. AS.	10G33
46924	INPRO SOLAR SYSTEMS Inh. Georg Huber	9K04	49/13	koziol »ideas for friends GmbH	12D30
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42907		11D04	46770		9D10
49336	IntelliSpot® TV   Mediareload GbR	9M21	49558	Kreitmeier-Valina Design & Produkte Gmb	
49303	interfon adress GmbH	9H41	47203	Krüger & Gregoriades Im- + Export GmbH	9B50
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49609	InterNestor GmbH	9L38	48924	LÄTZ FÄTZ - Baby-Werbeartikel Inh. Silke S	
43540	Intraco Trading by	10C76	47361	Lainas Products S.A. Printing Company	11F75
45893	i.p.a. Sweets GmbH	11D02	48994	Landway International Corp.	9D13
42567	i.p.a. cosmetics GmbH	11D02a	49291	LASERPIX GmbH	12B31 TF
46848	Ipeknur Textile Clothing Co. Ltd.	9G02	49520	LAURA-Fit Ltd. & Co. KG	11M66
	IPPAG Cooperative International		49292	Laurige Duron Sarl	12L22
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43411	I.P.S. Srl International Products & Services	9H09	44678	L&D, S.A.U.	9E32
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46922	Istanbul Tekstil ve Promosyon Ürünlerl, SanTic.L	td.Sti 9Do5	49438	Lema Krzysztof Jan Buszko	9H46
49262	iTech-Graphic GmbH	12K35	47073	Leniar Sp. Jawna WYTWORNIA SZABLONO	
48357	IVB TransferDruck Inh. Norbert Koch	9C37	4/0/3	KRESLARSKICH	9K41
49346	Jaguar Tomasz Chwilowicz	10H73	40717	Lensen Toppoint B.V.	12K01
49340 47696	Jamara e.K. Inhaber Manuel Natterer	12D05	40717	LEONARDO glaskoch B. Koch jr. GmbH & C	
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47258	Jasani LLC	10L10	46175	LEUCHTTURM ALBENVERLAG GMBH & CO	
46742	JHK Trader S.L. JHK TRADER	9A52		LEUCHTTURM1917	11H13
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41079	John GmbH	12L30	44862	Licefa Kunstoffverarbeitung GmbH & Co.	
46672	Joy Investment S.A.	10C11a		Kommanditgesellschaft	10F14
41990	Joytex GmbH & Co. KG	11F04	48388	lifestyle + promo it Inh. Oliver Henfling	12K23
41170	JÜSCHA GmbH	9G49	49677	LIKOR EAST-WEST PROMOTION Biuro	
41545	JUNG BONBONFABRIK GmbH & Co KG	12D29		Handlu Zagrancicznego Likor East-West-Pi	romotion,
49391	Just Spices GmbH	9L38b		Kornel Frankowski	11B61
49661	Just-VR GmbH	12M48	49721	LIMA & COMPANHIA S.A.	10G78d
46091	Kaai Kalender GmbH	10C18	48956	LimeBOX Joanna Suchecka-Lipka	9D25
49603	Kalendermacher GmbH & Co. KG	11G03	47192	Linarts s.r.o.	11A58
	Kalfany Süße Werbung GmbH & Co. KG	_			
42706	,	11D34	43551	Linden International AB	10K09
48417	Kamp Europe BVBA	10M03	42487	LM ACCESSOIRES REFLECTS	12B02, 12B06
46232	Kandinsky Deutschland GmbH	10C21	49451	Logochoco Nevo Shaya	12L26
48037	Karcher AG	12G48	43208	LoGolf Line B.V.	9L05
45060	KARIBAN FRANCE SARL	10H01	46104	logolini Präsente Fickenschers Backhaus (	
41794	Karl Knauer KG Verpackungen, Werbemittel,		49707	Loop Headwear Inh. Manuel Ferrai	12N40
	Präsentverpackungen	12G26	48849	PHICOGIS / LOOPS	11A30
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47464	Karlowsky Fashion GmbH	12G40e	48754	Lutuf Inanc Textile Ltd.	9C31
49628	Kathi Rainer Thiele GmbH	9L38c	49666	Luxury Chocolate Ltd.	9L16
49651	KEKSZauber Inh. Laura Berg	9L38d	46414	Lynka Sp. z.o.o.	10D36
45384	Kellermeister Manns GmbH LogoFrucht / LogoEi		48749	MacFlowers GmbH	12H57
47413	Kelnet	9F43	40909	MACMA Werbeartikel oHG Import-Export	11D60, 11D64
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47270	Keuzekado Ivo Feyen	10M21e 12C41	48040 41617	MAGNA sweets GmbH	10L31 12D48
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49493	Key Union Iberia S.L. Levomatic	10F74	44833	Mahlwerck Porzellan	10H74s, 11H03
49551	KEYFETCH LTD UK	10G42	43473	MAICA GmbH Corporate Fashion	12E36e
46131	KHK GmbH	12G45	48283	Maikii s.r.l.	10H20a
48979	Kickpack GmbH Inhaber Ludwig Prüß	12M42	47096	Makito Promotional Products	
47903	KIMPEKS TEKSTIL SAN.VE TIC.A.S.	9C41		CATAL IMPORTACIONES S.L.	10F21
49272	kinderleicht GmbH	12L01	46913	MALGRADO fashion & promotion GmbH	10H74g
49319	Klaus Stephan GmbH	12L40	49675	manaomea GmbH	12N20
43358	KLEEN-TEX INDUSTRIES GMBH	12H23	42884	M.A.P.S. GmbH Mach Art Promotion Service	e 11D52
40823	Klio-Eterna Schreibgeräte GmbH & Co KG	12G36	40755	Marbo-Werbung Norbert Bokel GmbH	9G03
41614	KM ZÜNDHOLZ INTERNATIONAL Karl Müller Gmb	_	49237	March design studio Ltd.	9Mo9
48108	KMS Kafitz Medienservice GmbH	9L22	49694	MARINI SILVANO SRL	10L37g
49329	KNAKKE CEO/ Inhaber Mario Neugärtner	12L03	49094	MARIP-Werbelebensmittel Inh. Matthias R	
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49486	KNOMO Gonz Ltd	9F53	49006	Mart Ceramic	10M01a
41119	Knops Acryltec	9L10	49017	Marzipan Books Ltd.	11B28
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48971	KODA PROM, d.o.o.	11M68		Massage Division Limited	9E37
47732	PHU KODER II S.C. Leokadia i Waldemar Sikora	9C28	45014	Master Italia SPA	10F54, 12A07TF
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46457	MAXEMA Srl.	10F76	43341	Editions OLEFFE S.A. Oleffe Kalender Verlag	10M38
46503	MAXIM Ceramics GmbH	9B13	49702	Oliver Elm Marketing GmbH	11L74
43332	Maximex Import - Export GmbH	10C02	49259	Omnia Ingredients GmbH & Co. KG	9K27
47483	MAXX Factory GmbH	10F04		OOH magazine Sp. z o.o.	9M22
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49435	MDG Metall Druck Glas GmbH	12K39	46305	ORIGINAL LANYARDS sdi publicidade lda	9E04
48018	MEDEURAS GmbH	12D52	49709	Ortmanns GmbH	12A27
49013 48292	Media Concept Executive Products EP Medical Technology Inc	9H03 . 11M44	48882	Ovibell Pflanzen, Deko und Freizeit GmbH & Co Pacor - Pamero BV	KG 10G68 10D04
48292 48781	Megalens Matbaacilik Turizm San. Tic. Ltd. Sti.		45288 47226	PADS WORLD, S.L.	9G39
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41680	METRICA SPA	10G13	45999	PASSATGUMMI Schreven GmbH & Co. KG	12G38a
49018	Michael Schiffer Promotion GmbH	11D74	48538	Passion Coton SARL	10H74q
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40641	Mid Ocean Brands B.V.	11H50	49608	Pelikan Vertriebsgesellschaft mbH & Co. KG	9C27
47780	Mimaki Europe B.V.	12B13 TF	46550	PENKO GmbH	9Ko3
46992	Mister Transfer.com	11B12	49720	Pensofal International SPA	10L37d
48364	MIYO MENDIL VE GIDA SANAYI DIS TICARET LT	D STI 9B39	44176	The Peppermint Company	10H19
44940	MK-Haushaltswaren - RICOLOR Thomas		48500	PEUGEOT - PSP Deutschland GmbH	11E44
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49431	MMG Flags MMG Wesolowski Rafal	11A26		Inh. Philipp Brück	12L16
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49440	Moods and the City B.V.	12D37	49040	Piratencompany.eu	12M20
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47988	Moosmayr Ges.m.b.H	10M12	4//-/	Aktion Plagiarius e.V.	9M22
49653	mowega Werbung GmbH	12N34	41394	PLANET Schreibgeräte GmbH	9E40a
46708	moynd GmbH	12H03	40637	Plastoria S.A.	10C64
49215	Mozzer's Finest finest culinary art Simone Bec	ker	41565	KP Plattner GmbH	11A52
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47776	MSW Lasertechnik GmbH	12A30 TF		Prägewerk seit 1778	12C17
47774	Müller Werbemittel GbR Andreas & Matthias N		49402	Polskie Karty sp. z.o.o.	11B20
49716	Multi-MaC.aps	10G78e	46596	POLYCLEAN International GmbH	9D27
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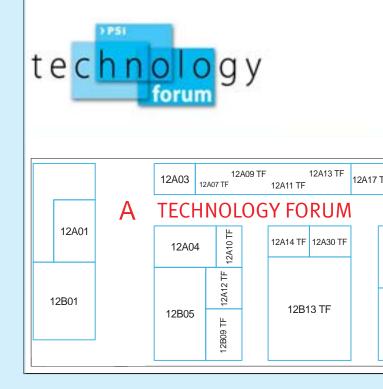






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# **DO I RUN FAST ENOUGH?**

o you also go jogging? If so, how fast are you? I need 25 minutes to cover kilometres. Essentially, I'm satisfied. However, time after time other joggers overtake me, some at an impressive pace. This is frustrating, although I overtake other runners every now and then. What do the fast runners do better? More training, different nutrition or more experience? Where do I stand in comparison with others. Am I competing at the forefront, or rather at the tail end of the field?

The same question should be asked when it comes to work: Where do I stand compared with the competition? What am I good at, what do others do better? Such a comparison with others – referred to as benchmarking – helps oneself to understand how competitive one is for the fu-

ture. Essentially this involves identifying one's strengths and weaknesses and taking measures to be better to compete at the highest level. Is there such a benchmarking tool for the promotional products industry? Isn't is necessary to enlist the services of an expensive business consultancy? Probably not. Small business enterprises cannot afford them anyway. And they account for more than 70 per cent of promotional products distributors in Europe.

In order to make benchmarking possible for the promotional products trade, the PSI has initiated a project with the renowned market research institute techconsult, with which the performance of business enterprises is made measurable and every promotional products distributor can

compare itself. This so-called "PSI Business Performance Index" is based inter alia on retrieving relevant data in the fields of procurement, sales, finance, marketing, logistics and human resources. A query is made similarly to the PSI Industry Barometer through an online questionnaire. A data pool created from the entirety of the anonymously collected data enables the average values to be compared with those of one's own company. Only similar companies are considered. In this way, each business enterprise obtains a specific analysis with recommendations for action, which serves as a basis for successful business planning.

We have carried out a series of workshops with the trade in recent weeks. The inspiring discussions have shown how important fact-based analyses are. The acceptance is great. In conjunction with industry data, the "PSI Business Performance Index" is an effective step in the further professionalisation of the industry and another tool that we exclusively offer PSI members. The PSI Business Performance Index will be available from February.



»With the new Business Performance Index, distributors are able to compare their own performance of business.«

Best regards

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

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#### **GIGANTIC PRODUCT POOL**

Into a comprehensive industry forum in Europe and far beyond its borders, on whose stage promotional products in ever newer forms literally come alive. The wealth of exhibitors of all sectors and segments of the promotional products industry face an even greater number of products whose comprehensive promotional possibilities are presented in various ways. An initial (pre-) selection of promotional product innovations of this trade show for new products has been put together by our editorial team. The product guide is sorted according to halls and is intended to provide the first incentives to explore the diversity of PSI to your hearts content. Please now give some consideration to the product topic of the February issue with the thematic groups "Fan merchandise, sport and recreation" as well as "Calendars, watches, measuring instruments" and send your product presentations (image and text) by no later than 16 December 2015 to: Edit Line GmbH, Redaktion PSI Journal, e-mail hoechemer@edit-line.de.



#### SHOW APPRECIATION

ut not only the extraordinary and spectacular, but above all the everyday satisfaction of customers is what makes for the success of a company such as Fifty Five. This Netphen-based, owner-managed enterprise specializes in functional clothing and accessories of extremely high quality for price-conscious target groups. The clothing from Fifty Five is an especially attractive advertising vehicle.



#### **DÜSSELDORF DAY & NIGHT 2016**

he industry year traditionally begins with the industry highlight PSI. Many of those who spend the day at the leading trade show of the promotional products industry want to let the fully packed day come to an end with a relaxing and delicious meal or want to enjoy the later hours of the evening. Düsseldorf is well prepared for this and holds many old favourites as well as a range of new options on offer.

#### **IMPRINT**

Published exclusively for the promotional products trade by PSI Promotional Product Service Institute, Reed Exhibitions Deutschland GmbH Völklinger Straße 4, D-40219 Düsseldorf Tel.: +49 211 90191-0

Fax: +49 211 90191-180 Internet: www.psi-network.de **Publisher:** Michael Freter

Management: Hans-Joachim Erbel, André Weijde

**Editing:** Edit Line Verlags- und Produktions-GmbH Dekan-Laist-Straße 17, 55129 Mainz by order of PSI GmbH

Editor-in-chief: Manfred Schlösser Executive Editor: Ursula Geppert

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Design: Edit Line GmbH, Mainz

by order of PSI Promotional Product Service Institute, Reed Exhibitions Deutschland GmbH

Layout: Stephan Weiß, Stephan Flommersfeld,

Kerstin Vogtmann, Carlotta Katzer

**Photos:** Lars Behrendt, Ursula Geppert, Martin Höchemer, Anke Zimmermann. The title theme and editorial content include the use of photos from www.fotolia.de

Translations: Translanguage, D-40885 Ratingen

**Printing:** Kössinger AG D-84069 Schierling

Advertisement price list no. 48 of 1 September 2015 applies. ISSN number 1436-6193

Signed articles reflect only the opinion of the author. The publisher shall assume no liability for unsolicited manuscripts, photos and other documents. Return only if return postage has been paid (likewise no liability)

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