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PS1

POWER FOR PROFESSIONALS
International magazine
for promotional products
FEBRUARY 2016
Volume 55

JOURNAL



Ulrich and Philipp Mehl
Pioneers of textile finishing

Product guide

Fan merchandise, sport Calendars, watches, measuring instruments

GWW

Association work is gathering speed

10 years of Inspirion Polska

Grand celebration

Barbara Hofmann

New creative concepts

Gastromea

Personalised advertising as pathway to success





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EDITORIAL

FRESH WIND IN THE SAILS

he PSI has started very well in 2016. But let us not forget 2015 which set the course for 2016. The first steps have been taken and must now be further developed. After 40 years of a ragged association landscape in Germany, a unified association of the promotional products industry has finally been constituted, as a "new" GWW. The first industry Oscar, the PSI Sustainability Award, was presented to a large audience. The European industry association eppa had become disjointed, without being dead. The

most diverse groups and individuals are already working on a new association. It will be interesting to see what eventually emerges. In 2015, the German unified association GWW with a working group on the trade show landscape expressed its desire to have a PSI in 2017 in which one day is allocated to showing the large the advertising industry how effective promotional products are.

The PSI itself has since been working together with the GWW on a concept which particularly preserves the position of the trade and consultants, whilst at the same time creating a stage that the promotional product has deserved for a long time. How else can it successfully compete behind "closed doors" with other forms of advertising? "We need to finally show the world what a highly effective and creative promotional tool we have to offer," said the GWW Chairman Patrick Politze du-



Manfred Schlösser

ring the PSI in Düsseldorf. Whereby he reiterated that it is the distributors and consultants who should invite and look after their customers, not the GWW and not the PSI.

This year's PSI has once again shown that it is time for a cautious and structured change. For years, it has been an open secret that users from the industry visit the trade show. We do not know exactly who invited them. They are certainly there and cannot be locked out from the PSI when they have regular admission tickets. With around 17,000 visitors, individual and comprehensive security checks are not possible. If we were to try it, the queues would be more than a kilometre long. So let us look forward to a PSI in 2017 with renewed vigour and new people who communicate our message in the marketing and advertising departments of our end customers.

Let us look forward to a year that offers many opportunities. As the old saying goes: "Whilst we cannot change the wind, we can turn the sails to the direction from which it is blowing." 2016 will be a good year for good sailors. And the PSI was the ideal starting point for the annual regatta.

On this note

a lillou

Manfred Schlösser Chefredakteur PSI Journal Ihre Meinung: schloesser@edit-line.de

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FIT FOR ADVERTISING

14

The themes of this product range are active and trendy. Leisure activities that deal with sport are a ten a penny. These realms of experience require matching products and accessories. And the industry offers them as highly targetable promotional products. Quantitative promotion also offer calendars, watches and measuring instruments.



| TRENDS & BRANDS | Macma trade show innovation: A catalogue that comes alive | 4 |
|---|---|----|
| | Kitchen cabinet | 6 |
| PSI 2016 | PSI trending upward | 8 |
| FAN MERCHANDISE, SPORT, LEISURE TIME | Fit for advertising | 14 |
| INDUSTRY | Companies, events, markets | 28 |
| | GWW: Association work is gathering speed | 32 |
| | Welcome Home 2015: Unique concept | 36 |
| | A&O Advent Tour 2015: Eight atmospheric locations | 38 |
| | 10 years of Inspirion Polska: Grand celebration | 42 |
| | Two new members: Solid growth at DIE6 | 44 |
| CALENDARS, WATCHES, MEASURING INSTRUMENTS | Quantitative promotion | 46 |
| COMPANY | Barbara Hofmann: Incentive for creative concepts | 60 |
| | Gastromea: Personalised advertising as pathway to success | 62 |
| PORTRAIT | Ulrich and Philipp Mehl: Pioneers of textile finishing | 64 |
| NEW ON THE MARKET | Innovative Promotional Products | 68 |
| OPINION | | 82 |
| IMPRINT | | 84 |
| | | |

PSITRENDING UPWARD

From 13 to 15 January 2016, the exhibition halls in Düsseldorf once again hosted Europe's largest promotional products trade show. With innovations and product premieres, enchanting shows on the catwalk and lectures on practical topics, the PSI 2016 was again an inspiring start in the new promotional products year – as the first part of our impressions proves.

EINZIGARTIG IN AUSSTATTUNG, QUALITÄT UND DESIGN.

GWW: ASSOCIATION WORK IS GATHERING SPEED





The General Association of the Promotional Products Industry (GWW) met on 16 and 17 December 2015 in Berlin for its first annual general meeting since the association was newly formed. At the end of an eventful year in which the previous industry associations were merged into a unified association of the promotional products industry, the members experienced two fully packed days with a highly interesting programme.

INCENTIVE FOR CREATIVE CONCEPTS



64



When is a promotional product a good promotional product? When it is tailored to the target group and hits the mark. If it also has to be unusual and surprising, so much the better. So why not a cosmetic brush? Proving that this works and that the concept is successful is demonstrated convincingly by the example of Barbara Hofmann Cosmetic Pinsel GmbH.

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Within three generations, Jura Textilgesellschaft has developed from a pure "manufacturer of terry products" into an international specialist covering all aspects of modern textile business. A well-known protagonist in the industry is Ulrich Mehl who has built up his company with a great deal of tact since 1987 and has now placed the management into the hands of his son Philipp.

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MACMA TRADE SHOW INNOVATION: A CATALOGUE THAT COMES ALIVE

At the PSI in Düsseldorf, Macma showed that there is a coexistence of print and online. A marriage with a great future, as Matthias Huff explained to PSI Journal. The ingenious product is called "Sensar", an app that any interested person can download for free in the App Store. And what else do you need? A current catalogue from Macma, which this time is not continuously punched, a trademark until yesterday, but only on the cover page. On the page beneath is a marker placed underneath the hole, which in principle is a modern QR code. If you place your mobile phone and the opened "Sensar" app on the marker, the catalogue comes alive. Beams emitted from the Sensar code



are radiated towards heaven, enabling you to flip through the pages of the product collection. An amazing animation. But the whole thing is not a game and it is much more than just a gimmick.

For Macma this technology, which has largely been developed in-house, is a modern marketing tool for every promotional product distributor. On certain pages, the Nuremberg-based supplier demonstrates what is possible in the print-digital world in the future. By aiming the app at a selected item such as a pen, you can view the product from all sides on your mobile phone or tablet by simply rotating the catalogue. By "installing" various clips, you can show the end user what would be possible. The Sensar catalogue will boast two very important features in future: It will make it much easier for promotional product consultants to identify products as well as their added value and capabilities, and to convey this information to the customer. The inventor, Macma, should also save its customers the need for any explanation, which currently still requires a significant effort.

But "Sensar" can do much more. For instance, the marker can also be attached to a promotional product – which other suppliers with similar technology also offer. Should a target customer, such as a car brand, aim its app at this marker, invitations to events, video sequences and countless oth-

er conceivable messages can be communicated. A gigantic added value for advertising and the impact of a promotional product. Of course, such programming costs a lot of money. However, it also opens up opportunities to access budgets that have so far remained out of reach in the industry. Suddenly you are talking to the top decision-makers for advertising at large companies that are already investing enormous sums in younger target groups.

Macma, however, considers the app in itself to be the foundation of a business model that creates a win-win situation, albeit one that must be purchased. For 199 euros, a Macma customer can equip 10 pages (products) in his own catalogue with "Sensar" technology. If you want more, you can even purchase larger packages.

And one more thing: page 123 in the new Macma catalogue is alive. Depending on the season or festive occasion, new "season gifts" can be viewed using "Sensar". Page 123 is continuously edited and relaunched by Macma.

It is amazing what you can do with "Sensar". "Almost everything," says Matthias Huff. It remains to be seen how the industry reacts to the new technology. The word from Nuremberg is that the trade show was a great start.

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KITCHEN CABINET

Cooking has been highly popular for many years. More and more people are discovering enjoyable and tasty food preparation as a hobby. A development that is probably partly due to the continuously increasing number of TV cooking shows. Especially younger people are increasingly acquiring a taste for cooking. Having a certain culinary knack is good, but having certain kitchen aids is also important – whether it be for preparing delicacies or their subsequent presentation. And they range from simple and functional to stylish and très chic, just like our examples from the promotional products industry.

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PSI TRENDING UPWARD

The PSI is once again on track for growth: 932 exhibitors and 16,810 visitors came to Düsseldorf from 13-15 January 2016 to attend Europe's leading trade show for the promotional products industry. The trade show achieved its best result in six years, with an 8 per cent increase in exhibitors and 3.7 per cent more visitors, while its internationality rose to 55 per cent. Although impossible to capture in figures, the all-round positive mood and the optimistic view of the new year were almost more important.

ach PSI is unique, and that is a good thing. Sometimes it is bigger, sometimes smaller, but apart from this it is constantly developing. However, rarely has it made such quantum leaps as in the past three years, following its reconception in 2014. Now it has a young appearance, completely new ideas for presentations and networking, many new services, and a high-quality programme of lectures. As had become apparent in previous years, this year confirmed the assessments of the relevant parameters, showing that the PSI has re-

gained its footing and is off to a flying new start. Our talks at the trade show demonstrated that most of the exhibitors and visitors see it as the most important industry event, and one at which you simply have to be present. Most conspicuous were the optimistic mood and relaxed atmosphere, which were distinctly noticed at the stands and in the aisles, as well, of course, as at the many events and the PSI AFTER WORK.

THE PSI STANDS FOR INTEGRATION

At the press conference for the opening of the trade show, PSI Managing Director Michael Freter highlighted the political, economic, and commercial environment in which today's PSI has to assert itself. "This history of the PSI is also the history of European integration. Every expansion of the European Union has had a positive effect on the industry and the internationality of the trade show. That is why we need an economically unified Europe without borders," was the position Freter took. Now that a united German association has been created with the new GWW, it would be good to form a strong European association to lobby politicians at the European level and position the advertising business as an effective industry. Considering these tasks, Freter called the strategic steps that PSI has taken in past years in collaboration with the GWW: empirical studies on the acceptance, media value, and effect of promotional products, the generation of valid market data and political lobbying.

INDUSTRY SALES REMAIN STABLE

The positive mood shown at the trade show was also reflected in the latest data of the current promotional products monitor, as well as the third edition of the PSI industry barometer. "Promotional products are one of the most stable factors in the advertising market, remaining high at 3.48 billion euros. Promotional products are still



in second place, after television, on the scale of net advertising revenues of advertising media," Freter summarised. However, sales of promotional products have become disconnected from the development of the overall economic cycle, as GWW President Patrick Politze explained. He sees the cause of the industry's failure to keep up with the economic growth in tax disadvantages, excessive compliance requirements, especially for big corporations, and the legal restrictions the industry is having to struggle with. Here there is important work to be done which the enlarged, restructured GWW will be taking on in the future.

VERY POSITIVE PROSPECTS

The annually updated industry report on the structure and business performance of the European promotional products business, published by PSI, is also showing an upward tendency. On the whole, 62 per cent of suppliers and 60 per cent of promotional products consultants in Europe chalked up sales increases in 2015 compared to the previous year. By contrast, 24 per cent of suppliers and 22 per cent of distributors registered a drop in sales. So this is a clearly positive record which, how-

ever, indicates a very uneven performance for individual companies. Yet the outlook remains very positive, since an impressive majority of companies are expecting sales growth in the coming five years. Among suppliers, these amount to 84 per cent, and 83 per cent among promotional products consultants. Another figure worth noting is the magnitude of the predicted sales growth: 46 per cent of suppliers and a whopping 54 per cent of distributors are expecting growth of more than ten per cent.

TARGET GROUP EXPANSION 2017: NEW OPPORTUNITIES FOR THE INDUSTRY

The PSI is changing – nothing shows this as clearly as the expansion of target groups planned for 2017, which Michael Freter addressed at the opening of the trade show. "Expansion of target groups does not mean that the PSI is 'opening up', but rather the possibility of promotional products consultants to invite their clients on the last day of the trade show," Freter clarified. "All customers invited by the trade are qualified and accredited in advance, and receive specially marked admission tickets with an endorsement on them. So suppliers will continue to be obligated to the trade." The aim of this decision, borne by great responsibility for the industry and mutual trust, is to enhance the market opportunities of suppliers as well as the trade and consultants, Freter said. "Since the PSI is Europe's leading trade show, it offers the best opportunities for promotional products to reach larger groups of advertisers," Freter explained. Patrick Politze agreed, "We would be very happy to welcome advertisers invited by consultants and be able to convince them of our industry's capabilities. Nowhere does the industry give as good an account of itself as here in Düsseldorf at the PSI. I consider passing this impression onto the decision-makers in companies to be the most important signal of our industry."

PSI: THE INDUSTRY'S "DISPLAY WINDOW" IN EUROPE

In years past, the PSI has done a great deal to enhance its attractiveness, its international relevance, and its function as Europe's most important display window for the industry and as a business broker. This course was consistently pursued at the PSI 2016.

After this initial overview, you can read our comprehensive trade show report in the upcoming issue.

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> The PSI AFTER WORK Party once again showed that the industry certainly knows how to celebrate. For the second time the organizer event was held in the spacious chill-out section of Hall 9 where you can round off a day at the trade show with savoury snacks, cool drinks and cool DJ sound well into the night

> An integral part of the PSI is the inventors who present themselves and their ideas year after year at the leading trade show of the European promotional products industry. An eyecatcher in 2016 was the singer and fashion designer Joan McLean who produces handbags from old vinyl records under her label "Jo-M".





The PSI FIRST Award was presented this year as a People's Choice Award for the first time. Visitors were able to vote for their favourite at the trade show. fixxo Universal, the smartphone holder for the car from fixxo Germany, took first place (left photo). The powerbank from Vim Solution and the Suncard from PLAYGRND Labs (right photo) ranked second and third place respectively.



> The PSI CATWALK has now become as integral to the PSI as fashion is to Düsseldorf. With its impressive shows, the programme highlight demonstrated that fashion is a central theme of the trade show and will remain so. In a variety of choreographies, professional models presented the very latest promotional wear collections.



> The stand from Xindao offered a look into the future of promotional products. "The amazing XD Robot" which rhythmically moved, inter alia, to the sound of Michael Jackson's "Beat It", drew special attention. And the little guy has even more to offer. At the end of the year, Xindao plans to take the next robotic step.





No fewer than three companies were honoured for their 50-year PSI membership: Gunnar Sprinkmann GmbH (left photo, Gunnar Sprinkmann), Parzellers Buchverlag und Werbemittel GmbH & Co. KG (right photo; Rainer Klitsch) and Hans-H. Hasbargen GmbH. 19 jubilarians received their badge of honour for longstanding memberships (25, 30, 40, 50 years) from Michael Freter.





> The reception of the PSI Executive Club has now become a good tradition. On the eve of the opening of the trade show, Michael Freter invited guests to an informal exchange of ideas in the VIP lounge of Hall 10. After the head of PSI had welcomed the guests, there were plenty of opportunities to discuss the latest trends in the industry and enjoy finger food and refreshments.

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> The PSI Institute – COMPETENCE Area presented concentrated service expertise. Located in Hall 9, the newly created area compactly and clearly combined all the services of the PSI network. The ladies and gentlemen of the PSI trade show team provided excellent consulting support to address all the issues and questions of the members.





> The six renowned suppliers of the Choice Group appeared together at a stand for the very first time. In doing so, FARE, Halfar, Daiber, Karlowsky, SND and mbw scored with innovation, quality and diversity. The manufacturer partners celebrated their joint appearance with a champagne reception at the stand followed by a hearty dinner at the Schumacher brewery in Düsseldorf.ß´´





> He is an institution for elaborate textile printing: Charlie Taublieb. For the umpteenth time, he gave his creative vein full rein – to the delight of numerous visitors who were invited to lend a hand to decorate shirts with imaginative screenprint designs and thus nab a memorable trade show souvenir.







> The magazine promobiss and the Belgian association BAPP have selected the "Product Media Advisor of the Year" (promotional products distributor) for the first time. The PMA 2015 was awarded in gold (Gemaco), silver (Van Bavel Premiums & Gifts) and bronze (Sky-O). PSI Managing Director Michael Freter (left) presented the award.





> PF Concept appeared on the PSI stage with an even larger stand area. The redesigned stand hosted many of the new products of the multi-specialist from the Netherlands. One of the highlights was the PSI FIRST product Kaputar as well as products of the company's own brands BRIGHT-travels, California Innovations!, Oppenhejm & Jansson and technical products.



> Ready, steady, go: The two PSI managing directors Hans-Joachim Erbel (left) and Michael Freter gave the symbolic starting signal for PSI Product Finder 3.0 and the improved PSI Webshop on the first day of the trade show. The new Reed Exhibitions Europe boss Kumsal Beyazid lent them a hand to press the buzzer.



> Always a guarantee for an impressive show: Following the appearance of young artists from the RTL talent show "Das Supertalent", who had impressed with a digital dance performance in 2014 and a flash mob in 2015, this year stars of the casting show "Deutschland sucht den Superstar" dominated the stage at the stand of LM Accessoires.

> Visitors marvelled at "promotional products with new eyes" offered by PSI's regular guest elasto form. At the barn-style stand of "elasto form Alm", the long-standing Bavarian company appeared with renewed energy in a modern look. Visitors were treated to the popular stand party and the iconic mirror event to the rousing sound of "Grögötz Weissbier".



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FAN ARTICLES, SPORT, LEISURE FIT FOR ADVERTISING

The themes of this product range are active and trendy. Leisure activities that deal with sport are a ten a penny. These realms of experience require matching products and accessories. And the industry offers them as highly targetable promotional products.

romotionally effective products associated with fan merchandise, sport and leisure time are always in season. Popular sporting events such as the FIFA World Cup and European Football Championships are each held every four years and serve as strong promotional engines for fan merchandise. But even beyond this, numerous advertising opportunities are offered within the topic areas covered by this product category. Sport was originally contrasted with the seriousness of working life as a game, and thus categorised as a leisure-time activity. Even today, sports and games are often referred to in the same breath and serve – with the exception of professional sports – as a leisure-time activity. It is hard to imagine that there is a better environment for the promotional products industry in which to convey their messages. Advertising here has a quasi sporty and playful impact – whether it be outdoors, at a sports centre, at a gym or at home – and under these (usually relaxed) conditions is retained for longer than elsewhere. The wide range of products which promotion specialists create for this purpose range from classic sporting goods to unusual accessories.



NEVER AGAIN A BARE MIDRIFF

ith the "See Me" belt pouch from Inspirion, athletic customers never again need to go jogging with a bare midriff. This practical belt pouch with a zipper inside has room for keys, mobile phone, or MP3 player, as well as a socket for earphones. Thus runners can comfortably listen to music. The size-adjustable, elastic belt with a snap catch makes it extremely comfortable to wear. In addition, the pouch is made of lightweight polyamide to keep its own weight down, and is protected against splash water, making it ideal for outdoor activities. The reflecting strip on the front is easily seen at great distances. The pouch comes in black, neon orange and neon yellow.

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



SHOW YOUR BRILLIANT COLOURS

he little "TeamGermany" Metmaxx LED MegaBeam flashlight from Spranz gives every fan a brilliant way to make an elegant statement for "their" team. The Power MiniEcoWatt considers itself to be a likeable, practical combination of benefit and advertising. It can also easily be attached to the inside mirror and has a robust aluminium body protected against splash water. It arrives at its recipient complete with an AA battery, a loop for holding or hanging, and a design box.

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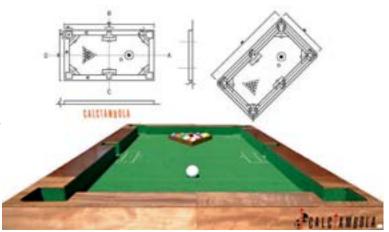
☑ isitors with a FanBag from Joytex will have all the most important accessories within reach both in the stadium as well as the fan park. At the same time, they can show the team they are supporting with individual printing on the bag. The traditional PP non-woven bag with long or short handles can be delivered at short notice on orders of 250 or more. Other quantities can also be supplied, since all Joytex bags have been printed in the company's own printing shop in Rhede, Münsterland, for the past thirty years. Up to six printed colours can be provided. The bag also comes with long handles or custom-made in thirty standard colours on orders of 1,000 or more.

PSI 41990 • Joytex GmbH & Co. KG • Tel +49 2872 95060 info@joytex.de • www.joytex.de

TREND: BILLIARD FOOTBALL

S tarting immediately, ballprint is taking over the representation of the Italian football billiard court manufacturer CALCiAMBOLA in Europe. Billiard football is the new trend in sports that is spreading across Europe and finding more and more devotees in Germany, as well. Apart from the commercial use of the playing fields for event centres, the playing fields also have large advertising spaces that can be individually designed for any kind of event.

PSI 48636 • ballprint GmbH • Tel +49 4185 7086886 info@ballprint.de • www.ballprint.de





FOOTBALL GREETING TO NAPOLEON

This summer the time will finally arrive. The word is to cross your fingers and get ready to be thrilled when France invites the football nations of Europe to the fifteenth European Football Championship. Of course, an event like this clamours for the right fan merchandise to give your own team strong support. For all those enthused about football and France, elasto form is supplying the "Napoleon" bicorne hat. This polyester hat in the style of Napoleon, with black, red, and yellow strips, white piping, and a decorative button, keeps its shape, is comfortable to wear, and is sure to attract attention at every football party. This humorous headgear has a satin band attached that can be finished with single-colour screen printing.

PSI 41369 • elasto form KG • Tel +49 9661 8900 mail@elasto-form.de • www.elasto-form.de



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BOTTLE OPENER WITH GRIP

or all motorcyclists who do not want to release the throttle after a tour, designer Hubert Beck from Troika has developed a stylish bottle opener based on the design of a motorcycle throttle grip. The grip is made of stainless steel (V2A) and silicone in the colour combination black/silver and ensures the correct twist when it is time to step on the gas to open a bottle. Simply position the bottle opener, a short twist of the hand, and – plop! Ingeniously simple thanks to sophisticated milling of the stainless steel. Just the thing for those who have the knack. An advertising imprint by printing or engraving is possible (free of charge from 100 units).

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



nspired by ancient traditions from the Far East, Rituals Hammam from Trendfactory tells a story all its own. After work or sports, a massage or visit to the hammam is always a good choice. The hammam is one of the oldest purification customs in the world. This steam bath experience from the orient purifies the body and the mind. The centuries-old tradition inspired Rituals to create a hammam collection for the home. The personal wellness ceremony can be ordered as a complete gift set or a separate shower room.

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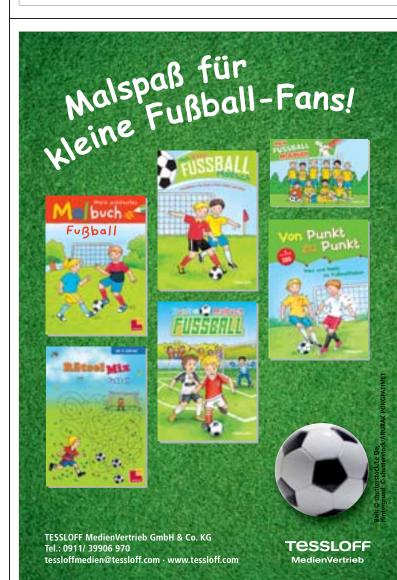
Your industry is our focus



MUST-HAVE FOR BARBECUE

his practical apron from Yink makes anyone a barbecue master. The practical piece protects against hot fat, the mitt protects against the heat, and the barbecue utensils are always within reach in the attached pockets. The equipment is complete with pancake turner, tongs, and fork made of stainless steel – all that is missing is a hot grill, tasty ingredients, and the barbecue season can get started. This set is just right for anyone who would like to put their customers in the mood for the warm season of the year. The vendor also offers to print decorative, individual motifs on the front of the apron, the shafts of the utensils, or on the mitt.

PSI 48779 • Yink - sprd.net AG • Tel +49 341 594005836 marketing@yink.com • www.yink.com



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AHEAD BY A BEAK

ere is help for everyone who wants to cheer, clap and root: sports competitions, whether amateur or professional, are a joyful occurrence for all involved. Mbw has lots of practical, funny fan merchandise on offer, from hand clappers to seat cushions. Among the most athletic of their kind are the Schnabels squeaky ducks. They are experienced in football, tennis, and swimming, among other sports. Recently these cheerful squeaky ducks have also been bringing smiles to the faces of more than just the athletes at marathons and triathlon events. Roughly eight centimetres in size, the new models are finished like their colleagues using pad printing.

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



NECKTIE MADE TO MEASURE

Promo-House is offering a very personal tie with the logo of your favourite sports club or your own company from just 30 pieces per motif. The logo is incorporated during the weaving of the tie on the loom and therefore looks very classy. The position where the logo is to appear can be specified by the customer. In addition to the unique design, the tie is made in the desired club colour. The possible materials are polyester, polyester microfibre or natural silk.

PSI 48971 • Promo-House • Tel +48 12 4114242 biuru@promohouse.pl • www.krawaty.info





THE ROUND ROOM ARENA

his little tin can from Multiflower gives recipients their own football arena right on their desk. The grass seeds are already planted in the soil. After opening and watering, the green grass sprouts after a mere five to seven days, bringing a bit of nature into the office as well as the feel of a sporting event. A banderole around the can has space for an advertising message. This application can be a standard motif or your entirely own design on orders of 250 or more.

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



2@16 in Frankreich

soll sich der Traum wiederholen... Wir werden Europameister!





Mit der Fußball-Tafel, die adamo design eigens für die Meisterschaft 2016 in Frankreich entworfen hat, sind Fußballfans für das Turnier hervorragend aufgestellt!

> Für Firmen bietet sich die Tafel als ein repräsentatives Werbegeschenk an. Das individuelle Kundenlogo wird gut sichtbar links

und rechts oben auf der Tafel mit eingedruckt.

Die wiederbeschreibbare Magnettafel mit dem aktuellen Spielplan sorgt für einen guten Überblick der einzelnen Spiele. Auf der Tafel können die Flaggen der Länder als Magnete gesetzt und die aktuellen Ergebnisse mit dem Boardmarker eingetragen werden.

Selbstverständlich kann die Fußball-Tafel auch individuell nach Kundenwünschen gestaltet werden; siehe Beispielabbildungen.

Das "Made in Germany" gewährleistet eine hohe Flexibilität, kurze Lieferzeiten und beste Qualität.

Made in Germany garantiert kurze Lieferzeiten!

..Deka

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ECO-FRIENDLY TOWELS FOR FOOTBALL FANS

S hortly before the 2016 UEFA European Championship, Arpe recommends that all football fans choose environmentally friendly Arpe towels to show their support for their national teams. The technical characteristics of the towels guarantee a respectful interaction with the environment. According to Arpe, they are 60 per cent more efficiently washable as they require 70 per cent less detergent and 65 per cent less power consumption. The clean towel helps to avoid fungi and bacteria, is more ecological, has a longer durability and also offers space for sustainable advertising. The material – super-absorbent microfibre – is of a high quality, pleasant to touch and has an excellent print quality. The towel is available in different printing styles and sizes and can be personalised from 100 pieces with images and colours, depending on the customer's wishes.

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



FOOTBALL CAN ALSO BE SWEET

he fine quality milk chocolate of the tasty football ball from Multiflower melts in your mouth. This special kind of "ball flavour" sweetens every football game and is a delicious reminder of the generous giver. Space for an advertising message is found right on the little paper flags, which can boast advertising on orders of 250 or more. As an alternative, Multiflower will also provide a flag designed in accordance with customer specifications on orders of 250 or more.

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

-Advert-





Der Handyhalter, der mehr kann.

LUXURY PACKING SOLUTION

Bigso Box of Sweden offers all kinds of packaging solutions. For example, the Bigso boxes can be used by sport clubs for season tickets, merchandise and much more. They are meant as a luxury packing solution which will bring an extra value for people who buy season tickets or merchandise items. The boxes are also very commonly used for VIP customers and sponsors. The boxes can be customized according to customers' demands and we offer all kinds of print techniques.

PSI 49021 • Bigso AB • Telefon: +46 481 425 29 tobias@bigso.se • www.bigso.se



POWER OUT OF YOUR TROUSER POCKET

enuine fans have their own personal fan banner always ready to hand: The fan banner of Macma is just the right accessory for anyone who wants to have his favourite club or cool slogan always ready to hand. The banner can be taken apart and fits curled up in your pocket. The eye-catching parts can be individually designed with flags, slogans or any other motif.

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





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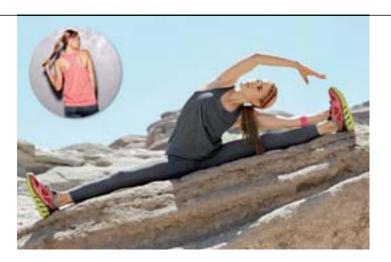
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www.pinsundmehr.de info@pinsundmehr.de



AWAKEN YOUR INNER ATHLETE

Athletically active people will be particularly delighted this year with the new Stedman Active Performance Range. It consists not only of modern men's and women's Active Performance raglan T-shirts with lots of freedom of movement and a fashionable mélange look, but also a loose fitting Active Performance top for women with a cut-out back. The new range is rounded off by ankle-length Active Performance women's slacks. The men's styles come in sizes S to XXL and in the colours asphalt, horizon, stone and turquoise; the women's styles from S to XL come in the colours asphalt, coral, orchid and turquoise. The smooth surface is ideal for textile printing.

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

EVERYTHING IN VIEW

ootball fans will be excellently prepared for the 2016 European Football Championship in France with the football board devised by adamo design. For companies, the board lends itself as a prestigious promotional gift. The customer logo remains in full view at the left and right top of the board. The inscribable magnetic board / whiteboard with the current match schedule and where the games will be played printed on it provides a good overview. The flags of the countries can be placed on the board as magnets and the current results entered with the board marker. Of course, a football board can also be custom designed. "Made in Germany" assures a high level of flexibility, short delivery periods, and the best quality.

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





SHINING STANDS

True fan spirit need not be carved in stone. The Carus candela from Seidel packs it in aluminium. The candela candleholders enable recipients to put together the colours of their club or national team from 19 shining colour specifications. The candelas can be stacked, but can also be individually decorated. In addition, a logo, message or motto can be individually engraved. The Carus candela thus combines high quality and timeless design made in Germany.

PSI 47753 • Carus – a brand of Seidel GmbH & Co. KG • Tel +49 6421 604500 info@carus-world.com • www.carus-world.com

WEATHERING THE WEATHER

f it is windy and raining outside, you should not have to should not have to do without outdoor sports. Especially joggers and mountain bikers do not want to be stopped by adverse conditions. And everyone knows: There is no bad weather, only bad clothing. Everyone has the right apparel with the new Elevate Kaputar softshell jacket from PF Concept which was presented as a PSI First at the PSI Trade Show. It not only protects against wind and weather, but thanks to a breathable membrane, nobody gets too hot while exercising. It is perfect for outdoor sports in all weather conditions. The jacket is available in different colours and can be finished by PF Concept.

PSI 40972 • PF Concept International B.V.

Tel +31713328911

weborders@nl.pfconcept.com • www.pfconcept.com





ÖRENLER

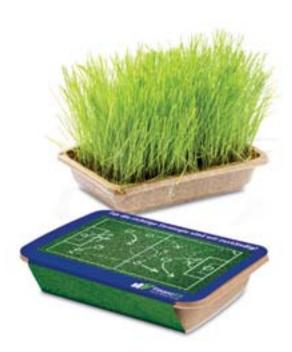
PRODUCT GUIDE PSI Journal 2/2016 www.psi-network.de

SUCCESS IN THREE COLOURS

hoever wants to show the colour of his team or club and at the same time draw maximum attention to his products or also wants to show that "Made in Germany" is a genuine promise of quality, the new Germany range from Staedtler is the ideal choice to achieve maximum advertising success. The assortment includes a thin, round as well as a triangular jumbo-size coloured pencil with black/red/yellow lead, an eraser with the German flag and two Staedtler triplus boxes with a black/red/yellow filling as fineliners or fibre-tip pens. All products are produced with the quality seal "Made in Germany" and can be individualized in multiple colours.

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





ADVERTISE LIKE A PRO

gardeners as a perfect front yard, emotion factory is offering a bowl of renewable raw materials, preferably organically grown, which naturally grows a lawn in any place at all. The starting set consists of a soil tablet and an anti-germ bag of grass seeds. Once it has been moistened, the lawn sprouts in a few days fresh out of the box. The surrounding banderole can be individually designed. This brings the green and sporty message to every target group.

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

ADVERTISING THROUGHOUT THE SEASONS

hile the Fun-Rodel sled from Promowolsch at first comes across as a traditional promotional product for the winter season, the additional summertime use quickly reveals itself when we make for the beach or sports field, since the extremely flat, very fast sled coaster is also ideal for sitting on beverage cases. Colourful as a vacation, the Fun-Rodel sled reaches its recipient with a large space for advertising or finishing with raised engravings.

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





FLYING THE FLAG

ndividual, loyal to its origin and exceptional - that is the new European Football Championship pen S-Bella! Color from the HK Collection 2016. Right in time for the European Football Championship, this new pen offers optimal promotional presence. Not only to support one's national team, but also to complement corporate promotion. In the form of a clip emblem which can easily be pinned on and exchanged, the motifs include either different country flags or a football. On request, the pen can be furnished with a single- or multi-colour imprint on the barrel. Equipped with a jumbo refill, this new promotional product also boasts an outstanding writing performance. The colour of the clip can be freely chosen and colour-coordinated with the corresponding country motifs. Customer attention is guaranteed and due to the many possibilities each customer order becomes a real unicum. The "European Football Championship pen" is available from a quantity of 500 units. Made in the EU, it is guaranteed to meet the highest quality standards.

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







RASTAL

BRAND OF THE CENTURY

astal officially joined the ranks of "Brands of the Century" in Berlin. Steeped in tradition, the Höhr-Grenzhausen-based company is synonymous with individual glass design. As part of a major brand gala in Berlin, the renowned award was presented in front of some 350 guests from German companies. Rastal therefore belongs to the exclusive group of the strongest brands in Germany. Brands that are outstanding for their product category are recognised with this award and included in the special edition "Brands of the Century – Stars 2016" by the publisher "Deutsche Standards". An advisory panel consisting of high-profile brand experts chose Rastal in the product category "Individual glass design".



Rastal's managing partner Raymond Sahm-Rastal (left) accepted the award "Brand of the Century – Stars 2016" from Dr. Florian Langenscheidt.

DISTINCTIVE CLASSICS

Individual glass design that is exclusively reserved for one brand - the German company has pursued this successful concept since 1964. Implemented for the first time with the "Bitburger Trophy", the "exclusive glass" is now an indispensable brand strategy for renowned beverage suppliers. To this day, no other company has developed and realised more exclusive brand glasses than Rastal – over 100 concepts in the past ten years alone. Many of them are now unmistakeable classics and are today part of the international brand landscape. Extraordinary creations and solutions have been developed thanks to the creativity of the Rastal designers and the extensive technological competence of

the company. This lavishly designed book "Brands of the Century – Stars 2016" is distributed through the Foreign Office to all German foreign representative offices and the Goethe Institute worldwide and is also available in bookstores. www.rastal.com <



Many of Rastal's exclusive glasses are now unmistakeable classics.

START WITH OWN ONLINE SHOP

ALLBRANDED ALSO EXPANDS INTO SWITZERLAND

A llbranded, the promotional product specialist from Hamburg, is also expanding into Switzerland. Business clients can now access the entire range with more than 50,000 customisable promotional products at www.allbranded. ch and configure them easily and conveniently online. A service team of experienced promotional product professionals will



take care of discerning customers who want individual advice. The Hamburgbased start-up responded to numerous requests in neighbouring Switzerland for a domestic procurement platform by launching a Swiss online shop. Following the opening of a local online shop in Austria, this was the second market entry for allbranded this year. In addition to fully automated digital processing, allbranded also offers customised special productions adapted to the individual wishes of the customer. "We are very pleased that we can now offer our customers all the benefits of a modern and wide-ranging purchasing experience in Switzerland. The Swiss market is challenging but extremely attractive for us as there have hardly been any local offers comparable to ours", explains allbranded CMO Marco Krahmer. Following the market entry into Switzerland and Austria as well as rapid growth in Germany, the start-up remains on an international expansion course. In the coming months, further online stores are planned to be opened in key European markets. www.allbranded.de

ADVERTISING SPECIALTY INSTITUTE

NEW SENIOR VICE PRESIDENT OF DISTRIBUTOR SERVICES

he Advertising Specialty Institute (ASI) today announced that Julie Murphy has joined the company as senior vice president of distributor services, reporting to

Timothy M. Andrews, ASI's president and chief executive officer. Ms. Murphy now has oversight of the strategic vision, direction and growth of ASI's integrated platform of distributor products and services. This includes the ESP



Julie Murphy

platform, with the largest searchable collection of products in the promotional products industry, and over 20,000 ESP Websites™, Company Stores and Specialty Shoppes. Ms. Murphy is also responsible for overseeing distributor and decorator memberships, ASI magazine subscriptions, catalogs and digital marketing. "I have complete confidence that Julie will work alongside our experienced, knowledgeable senior sales leaders to implement new sales strategies, training initiatives and best practices, with the ultimate goal of improving the overall customer experience for our members," said Timothy M. Andrews. Ms. Murphy joins ASI from eBay Enterprise, where she was head of global sales operations and business development, with specific emphasis on selling e-commerce business platforms and marketing services to small- and mediumsized businesses that are similar to the profile of ASI's distributor members. Ms. Murphy graduated from Mount St. Mary's University with a double major in finance and economics. www.asicentral.com

GERMAN DESIGN AWARD

WERA DISTINGUISHED YET AGAIN

The tool manufacturer Wera has now been distinguished with the coveted German Design Award 2016 for its Zyklop Speed ratchet in the category of packaging. "While other manufacturers pack their products in plastic or cartons, Vera uses sales packaging as a brandforming element," states the international jury of the Design Council in the reasoning of its decision, noting that: "The solution is a high-quality, robust packaging that accentuates the products without using the usual plastic, most unusual in this segment." Wera marketing manager Detlef Seyfarth: "We are delighted to have received this very special award for which you have to be nominated by designers. With this packaging concept, Wera



Excellently packaged brand: The Wera Zyklop Speed ratchet.

offers users an exceptional unpacking experience that is unique in the tool industry." The packaging has been completely reconceived and has become the focal point of the product presentation. According to Seyfarth, "A high-quality, yet robust packaging has been created, which the recipient is tempted to keep and reuse." As a result, the focus is on the brand design, thus providing a unique brand identity. Vera was not only nominated, but also distinguished with the coveted award. The award ceremony will take place during the Ambiente trade show in Frankfurt am Main on 12 February 2016.

www.wera.de

FURTHER AWARD

KARL KNAUER WINS GDA 2016

or the second consecutive year, Karl Knauer KG, the packaging specialist from the Black Forest, has been awarded the German Design Award (GDA). The award-winning product is a folded sliding box for the company Bauerfeind, in which products of the "Sport Line" are packaged. The folded sliding box convinced the jury with its combination of cold foil stamping in gold and silver as well as a soft-touch finish and UV spot finish. In terms of convenience, the product leaves nothing to be desired. Both the innovative, fully integrated Euro slot mounting as well as the sliding function including



The award-winning product is a folded sliding box for the company Bauerfeind, in which products of the "Sport Line" are packaged.

locking and finger holes ensure simple, intuitive handling. The German Design Award (GDA) is the premium award of the German Design Council. Since 2012, the international jury of experts has awarded the GDA each year to products that set unique design trends. Last year, Karl Knauer KG was distinguished with the GDA for the illuminated packaging "Bombay Sapphire".

www.karlknauer.de

INDUSTRY PSI Journal 2/2016 www.psi-network.de

RELAUNCH SUCCESS WERBUNG

FOR THE JOY OF PLAYING

ustefix soap bubbles are a perfect give-away for young and old. Almost everyone knows the cult brand and evokes positive associations of their own childhood and the magic of soap bubbles. The emotional appeal of the brand message makes Pustefix an ideal promotional ambassador. At the flagship trade show PSI 2016, Success Werbung emphasises this important aspect of Pustefix toys for the promotional product industry. The new slogan "Give someone a smile" is systematically transported in all com-



The new slogan "Give someone a smile" is systematically transported in all communications media.

munications media because it actually brings a smile to your face as soon as you come into contact with the cult object Pustefix. The themes of soap bubbles and blow ring have now also been incorporated into the imagery in the new logo and effectively reinforced by the slogan "Message in a bubble". The managing director of Success, Frank W. Hein, regards the relaunch as an important step towards the future, as many purchasing decisions often have emotional reasons: "What one loves and cherishes attracts more attention than merely a practical product. Success Werbung wants Pustefix to become an effective promotional ambassador for companies on an emotional level. Of course, the name Success continues to be unwaveringly synonymous with values such as quality, 'Made in Germany', reliability, trust, tradition and innovation. "More information on Success Werbung with customisable Pustefix soap bubbles is available at: www.success-werbung.de

NEW DISTRIBUTION STRATEGY

KARIBAN STILL AVAILABLE AT BRUMLEY

Brumley Tex, the specialists for textile finishing, today announced that all models of the Kariban brand are still available from the company. Although Kariban has changed its distribution strategy, this does not affect the availability of the popular articles at Brumley Tex. The holistic offer of the finisher from Emsdetten in Münsterland in the area of corporate fashion and promotional wear continues to apply to all models from Kariban. Brumley Tex thus offers its top service here including fine embroidery, screen printing and digital printing. www.brumley-tex.de



GLOBAL INNOVATIONS GERMANY

A NEW MEMBER OF THE SALES TEAM



Daniela Alten

aniela Alten has recently joined the sales team at Global Innovations and will reinforce the areas of patents and 'Open Monitor'. She knows the company well because she worked there as an intern during her studies. After completing her degree in business administration, she will be responsible for distributing the more than 100 patented innovations to the promotional products trade. Daniela Alten is also the main contact person for the nanotechnology product Open Monitor, which is patented in 137 countries. Open Monitor is a prize drawing processor which cannot be manipulated, and Alten will manage the marketing and sales of this product, starting from its market launch to meeting customers' individual special wishes and presenting it to PSI members.

Www.globalinnovations.de

HERI-RIGONI REMAINS ON ECO COURSE

LIGHTING CONVERTED TO LED

eri-Rigoni, the manufacturer of stamp pens and stamp products of all kinds, has changed over from conventional lighting to LED technology in its company buildings. "This is a logical step in the continued implementation of meaningful strategies to save or avoid energy," says managing director Armin Rigoni. At the company in Fischbach in the Black Forest, measures taken for heat recovery, building insulation, own power generation and a moderate use of energy are firmly anchored in the company's philosophy. "Whoever lives and works in the Black Forest feels responsible for his homeland," emphasises Rigoni. "All in all a successful and future-proof concept," confirms the managing director. www.heri.de

START TO THE 2016 SEASON

HAWECO WITH THREE NEW FEATURES

Accordingly, the umbrella specialist Haweco started the 2016 season with a new website, a new catalogue and a new trade show stand at the 54th PSI in Düsseldorf from 13 to 15 January 2016. The features of the new website include: an online form for ordering the new printed catalogue in 2016; a sophisticated filter function for quickly finding products; an extensive product-detail view with staggered prices, detailed product



descriptions on the basis of explanatory icons and several photos of the various articles views; a shop module for online orders with the possibility of neutral shipping to different delivery addresses; an extensive download area providing PDF catalogues, price lists, product data, layout templates and all product images in various resolutions. The new catalogue can be ordered on the Haweco website. The printed version was also available at the new PSI stand at stand number 11A34 where Haweco also presented many new products and proven bestsellers.

ALL GOOD THINGS COME IN FOURS

MARTOR WINNER OF THE GERMAN DESIGN AWARD

The German Design Award is one of the leading international design awards and, alongside the red dot, it is the most important product design award presented in Germany. Martor fielded four products in the race – and won no fewer than four times. The Secupro 625, the Secunorm 380, the Secunorm 590 and the Secumax 350 received the German Design Award 2016 from the Frankfurt Design Council. The Council thus acknowledged the "excellent combination of aesthetics and practical value" of the latest safety knives of the Solingen-based company. The "winners" were the Martor products in the category "Workshop and Tools" – one of ten product design categories in which a Gold Award and 15 Winner Awards are presented. In the tool segment alo-

ne, Martor was able to secure four of a total of 16 titles awarded. This was the first high-profile design award for the premium squeezegrip knife Secupro 625, that had been introduced at the A+A 2015 trade show, and the Big Bag Cutter Secunorm 590. The Secunorm 380, the world's first safety knife with a blade extension length of almost 8 cm, had previously been



Only recently introduced: The premium squeeze-grip knife Secupro 625, one of four award-winning products from Martor.

distinguished with the red dot Design Award 2015. Clinching a "clean sweep" was the innovative Secumax 350 with concealed blade: Before it received the German Design Award 2016 and the red dot Design Award 2015, it had already received the pro-k Award 2015. The German Design Award will be presented in mid-February 2016 at the Frankfurt "Ambiente", the largest consumer goods trade show in the world.

www.martor.de

ARWEY WITH UMA PENS

ACAR AND UMA COLLABORATE

he notebook and calendar manufacturer Acar Europe and the writing instrument specialist uma Schreibgeräte are collaborating from January 2016. From this time on, Acar Europe GmbH is exclusively offering pens from uma under the "Arwey" brand in its product range. In addition to a standard colour, other pen colours are available, so that they can be offered to suit the respective colour of the book cover. "We have known each other for many years and look forward to working together. By using uma writing utensils in Arwey notebooks, we combine modern colours, haptics and quality, issues that are paramount for both brands and product ranges," say the two managing directors Patrick Döring (Acar) and Alexander Ullmann (uma). www.acar-europe.de <





INDUSTRY PSI Journal 2/2016 www.psi-network.de



The newly elected GWW Board: (left to right) Michael Freter, Manfred Schlösser, Jürgen Geiger, Ronald Eckert, Patrick Politze, Frank Dangmann.

GWW ANNUAL GENERAL MEETING

ASSOCIATION WORK IS GATHERING SPEED

The General Association of the Promotional Products Industry (GWW) met on 16 and 17 December in Berlin for its first annual general meeting since the association was newly formed. At the end of an eventful year in which the previous industry associations were merged into a unified association of the promotional products industry, the members experienced two fully packed days with a highly interesting programme.

erlin is something special. The fact that the GWW chose the capital as the location of its first annual general meeting as the unified association of the promotional products industry was entirely appropriate considering the importance of the two-day event. Following the inaugural meeting in March 2015, the pre-Christmas meeting was another milestone in the history of the German association. Members of all sections, i.e. representatives of suppliers, consultants, brand owners and business partners met to select their first board and to launch the joint work at GWW level. The presence of the

industry in Berlin, in an environment where political and economic decisions are made, also gave the entire event and the issues under debate a special importance.

INVENTORY AND SELF-DISCOVERY

The first meeting day was mainly reserved for association and intra-industry topics: Reports by the chairperson, sections and working groups provided an overview of the previous work results. Pending tasks had previously been identified at the section meetings. The section business partners, which also include other industry-related service providers in addition to the PSI, used the meeting in Berlin, among

other things, to specify their own self-image. "We should make the industry and the politicians aware of how wide-ranging the services that are directly and indirectly related to our industry actually are. If it is possible to integrate all of these companies, we will not only broaden the range of services of our industry, but also give it greater weight in the political arena thanks to a stronger general association," said section spokesman Manfred Schlösser. Drawing up a communication strategy and implementing further studies were defined as future tasks of the section. The communication goal should be to increase the

Thanks to the active participation of many members, the association work has already gathered speed.











awareness of promotional products and to vividly depict what they can accomplish.

THE ASSOCIATION IS GROWING

In the annual report of the Board, Patrick Politze informed that 23 new members had joined the GWW. The foundation of industry representation is thus growing - a good sign for the future. 2015 was an important year of consolidation for the unified association, which was very work-intensive with five board meetings as well as several control and working group meetings. Politze thanked the officiating board, the advisory committee and everyone who has been actively involved for their commitment, and praised the fact that so many members have been willing to perform association duties. The collaboration with the BGA is making good progress; headway is being made in relation to the topics of tax justice, simplification of taxation and cutting red tape. Contacts with the Austrian and Swiss associations have also been intensified, especially with regard to joint surveys of the economic performance of the industry.

TREND CONCEPT TO BE REVISED

The Trade Shows working group has focussed inter alia on an analysis of the Newsweek and the Trend: As Ralf Samuel explained, the Newsweek essentially met the expectations of the participants: However, several new locations are to be selected to optimise the tour. In contrast, however, the Trend was not well received in 2015, and therefore the concept is currently being reconsidered. It is conceivable that the event may be streamlined to cover only one day of the trade show; a centrally located venue is also being discussed. Despite critical voices, 86 per cent of the exhibitors and 95 per cent of the visitors want to attend again.

EXPANSION OF THE TARGET GROUP OF PSI 2017

A major issue explained by Silke Frank from PSI was the expansion of the target group of the PSI in 2017. The basis for an expansion of the target group is the concept of



In recognition of many years of association work, Hans Joachim **Evers and Klaus Rosenberger** were appointed honorary members of GWW.

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a "PSI Consultant Day" elaborated by the GWW working group Trade Shows. Promotional product consultants and distributors, promotional product suppliers, manufacturers of branded products and the PSI Network are represented in the working group Trade Shows. The new concept provides for promotional product consultants who are organized in the PSI Network to invite customers accredited beforehand to visit the trade show on the final day of the event. All customers who visit the PSI Trade Show at the invitation of the trade receive admission tickets separately marked with an endorsement. The suppliers remain committed to the trade. It is also planned to move the trade show days of the PSI Trade Show 2017 to Tuesday through to Thursday, and for the trade show to be open until 6 pm each day. Until now, the PSI has taken place from Wednesday to Friday.

CONTROLLED INCLUSION OF INDUSTRY CUSTOMERS

"The decision to include industry customers in the trade show in a structured manner carries great responsibility for the industry and is based on mutual trust" said Patrick Politze who placed particular emphasis on the fruitful cooperation with

the PSI. He welcomed the fact that the GWW had the opportunity to contribute to the concept of the trade show. "We have to fly the flag and make it clear in a dialogue with the advertising industry how effective, original and diversified promotional products are as an advertising medium. And what could be a better place to do so than at the industry's largest trade show in Europe?" Silke Frank emphasized that suppliers are obliged to quote only industry prices to invited industry customers. As ever, the distributor remains the actual business partner of the exhibitor. Thanks to the PSI Scan App, it is very easy to assign an industry customer to the inviting consultant. "The PSI is the only event of the promotional product industry which includes industry customers in a controlled manner. This ensures that the entire value chain and thus our industry is provided with targeted support," explained Frank.

TOPICS OF TOP PRIORITY

In conclusion, Patrick Politze said the following topics will be of particular concern to the GWW when acting in the interests of its members in future:

• Communication/Public image: This par-

Michael Freter (PSI) with André Schwarz, BGA (left), and Manfred Parteina (ZAW), opening the second day of the meeting.

ticularly involves anchoring promotional products as a preferable, promotionally effective form of advertising in the minds of advertisers and raising the public's awareness of this topic. The working group Communication will address this issue.

- Fair taxation: Fair and simplified taxation of promotional products is to be intensively addressed in the political debate as a major concern of the industry. To achieve this, it is important to involve politicians as ambassadors. The panel discussion on the second day of the meeting successfully demonstrated how such an approach might look like.
- Compliance: The greatest need for action has been identified in this area. It is expedient that efforts be made to ensure the introduction of compliance rules that are "more friendly towards promotional products".
- Strengthening the association: Following the development and expansion of the association committees, the umbrella association should expand and position itself so that membership is considered a quality seal both within the industry and externally. (e.g. also Code of Ethics)

NEW BOARD AND HONORARY CHAIRMAN

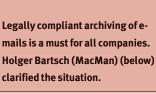
The election of the new board headed by Josef Bösl (Kahla) went quickly and without a hitch. Those elected unanimously and without abstention were: Patrick Politze



Fact check: Dr. Janine v. Wolfersdorff (Institute of Finance and Taxation, Berlin) commenced the tax debate with her talk.



Justus Schneidewind talked about the new insolvency law.







Prof. Gabriel Felbermayr (above) talked about the impact of migration.

(Chairman). Michael Freter and Manfred Schlösser (PSI, Business Partners Section), Jürgen Geiger (Suppliers Section), Ronald Eckert (Consultants Section) and Frank Dangmann (Brand Products Section). At the proposal of the Chairman, the outgoing former board members Hans Joachim Evers and Klaus Rosenberger were appointed honorary members in recognition of their contribution to the association work. Evers was chairman of the earlier GWW for 8 years and chairman of bwg for 12 years; he has been honorary chairman of bwg since 2015. Klaus Rosenberger can also look back on a long career in the association: He headed the association of brand owners for 16 years and served on its board for a total of 20 years. Politze thanked both gentlemen for their commitment, especially in the unification process within the framework of the constitution of the new unified association GWW.

ADVERTISING BUDGETS ARE RISING

The next day, the meeting of members continued at the premises of Deutsche Bank Unter den Linden. Both André Schwarz, Deputy General Manager of BGA, and Manfred Parteina, Managing Director of ZAW, greeted the participants. With an increase in advertising turnover in Germany by 2.3 per cent to 50.3 billion euros, ZAW expects a positive result for the current advertising year. An increase in the budget is also expected in 2016. With regard to the inadequate political restrictions, cross-product and cross-media minimum requirements have to defined.

PANEL DISCUSSION: POLITICIANS

WERE SENSITIZED

During the second part of the meeting, the subject of taxation policy was on the agenda. First of all, the participants heard an introductory talk by Dr. Janine v. Wolfersdorf (Institute of Finance and Taxation, Berlin) who addressed the most important facts and problems of the current tax debate. The highlight of the event was certainly the subsequent discussion on the taxation of promotional products, which brought together two members of the Bundestag, Lothar Binding (MP, spokesman for financial policy) and Olav Gutting (MP, CDU,

rapporteur for income tax). The choice of Berlin as the meeting place certainly enhanced the willingness of the politicians to address the tax issues in the industry. Apart from the participants already mentioned, Josef Bösl (Kahla/Thüringen Porzellan), Ronald Eckert (Döbler Werbeartikel) and Michael Pleines (Ferrero Germany) were also on the podium. During the constructive and sometimes controversial discussion, the political representatives were made aware of the effort and discrimination the current tax law means for promotional product companies as well as for users. The event was a good start to an important issue, which will be further addressed in the working group Policy of GWW.

PROFESSIONAL LOBBYING IS IMPORTANT

Ronald Eckert, who took part in the panel discussion as a promotional product con-

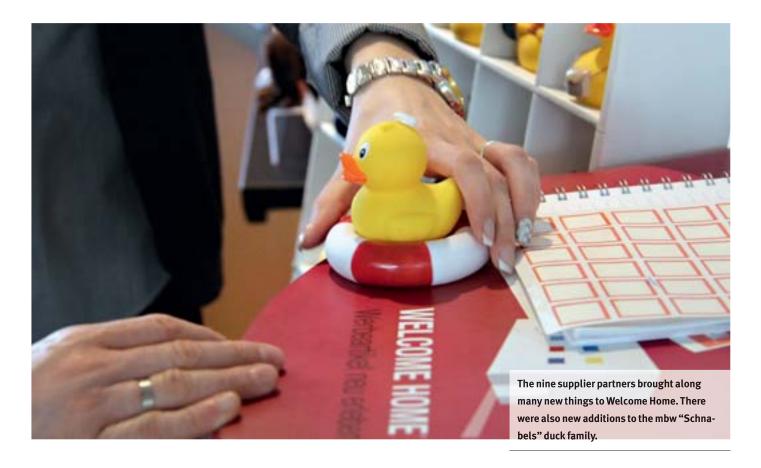
CONCLUSION: GOOD START FOR GWW

Other lectures dealt with the practical matters concerning legally compliant archiving of e-mails (Holger Bartsch), the reform of the Insolvency Act (Justus Schneidewind, lawyer) and the economic and socio-political perspectives of migration. The two meeting days were thus a successful mix of information, discussion and association work in the narrower sense.



sultant, commented: "In my opinion, the panel discussion was a real milestone on the road to reducing the tax disadvantages for promotional products. I believe that as a result of the cited examples and the candid discussions, both MPs have recognised the problems of our industry and therefore of our customers in the use of promotional products. If professional lobbying by GWW can rely on open and willing political participants, then I can imagine there will be changes that are in our interests, at least in the medium term."

The highlight of the meeting was the panel discussion: Dr. Janine v. Wolfersdorff, Ronald Eckert (Döbler), Michael Pleines (Ferrero), Dr. Tanja Wiebe, Olav Gutting (CDU MP), Lothar Binding (CDU MP) and Josef Bösl (Kahla) (left to right). INDUSTRY PSI Journal 2/2016 www.psi-network.de



WELCOME HOME 2015

UNIQUE CONCEPT

For the sixth time the companies from the Welcome Home event series welcomed professional promotional product distributors right across Germany. Once again the hosts of the event series invited their professional audience to gain an insight into their companies and new collections at the beginning of December 2015.

his year a new partner, the company uma, joined the group of hosting promotional product suppliers Daiber, LM Accessoires, Jung Bonbon, Fare, Geiger-Notes, mbw, Halfar, koziol, the Jung subsidiary "emotion factory" and the industry specialist for name badges and lanyards "Aditan". Uma, the writing utensil manufacturer from Fischerbach in the Black Forest, offers "a high degree of professionalism, reliability, distributor loyal-

ty and an extremely interesting manufacturing site in Germany". This was announced as the reason for inclusion in the Welcome Home family.

THE NEW PARTNER: UMA

After the opening by host company koziol in Erbach/Odenwald, the production facility of uma was the next Home site to be visited. The focus of the visit to koziol »ideas for friends GmbH was on the walk-through "time machine" park showing the compa-

ny's 85-year history, the 100 per cent "Made in Germany" production including refinement, as well as a design event "How do I develop my own creative solutions?" At uma, on the other hand, visitors not only discovered the latest product innovations and gained an insight into the manufacturing steps at the site, they also experienced valuable "learning by doing": every visitor could create their own personal writing utensil and keep it as a souvenir.

QUALITY AND REFINEMENT HAND IN HAND

After two presentable interludes at the tried and tested event locations "Alte Gärtnerei" in Taufkirchen near Munich and "Edelfettwerk" in Hamburg, which complemented the Welcome Home series geographically, the stops at the bag expert "Halfar System" in Bielefeld and the umbrella manufacturer "Fare" in Remscheid allowed visitors to experience more than 300 new products and provided the opportunity to take a look behind the scenes of the companies and learn more about the manufacturing of high-quality

tangible advertising products. Peter Leseberg, marketing and sales manager at Halfar, was pleased that the 150 quests from the promotional product industry showed a great deal of interest in the new products. Managing directors Kathrin Stühmeyer and Armin Halfar gave hourly tours through the premises, explaining the specific characteristics of the business that trains apprentices, as well as the history, production process and refinement techniques of modern, quality promotional bags.

MISSION SUCCESSFUL

At the last stop in two weeks at Fare – which celebrated its 60th anniversary in 2015 visitors had the opportunity to watch the screen printer in action, get to know the countless options in the area of domed promotional products, or observe the engraving of laser stickers live. Of course, there was also ample time for personal contact with staff, which is ever so important for successful promotional product business. At the end the organisers were once again able to look back on a successful event series. 830 people had already registered at the start. However, a large number of unregistered guests also came along - they



The managing directors Kathrin Stühmeyer and Armin Halfar took turns at giving guided tours.

too didn't want to miss the opportunity to spontaneously look in on the manufacturers at home. All in all, the Welcome Home event series embodies a visionary concept, also through its uniqueness, to present the creation of good and, therefore, also successful promotional products in a direct and profitable manner to the industry. <



In Halfar System's embroidery area.



The exhibitors generally had their hands full.



Part of the Welcome Home group for the first time: the writing utensil specialists from uma.



"This way please": there were many interesting things to discover during the factory tour.



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A&O ADVENT TOUR 2015

EIGHT ATMOSPHERIC LOCATIONS

The A&O Advent Tour, now an indispensable part of the landscape of industry events, began its latest tour through Germany on Monday, 30 November. 23 suppliers in partnership called at 8 selected locations within two weeks. Accompanying them in their luggage: Lots of new products for the promotional product industry.

A lthough basic data and conditions of the concept remained unchanged, there were several enticing new venues this time. There were also new faces among the group of exhibiting companies. PF Concept, SPS, Esquire and Vossen replaced four departing promotional product suppliers and completed the ASO team which again appealed with a balanced product mix, innovative ideas and intensive consultation. The ma-

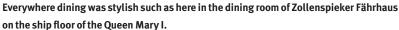
jor advantage of the tour is the get-together with traditional roast goose, embedded in the pre-Christmas atmosphere following the promotional products presentation, which creates personal moments beyond the "mere" business collaboration.

SUCCESSFUL START

Around 130 visitors experienced the successful start of the Advent Tour in the historic ambience of Zollenspieker Fährhaus

in Hamburg-Kirchwerder directly on the river Elbe. The former ferry house with its more than 750-year history has been operating for some time as an atmospheric restaurant, hotel and convention centre. Embedded in the building is also the oldest piece of masonry of the Hanseatic city. And the floor of the dining room for the goose dinner originated from the ship floor of the Queen Mary I.







Dinner is served.

CONCEPT IS GAINING POPULARITY

At the beginning of the tour, the event coordinator Martin Blindow, managing director of infoplus, already appeared very confident about the success of this year's tour: "We have already received 350 advance registrations from companies with more than 800 people, including many wellknown and large commercial enterprises and 'repeat offenders'. Even the opening date here is booked out. The concept of our A&O Advent Tour is becoming more and more popular. We deliberately chose not to hold the meetings with the distributors at the usual exhibition halls, hotels or conference halls, preferring atmospherically and architecturally distinctive locations. The success and the consistently positive response of our guests encourage us to continue the series along these lines." The other locations in the first week were the historical old estate of the family A. Borsig in Nauen near Berlin with a "pleasant get-together" in the vaulted cellar of the distillery, Hotel-Residence Klosterpforte



In keeping with the goose and the Christmas season: The logo of the A&O Advent Tour.

in Mareinfeld near Gütersloh and Landhotel Classhof near Düsseldorf (Martin Blindow: "The place was packed!").

WALLS STEEPED IN TRADITION

On 7 December, the A&O Advent Tour started its second week in Jagdschloss Kranichstein near Darmstadt. As at the previous locations, the suppliers were again guests at a particularly noble location: The three-winged building of the present hotel dates back to the year 1580 when Landgrave Georg I of Hesse-Darmstadt converted the former estate into a hunting lodge. Over the centuries, the beautifully situated property has been rebuilt according to the style of each of its different aristocratic owners, and is today one of the few Baroque hunting lodges that still exist in Germany. Numerous famous guests have stayed here, including Queen Victoria. In a wing of this historical house, cheerful and motivated exhibitors presented their promotional ideas with spring-like weather. The diverse product ranges lacked nothing and ranged from clever give-aways to recogINDUSTRY PSI Journal 2/2016 www.psi-network.de





Many interested parties also called at Landhotel Classhof in Düsseldorf.



Beautiful brick building: The Borsig estate in Nauen near Berlin, the second stop on the tour.

nised brands. In a relaxing and familiar atmosphere, there was a lot of time for talking, getting to know each other and for intensifying contacts. "We had a great first week with lots of interested visitors. Everywhere there was a lot going on, whereby Berlin is always a little different. The beautiful venues lift the mood, everyone feels good, it is simply fun," says Joep Raanhuis of Joytex. Andrea Takacs and Anne Mulder from Artihove attached considerable importance to the evening events with traditional goose: "The pleasant round-table discussions at dinner are ideally suited for networking. In the case of some customers, we only really understood what their interests and needs actually are during casual conversations in the evening. In our view, this is why such events are very effective."

NOTABLE INDUSTRY GUESTS

This "most popular" location was followed by Hotel Adler in Asperg near Ludwigsburg with its star restaurant (which of course was entirely booked out), the Sonnenhausen estate (Glonn) not far from Munich (Martin Blindow: "Virtually every well-known company in the industry was represented here – that makes us mighty proud") and finally Hotel Herzogspark in Herzogenaurach, where the evening "ended well after midnight with a cheerful group of exhibitors".

GOOSE DINNER WITH "SOCIALISING EFFECT"

Ultimately all the participants drew an entirely positive conclusion. "Without exception, every day was successful for everyone, with satisfied customers and guests. In particular, the roast goose dinner in the evening prompted intensive discussions among customers again and again - and by no means only about business matters. This is how it should be, because the 'socialising effect' of the tour cannot and should not be underestimated. Unfortunately, the weather was not always ideal; we had to contend with heavy rains on some trips and at some locations. Fortunately, our customers did not mind as almost all of them were present. In addition - and this is also worth mentioning - time



after time guests who had not registered also attended. This can probably be put down to curiosity," says Joep Raanhuis (Joytex), and sums up: "The feedback from the customers can be summarised as follows: A trade show in a pleasant 'informal' atmosphere where envy is a foreign word and friendship is a matter of course. A lot of truly interesting new products were on show, and it was possible to examine them in peace and quiet and to receive expert advice."

FURTHER IMPROVEMENT IN THE RESULT

The final assessment was impressive: "This year the figures have significantly risen again – between 12 and 25 per cent, depending on the location," says a delighted Martin Blindow. "385 companies accepted our invitation and we welcomed more than 890 guests. We are especially proud of the significant increase in the number of attendees of our 'goose dinner' with more than 575 participants – 65 per cent of the guests attended the evening event".



The goose is about to arrive: A leisurely round before dinner at Hotel Adler in Asperg near Ludwigsburg.



There was also a lot of interest in new products at Jagdschloss Kranichstein near Darmstadt.



Lively discussions on the Sonnenhausen estate.

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The ballroom is full. The anniversary party can begin.

10 YEARS INSPIRION POLSKA

richs, Jolanta Kempa, Sönke Hinrichs.

GRAND CELEBRATION OF A MILESTONE

On the occasion of its 10th anniversary last October, Inspirion Polska celebrated its milestone anniversary in a big way in Trzebnica. Around 150 guests, including many business partners and customers from all over Europe, accepted the invitation to come to Poland.

mong the group of guests at the anniversary celebrations were also colleagues from the head office in Bremen and other Inspirion branches who did not want to miss the occasion to congratulate colleagues in Poland personally. Saturday afternoon was an open day for visitors to the Inspirion Poland building. In the in-

house print shop, the guests found out about an extremely wide range of finishing techniques and assured themselves of the printing competence of their Polish hosts. Moreover there was also a guided tour of Trzebnica on the programme. The anniversary party in the evening took place in a former mill converted into a hotel where

most of the party guests were staying. In her congratulatory speech, Jolanta Kempa, the Polish branch manager, reviewed the last 10 years. In addition she praised the commitment of all employees who had carefully planned the birthday celebrations down to the last detail. "We are celebrating ourselves today and our passion for promotional materials. Ten years of Inspirion Polska bear witness to a successful business policy, of which we can all be proud. Yet our achievements will not make us complacent. Every day the East European market sets us new challenges which we as a reliable supplier with high-quality standards gladly face. We offer our customers professional service, including the finishing of our promotional products," said Kempa. Other speakers included Inspirion Managing Director, Sönke Hinrichs, who particularly praised the Polish hospitality. Marek Długozima, the mayor of Trzebnica, also attended the celebrations in order to pay tribute to the company with a solid history. For, with approximately 100 staff, Inspirion Polska is one of the largest employers in the town.

IOLLY PARTY

During the festive dinner, the international guests had the opportunity to get to know each other better and strengthen business relationships. And, following custom, there was a multi-layered birthday cake for dessert. Later in the evening, the 'birthday child' was toasted with blue and orange cocktails, the company colours of Inspirion. The local folk band Mitlos took care of



The band "Mitlos" provided the musical accent of the evening. Singing into the microphone Dmitrij Bortin, an Inspirion employee from Bremen.



Welcoming the guests. From left to right: Jolanta Kempa, Sönke Hinrichs, Magdalena Kempa translates into English.



As the evening wore on: The guests enjoyed themselves on the dance floor.

the musical entertainment. Some guests did not limit themselves to dancing but also showed their singing talents on stage, striking up well-known melodies in their native language.

"PERFECT HOSTS"

In the end Jolanta Kempa and her team were rewarded for their intensive party preparations, for all the guests had fun and some danced into the wee hours of the morning. Sönke Hinrichs summed up the anniversary party: "Our Polish colleagues are perfect hosts and know how to celebrate! It was also nice to see that so many staff in our Polish branch were there from the beginning". www.inspirion.eu



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INTO THE NEW YEAR WITH TWO NEW MEMBERS

SOLID GROWTH AT ASSOCIATION DIE6

Promotional products association DIE6 is reviewing the outgoing business year, noting a satisfactory course and launching into 2016 with positive expectations. In addition, DIE6 welcomes two new members, in the form of the companies Eduard Wolf and Jansen Verkaufsförderung.

ithin a strong group, our members have managed to assert themselves very successfully in tightening markets and secure their market position," says DIE6 supervisory board chairman Heinrich Grübener. "Once again, we are seeing our strategic focus - to combine partner companies' purchasing turnovers in one strong marketing and purchasing association positively affirmed," substantiates DIE6 managing director Holger Kapanski. "It's having a clearly positive effect on our predominantly medium-sized member companies and their consolidated sales trends, despite considerably enhanced competition and price pressure within the industry. Beyond that, we are experiencing ad-

ditional affirmation through being joined by the companies Eduard Wolf from Fürth and Jansen Verkaufsförderung from Mülheim an der Ruhr."

"WHOLE PACKAGE FITS"

"The whole DIE6 package fits our company outstandingly," says Torsten Jansen, managing director of the company Jansen Verkaufsförderung, explaining why his company joined the association with effect from 1st January 2016. "The forward-looking focus of innovative promotional product companies, an equally modern Internet presence, combined with the strong platform in the form of the DIE6 print presence with an exceedingly attractive catalogue are major reasons that convinced my father and

me that our company should join." In 1988 father Heiner Jansen founded the eponymous company in Mülheim: the company has been exceedingly successful in the market ever since and presents its service spectrum on more than 300 square metres of showroom at the company's site. Since 1999 father and son have jointly formed the managing directorship of this full-service agency, which offers its clients a full package of services – from elaborate embossing through to warehousing and shipping.

CONVINCING MARKETING RANGE

1959 saw the founding of the company Eduard Wolf in Nuremberg, which has been managed in the second generation by Thilo Wolf since 1993 and moved to Fürth in 1997. The managing director's main aim is to provide a stronger service to the regional market in the economically strong region surrounding Nuremberg, Fürth and Erlangen. "After interesting and highly informative conversations I arrived at the conclusion that DIE6 can support us outstandingly during this project. The marketing range convinced me, and I also appreciate the opportunity for intense dialogue with other companies, as is everyday practice at the association." Both Thilo Wolf and Heiner and Torsten Jansen are convinced by the aggressive marketing strategy and comprehensive range of services offered by DIE Promotion Service.

www.die6.de



Heiner Jansen (left) and Torsten Jansen (right) look forward together with Holger Kapanski (2nd left) and Heinrich Grübener to collaborating with promotional products association DIE6. Photo: DIE6



Thilo Wolf was taken into their midst by Heinrich Grübener (left) and Holger Kapanski once his membership had been registered. Photo: DIE6

SO VIELSEITIG WIE DIE TEXTILE KETTE.

www.textile-network.de





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CALENDARS, WATCHES, MEASURE QUANTITATIVE PROMOTION

The product categories in this section are all products which rank highly both in popularity as well as in usefulness. Although watches are actually measuring instruments, they occupy a special position in this group. And calendars are in season all year round.

everything with measure" – this is one of the maxims that could be read on the temple wall of the Oracle of Delphi in the 7th century BC. That philosophers among the "ancient Greeks" were mostly mathematicians is no coincidence, as the ancient Greek word "mathemata" simply means "knowledge". A connection between the order of the world and numbers was recognised. For Pythagoras (born 570 BC!), the pioneer of mathematics and science known from our school days, the number (and its inherent harmony) was the origin and essence of all things. Among other fundamental mathematical laws, he discovered, among other things, the constant ratio between the length of the strings of a lyre and the basic musical intervals. So much for our brief digression to the beginnings of the roots underlying all metrology. On the following pages we look at something more mundane but equally important for our industry, quantitative promotional products such as measuring instruments and watches as well as a promotional classic, the calendar.





MINI-SIZE TOOL

he level with screwdriver from the Krüger & Gregoriades Im- & Export GmbH product range proves to be an extremely handy mini tool made of metal, which also contains two magnetic bits (Phillips and slot). It comes packed in a gift box and its size (approx. 12.8 x 1.3 cm) makes it an ideal giveaway. Other interesting offers can be had directly from the company. A wide-ranging, up-to-date product portfolio makes it possible to fulfil differing customer wishes. More than 900 articles are always kept in stock, is the word from Hamburg.

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

SIGNPOST IN THE URBAN JUNGLE

eep on course, provide orientation, or say where to go. For this you need a companion you can rely on. Like this compass with non-slip soft-grip cover and a sturdy snap hook from the workshop at Troika Design. Thanks to its easily legible dial, the direction can be read at a glance – for clear directions even in the urban jungle. Advertising can be printed on the back and/or engraved on the snap hook. What is more, the engraving is also free of charge on orders of 100 or more.

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





DISCOVER OUR 50 NEW STYLES



WWW.PFCONCEPT.COM

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ALWAYS IN THE KNOW

ctivity trackers and calorie counters are currently very trendy. Everyone wants to know how much exercise they are getting, how deep their sleep was and how many calories they have burned. This means monitoring their whole day so that they can optimise their health. But why should they have to wear a tracking armband as well as a watch on their wrists? The Avenue Field activity tracker combines a high-quality digital watch with all the functions that no tracking armband should be without: a step counter, sleep monitor and calorie counter. The data collected is available in a free, clearly arranged and easy to use App for iOS and Android. So now you will not only know what time it is, but you will also be able to monitor your activities throughout the day.

PSI 40972 • PF Concept International B.V. • Tel +31713328911 weborders@nl.pfconcept.com • www.pfconcept.com

COUNTING DOWN THE DAYS UNTIL CHRISTMAS

In he next Advent season is not very far off, and the small XS Advent calendar from Jung promises to be an effective way to advertise your company. It is filled with either 24 Brandt or 24 Gubor crispy chocolate balls and is a great way to advertise when on a small budget. This handy way to countdown the days until Christmas is made out of cardboard and only costs about one euro. It can be customised in four colours for a minimum order of 330 units. The strong brand-name chocolates of Brandt and Gubor make it an ideal giveaway to use for any purpose as they give the company advertising a special way to win a customer's trust and favour. The XS Advent calendar is also a real hit when used as a mailing supplement or Christmas card when it arrives in time for the 1st of December.

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





Die Handschrift der Werbung







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WAKE-UP CALL INTO THE BLUE

The "Modern Retro" alarm clock from Inspirion puts colour into the bedroom.

The design alone is something to wake up for, since the alarm clock's stylish retro look, as well as the blue appliqués and operating buttons, are so appealing. The alarm is triggered by the retro signal bell. If necessary, the alarm can be set to two different times or alarm intervals for various days of the week. Thanks to the snooze function, sleepyheads are eased out of bed at five-minute intervals. The retro alarm clock has a digital time and date display. And thanks to the blue background lighting, you can know even at night what hour has been struck. It comes in a gift box.

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

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



SMART-FIT WATCH

he "Smart-Fit" fitness band from Kasper & Richter has all of the technical sophistication of a fitness armband and can monitor a person's physical activities even while sleeping. The smart activity tracker, which is designed as a watch, can either be worn as a wristband or be carried in your pocket without the band. It comes with a free App for Android and IOS. "Smart Fit" can count the steps taken, the distance travelled and the calories burned in addition to displaying the time and date. It also features an alarm with a vibration mode and informs you of any missed calls. The battery runs for approximately 14 days. There is space for advertising located on the back of the watch (25 x 25 mm).

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



AN EASY WAY TO READ TIME

he "Time Line Max" is a radio-controlled clock with a large and very well-organised display so that you can read the time easily even if you are standing far away. It is particularly suitable for entrance and reception areas, waiting rooms and offices. The clearly arranged display makes it easier to manage your time. It also indicates the day of the week and full date, which makes it an ideal product for senior citizens or patients suffering from Alzheimer's or dementia to use. "Time Line Max" always displays the accurate time and date because it receives the time via DCF 77 signals. What is more, it changes from summer to winter time automatically. The week day can also be displayed in seven different languages.

PSI 41875 • TFA Dostmann GmbH & Co. KG • Tel +49 9342 308-0 info@tfa-dostmann.de • www.tfa-dostmann.de





PRODUCT GUIDE PSI Journal 2/2016 www.psi-network.de

COLOUR HOURS

he wall clock "Happy Hour" from TFA Dostmann is a real highlight for any home, office, waiting room, entrance or reception area, and is the perfect gift to give special customers. This clock puts an end to drab hours in the day. When you hang it on your wall, you will get to see the hands of the clock light up in a different colour for the different times of the day. The extra flat frame has a matt metal design, which underscores the clock's modern look.

PSI 41875 • TFA Dostmann GmbH & Co. KG • Tel +49 9342 308-0 info@tfa-dostmann.de • www.tfa-dostmann.de





EVERYTHING AT A GLANCE

aving a good overview of your appointments is crucial for both your personal and professional life. The digital table calendar WT 25000 from the Technoline brand brings structure to your daily routine and makes organising your day easier. It features an automatic sequential display of the month with the calendar weeks and individual days clearly marked in addition to displaying the radio controlled time and the current inside temperature and humidity level. This battery-run calendar also features two alarms with a snooze mode and offers you plenty of space for advertising. Once set up, the WT2500 will be a really well-appreciated promotional product and will surely catch people's attention.

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



EM 2016 FRANKREICH

Ihre Werbung auf Bällen & Sporttextilien

Eine runde Sache: ballprint steht für kreative Beratung, clevere Umsetzung und kompetente Herstellung in ISO zertifizierten Produktionsstätten. Im Mittelpunkt: Ihr Logo, Ihre Grafiken, Ihre Vorstellungen. So bleiben Sie der Optik Ihrer Marke treu und punkten bei jedem Spiel. Blitzschnell und extrem flexibel: Ob kleine oder große Auflage, wir produzieren Ihre Bestellungen professionell. Damit Ihre Ball-Spiel-Werbung ein Gewinn ist.







PRODUCT GUIDE PSI Journal 2/2016 www.psi-network.de



PREPARE RENOVATION WORK SAFELY

he humidity detector MD from Brennenstuhl can help you safely carry out renovation work on or in your home. The device can easily determine the moisture level of different types of subfloorings like wood, or building materials, such as cement, brick, screen, plasterboard, wallpaper coverings etc. Using the device prevents mistakes like unintentionally drilling into a water pipe. The moisture level is displayed on a large LCD display and every measurement is accompanied by an acoustic sound. Finishing can be added to the device upon request.

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

PERFECT TIMING IN THE KITCHEN

hether pot roast or boiled egg – tastes differ. The "Touch'n'Cook" kitchen timer from TOPiCO provides for the right consistency of food. With this kitchen timer, you can set the time exactly as desired. The LED kitchen timer has a digital display for 99 minutes and 59 seconds. A signal tone sounds when the time is up. It is easy to operate using the touch keys on the display. Background lighting shows for about 30 seconds after a key is touched. In addition, the kitchen timer has a fold-out stand on the back so that cooks can always keep an eye on the time. Thanks to a magnet, this timer can also be attached to the refrigerator.

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





CLOCKS IN OWN DESIGN

omanowski Design GmbH in Berlin offers original watches made of paper (Tyvek). These are water repellent, recyclable, and tear-resistant. What is more, the battery is easy to replace. Romanowski produces the clocks in any desired design "in a short time", even in small quantities. All the watches are made by hand in Germany. All this makes these chronometers extremely flexible, innovative advertising vehicles that are always in view of the wearer and can be put to many different uses. Apart from watches, the company also makes wallets, smartphone cases, credit card cases, pencil cases and other items out of paper.

PSI 44359 • Romanowski Design GmbH • Tel +49 30 64493417 romanowski-design@t-online.de • www.romanowski-design.com



PRODUCT GUIDE PSI Journal 2/2016 www.psi-network.de



AWARD-WINNING DESIGN

In his chronograph watch is impressive with its stylish design and functionality, and makes for an exclusive and high-quality promotional gift for special customers. The water-proof watch displays the date and has two additional sub-dials. Traditional elements such as the black genuine leather wristband and stainless steel case give it timeless elegance and durability. The simplified design and the all-black look lend the watch an urban style. This exclusive combination was honoured with an IF design award in 2015. Yink can engrave this elegant watch by placing the logo of your choice on the steel case.

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

FITNESS IN MIND

high-performance activity armband which displays the fitness status of the user in real-time as well as the telephone number of incoming calls. This armband will always keep you up-to-date. The smart activity meter tracks the number of steps you take, the distance travelled, the number of calories burned, the number of floors you have gone up, and the time you have been actively moving. It can also monitor your sleep (including sleep rhythm) and features a mute vibration alarm. "Charge" is splash-proof and has a battery that works for up to 7 days. What is more, the fitbit App (for iOS/Android/WindowsPhone) can be used with this comfortable wristband for free. Lehoff would be happy to give you more detailed information on the other features of this wristband.

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





BE ON THE SAFE SIDE

acma is introducing an unusual device under its 'measuring devices' segment: a digital alcohol tester, which comes with a built-in cigarette lighter and USB cable. The tester can detect alcohol levels starting from an alcohol level of 0.01 per mill. It will sound an alarm if the alcohol level is higher than 0.5 per mill. The electrical cigarette lighter can also be used to light cigarettes in windy or bad weather conditions. Macma prints advertising directly on the device.

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www.youtube.com Hoechstmass Balzer - Messefilm PRODUCT GUIDE PSI Journal 2/2016 www.psi-network.de

ACTIVITY ON YOUR WRIST

he fitbit activity and sleep armband called "Flex" is a narrow, really stylish wristband which records the number of steps taken, distance travelled and calories burned. At night it can follow your sleep rhythm and in the morning it can wake you up without making any noise. It also has a little light so you can see if you have reached your personal goals. The smart "Flex" is an ideal way to motivate yourself to get moving and more active.

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TEMPERATURE CONTROL

n the subject of clocks and measuring instruments, the experts at Spranz offer a powerful "feel-good station" with indoor and outdoor thermometer (including outdoor radio sensor). This keeps the local temperature under control at all times. Also integrated into the device is an accurate, radio-controlled digital clock (DC77) with date display. From the appearance alone, this "feel-good station" makes for a good alternative design for the office, desk, or home. It comes in a design box. (The AA batteries required for it to run can be included on request.)

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COMPANY PSI Journal 2/2016 www.psi-network.de



BARBARA HOFMANN COSMETIC PINSEL GMBH

INCENTIVE FOR CREATIVE CONCEPTS

When is a promotional product a good promotional product? When it is tailored to the target group and hits the mark. If it also has to be unusual and surprising, so much the better. So why not a cosmetic brush? Proving that this works and that the concept is successful is demonstrated by the example of Barbara Hofmann Cosmetic Pinsel GmbH.

S till family-run, the company has been in the market for 30 years. Barbara Hofmann Cosmetic Pinsel GmbH manufactures and distributes high-quality cosmetic brushes and accessories. A consistently high quality, the finest materials and careful workmanship of the products are the main focus of attention. And to some extent, parts are still handmade at the Flieden site near Fulda. The idea of focus-

ing on a cosmetic brush range, which now comprises five exclusive series, did not come about at the outset, but was rather a logical development. It quickly became apparent that continued success could only be ensured through the specialisation of the product portfolio.

IT ALL BEGAN WITH A VISION

It all began in 1985 with a vision of the company founder Lothar Thamm, the fa-

ther and father-in-law of today's managing partners. He first established a company for toiletries: "Barbara Hofmann Vertriebsgesellschaft für internationale Parfümeriewaren mbH" was born. The portfolio at that time comprised cosmetic accessories for drugstore and perfumery products. In the course of specialisation in cosmetic brushes, the company was renamed "Barbara Hofmann Cosmetic Pinsel GmbH" in December 1989, not least to make it outwardly clear where the specialist expertise would be in the future.

A CORPORATE OBJECTIVE WITH HIGH STANDARDS

However, there was more to come than simply specialisation. Rather, a defined corporate goal quickly emerged: to become "the" specialist supplier of cosmetic brushes in Europe. To this end, a strategy was developed, which called for a continuous presence with clearly designed stands at high-profile trade shows such as Beautyworld Frankfurt, Beauty Düsseldorf, Cosmeeting Paris and Cosmoprof Bologna. From a corporate perspective, this is considered "an important milestone of our success". It quickly became clear that exports represent an enormous growth potential, but

that the company would face completely new challenges. What was needed was a great deal of flexibility to adapt to new markets and their practices. In this context, Barbara Hofmann Cosmetic Pinsel GmbH very quickly identified a key to success: Language. With English, French, Dutch, Polish and Italian, the export staff have a good command of the major national languages. Almost at the same time, the demands on logistics and electronic data traffic increased. EDP adjustments and continuous training have long since become an ongoing task. Punctual deliveries to all countries according to the individual instructions of customers now located throughout Europe, partly on special pallets with corresponding barcode labels, already belong to the daily routine. And, in some cases, customized private labels have been made for years.

PROMOTIONAL PRODUCT INDUSTRY AS AN ADDITIONAL MAINSTAY

Over the years, the promotional product industry has also become an additional pillar. Here too, Barbara Hofmann Cosmetic Pinsel GmbH has attracted a steady clientele for which the company has time and again developed new ideas and concepts - according to the customer's requirements and very individual. The success of the professionals from Flieden has proven them right: "The cosmetic brush as a special, unusual promotional product has already pleasantly surprised many customers. The PSI Trade Show in Düsseldorf has become indispensable as a special exhibition location for us" says the company.

RELIABILITY AND SAFETY AS IMPORTANT ASPECTS

An appealing product selection is one thing. Long-term success, however, depends on much more. Apart from its product range, a strong argument for Barbara Hofmann Cosmetic Pinsel GmbH is its size. "As a medium-sized company, we are a trustworthy partner for our customers thanks to our speed, reliability and our decision-making competence at short distances. Streamlined competent structures in all sectors, as well



as a solid commercial base guarantee planning reliability "Product safety has become." another increasingly important aspect in the course of our development. In order to meet legal requirements and the ever-expanding demands on materials, the company works with experts in the industry. Product testing by independent laboratories of Hansecontrol in Hamburg and the Far East offer Barbara Hofmann Cosmetic Pinsel GmbH and its customers a sense of security. Manufacturing the products at BSCI-certified factories ensures the compliance of on-site employees with international standards.



RESPONSIBILITY HAS MANY FACES

The Flieden-based company believes it has a responsibility – and in many respects: deeply rooted entrepreneurially in terms of product quality and product safety, customer focus and customer satisfaction, in social terms as well as in the local community. With more than 80 employees, the company is a major employer in the region. A particularly high priority is also given to social projects. It is no coincidence that the company is one of the founding members of the associations "Kinder im Königreich" and "Fliedener Tisch", and has acted as a sponsor of dkms-live, SOS Kinderdorf and Greenpeace for many years. Environmental protection is at any rate an important issue. Wherever possible, packaging is avoided. If it is necessary, recyclable materials are used. Electricity is generated by an in-house photovoltaic system. Energy-saving lighting and heating systems meet the latest standards.

INTERIM CONCLUSION AND PERSPECTIVE

Is there such a thing as an interim conclusion after 30 years of corporate existence? "In all modesty, we can look back with pride on what we have achieved. As an international supplier of innovative and trendy products, Barbara Hofmann Cosmetic Pinsel GmbH offers a perfect price-performance ratio. The diversity of our satisfied customers from the specialist trade, industry and promotional products confirms this time and again" is the word from Flieden. "This is not only praise for us, but also an incentive to provide unprecedented creative concepts." Let the future come.

COMPANY PSI Journal 2/2016 www.psi-network.de



The Gastromea team (left to right): Maria Siewert (clerk), Ursula Kubitza (order processing and pre-press), Simone Steinherz (packaging), Nadine Sievers (sales), Ralph Kopschek (technology and dispatch); below: Christian Darmstadt (owner), Laura Steinmeier (media design trainee).

GASTROMEA: PERSONALISED ADVERTISING

A PATHWAY TO SUCCESS

Printed drinking straws, sugar sticks designed as desired, thermal mugs, and paper cups for coffee to go – caterers and hoteliers can stick in the memory of their guests in many different, even unusual ways. Christian Darmstädter's company, GASTROMEA, specialises in just such products and runs "Germany's first event item printing house for catering and the hotel business".

well-conceived organisation. What makes a restaurant a success? Good food, attentive service, pleasant surroundings. And what is the hallmark of a good hotel? Comfortable beds, an abundant breakfast buffet, an attractive pool. All these factors are certainly important in making guests feel good, but the success of a host is primarily de-

pendent on whether visitors keep the establishment in good memory, whether they are happy to come back, and even willing to recommend it to others. The discreetly applied logo on napkins, cutlery sleeves, or perhaps on the drinking straw in a cocktail can help do just this. "However, the topic of advertising is often neglected, especially at SMEs," Christian Darmstädter notes.

MANY YEARS OF EXPERIENCE

The 41-year-old knows what he is talking about. He worked for sixteen years as a specialist and executive in the upmarket catering and hotel business, gathering experience at home and abroad, completing state degrees at the college of hotel management and many degrees focusing on marketing and consulting. "I often spent a long time looking for reliable suppliers who could print a company logo on promotional products for the establishments where I worked," Darmstädter recalls. This gave rise to the idea of an advertising agency specialising in low-priced products for the catering and hotel business.

EVERYTHING FROM A ONE-STOP SHOP

Founded in 2005, at first exclusively as a paper printing company for the gastronomic commodities markets, the focus of GASTROMEA soon shifted to producing promotional products of its own for the German-speaking region. Today, the company has five main categories in its online shop: cups, drinking straws, edibles and beverages, light and shadow, and paper printing. "What makes it special is that we can put printing on nearly all the products



Today, the company has five main categories in its online shop: cups, drinking straws, eatable and drinkable products, light and shadow, and paper printing — all products which, when used correctly, provide a real added value.





Discreetly affixed logo on napkins, cutlery bags or perhaps the straw in a cocktail can help to ensure that the guest comes back.

posted here," Christian Darmstädter emphasizes. Of the products, 85 per cent can be customised, that is, can be tailored to the needs of specific customers, for instance, with the logo or lettering of the respective hotel, restaurant, or host. GAS-TROMEA's offer is aimed principally at the promotional products industry. "Our products and service are directed both to large restaurants or hotel chains, as well as SMEs or individual event organizers," the managing director explains. Each customer benefits from the fact that GASTROMEA is a one-stop shop. The goal is to distribute these products only through promotional products consultants.

GENUINE ADDED VALUE AND BENEFIT

"We have items almost nobody knows about, but which can generate added value if used properly. For instance, I am talking about our drinking straw sticker. Used properly, this sticker can attract more visitors. If an end consumer makes inquiries with a promotional products consultant, we would simply like the consultant to know our products and thus give the customer in addition a genuine benefit for his event. To this end, we make all useful selling tools available," Darmstädter explains.



EXTENSIVE AND EXTRAORDINARY

GASTROMEA's customers benefit from two advantages: on the one hand, they have an extensive product range to choose from, covering both the design and production of event items, such as ear plugs, logo tea candles and the like, as well as commodities, such as napkins, cutlery sleeves, or sugar sticks with customers advertising printed on them; on the other hand, the range even includes extraordinary promotional products, such as printed straws, organic paper cups, or mailing envelopes with customized contents, such as tea, spices, or contents supplied by the clients.

THE GUEST AS CUSTOMER

Because he is an advertising expert, changing the view of the industry is also important to Darmstädter, that is, to see customers as guests and to make service look like this is the case. "The fact is, guests in a

hotel or restaurant place different, and usually higher, expectations on the products and service than customers in a store. In a nutshell, you could say that guests are always the most difficult customers," he explains. The definition of service must therefore be to identify guests' needs and orienting the service accordingly. "And not only are upmarket caterers or hotel operators hosts," Christian Darmstädter notes, "but also operators of a snack bar or street café, filling station dealers, or trade show organisers." Distributors of promotional products, who are interested in finding out more about the company's product range and services, can do so on the website of the specialists for customised event and catering products.

GASTROMEA

Cups + Straws + Sweets & more Bahnhofstraße 31 D-42781 Haan Tel. +49 2129 5678-654 info@bedrucken-gastro.de www.bedrucken-gastro.de PORTRAIT PSI Journal 2/2016 www.psi-network.de



ULRICH AND PHILIPP MEHL

PIONEERS OF TEXTILE FINISHING

Jura Textilgesellschaft mbH with headquarters in the Swabian town of Ofterdingen/Germany is a textile company and modern finishing operation that produces high-quality promotional textiles. Within three generations, the company has developed from a pure "manufacturer of terry products" into an international specialist covering all aspects of modern textile business. A well-known protagonist of this successful development in the industry is Ulrich Mehl who has built up his company with a great deal of tact since 1987 and has now placed the management into the hands of his son Philipp.

e met company founder Ulrich Mehl and his son and successor in the management, Philipp Mehl, in the meeting room of the company headquarters of Jura in Ofterdingen at the foot of the Swabian Alb - a region that has a long tradition in the textile processing industry. This includes the company Jura, named after the geological formation of this region, which is also visually reflected in the current logo in the form of a snail fossil often found in these geological layers. The roots of Jura Textil date back to the business of Ulrich Mehl's parents, the company Frottierweberei Eugen Mehl founded in Mössingen in 1928. This quickly attained supraregional recognition under the registered trademark "Jura". In the early 1980s, embroidered finishing also drew the attention of the promotional product industry. In 1979, Ulrich Mehl had already joined his parents' company. He had gradually expanded his expertise in this field and recognised the significance of embroidered terry articles as promotional products. By regularly participating at the PSI Trade Show from 1982 with the company Frottierweberei, then later as Jura Textil, a new attractive business segment opened up for Jura, on which the company subsequently focussed its entire attention. Ulrich Mehl and his company are thus among the pioneers in the promotional textile industry.

TRADITIONAL VALUES

In the course of restructuring made necessary by changes to the overall economic conditions, he finally took over the management of Jura Textilgesellschaft mbH which he founded in 1987. The company had already made a name for itself and gained a loyal customer base thanks to high quality, reliability and short delivery times. Since 1987, Jura has also succeeded in gradually enlarging its spectrum of customers as a loyal partner of the promotional product trade. "Initially, we still focused on our original core business, the embroidery and trading of hand towels, bath towels and bathrobes. By specialising in textile advertising, we gradually searched for and found good suppliers and expanded our finishing range beyond terry products to include promotional textiles for outerwear," says Ulrich Mehl. During the expansion of the company, Jura also benefited from quality and reliability, the traditional values that have always characterised the company since it was founded in 1928. "Openness and honesty when dealing with our customers has always been the key to mutual trust," emphasizes Mehl when explaining the reasons for a continual further development of his company based on continuous consolidation.

"ULI FROM JURA"

Especially in the 1990s and 2000s, Ulrich Mehl was one of the first persons to create an additional centre of attraction beyond the mere presentation of products with his embroidery machine at countless PSI and in-house trade shows. He managed to gradually increase his level of recognition within the promotional product industry. His first appearance with Jura Textilgesellschaft mbH at the PSI in 1989 remains unforgettable: He made a virtue of necessity by covering the otherwise empty partition walls of his stand with terry towels, a spontaneous idea with great public appeal. "That caught on and enabled many new customer contacts to be made," recalls Ulrich Mehl. Meanwhile, he has worked for almost all major promotional product distributors in Germany and is also very well known to most of them. Many refer to him as "Uli from Jura". And Jura expanded. What began in the founding years with "trading with terry products in the garage", gradually developed into a powerful competence centre for textiles and finishing with an international format. In 1999, the company erected a spacious building at the site in Ofterdingen which is conveniently located near Stuttgart.

EXCLUSIVE COLLECTIONS

Here is where the challenges of the future were tackled with determination. "We were constantly trying to expand our brand and product portfolio. To this day, we have managed to constantly integrate new renowned textile manufacturers and a new trademark into our portfolio," says Ulrich Mehl. "Cus-



tomers' wishes are becoming increasingly specific. This requires a wider range of products," he adds. This was one of the reasons to also introduce a proprietary brand. Under the "Ammonite" label (also derived from the local geology), Jura Textil now offers the promotional product market customised products produced in Europe under fair and ecologically sustainable conditions. "The products are manufactured in Turkey, thus ensuring much faster delivery compared to products conventionally imported from the Far East. We also carry out the final inspection here our

his own business ultimately appealed to him. So he decided to take over the company from his father. "The basic idea in the continuation of the company was to work alongside my father for some time in order to familiarise myself with all the peculiarities and processes," says Philipp Mehl, emphasising how important the support of his father Ulrich was and is. Plans and decisions are made, discussed and adopted jointly. Initially the aim was to overcome the difficult phase of the economic crisis in 2008 which Jura Textil also experienced. "Despite short-time work, we did not have to dismiss any of our long-serving employees," says Ulrich Mehl.

WISE INVESTMENTS

Jura emerged from the crisis stronger than before and managed to continuously de-



selves. As part of the Jura brand strategy, we also strive to launch small yet more flexible labels in the market. An example of this is the decidedly sporty collection of the Swedish brand Matterhorn, which we distribute exclusively in Germany," explains Philipp Mehl, who in the course of the generation change is gradually taking over the company from his father after having taken over the management at the beginning of 2015.

JOINT DECISIONS

Philipp Mehl joined his parents' company in 2008. He studied business administration at the University of Stuttgart, specialising in industrial management. Although he did his traineeship at a Reutlingen-based manufacturer of commercial kitchens and had the opportunity to take over a managerial position there, the challenge to run

velop thanks to wise investments in work area, storage, machinery and sales. In 2013, the capacity of the premises was increased to include a modern high-bay warehouse with 432 pallet spaces, and thus also the logistics and services sector in order to be able to respond more flexibly to customer requests for the full-service business. Jura Textil has thus redefined itself in the past three years and evolved from a "sticker" to a diversified enterprise that covers all aspects of the textile business: distribution of promotional textiles, corporate fashion, work clothes, bags and terry cloth - finishing by means of embroidery, screen printing, transfer printing and digital printing - design and production of private label models and collections - fulfilment services and shop solutions. In addition, the business area was expanded beyond Germa-



What was your first thought this morning? Nice weather! – It should be a good day.

When is your day a good one?

IN PERSON

When I'm in good spirits and there is a harmonious ambience at work and in my private life.

What gets you in a good mood? Good discussions and good food.

And what drives you crazy?Nagging and deadline pressure.

What are you most likely to forgive yourself for? I honestly don't know.

When do you lose track of time? When I'm relaxing with good music.

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

To a sunny island.

What do you like spending your money on? On good food, good music and good wine.

Do you let yourself be seduced by advertisements? Certainly sometimes.

When is a promotional product a good promotional product? When it delivers what it promises.

What is the best promotional product you have ever received? I really can't say.

What do you find irritating in relation to promotional products?

When they are primitive and meaningless.

ny to include the Austrian and Swiss markets. In the field of customised productions, Jura Textil is also capable of responding flexibly to detailed design requests – for example, a polo shirt from just 300 units. Among other things, an in-house (award-winning) fashion designer who designs high-quality photo montages of implementable models according to specifications ensures the implementation of a top design.

RELIABILITY AND QUALITY

Currently Jura Textil has 31 employees and offers its promotional partners a comprehensive service characterized by reliability and uncompromising quality. And the customers appreciate it. "Our partners in the promotional product industry are prepared to pay reasonable prices for quality and service," says Ulrich Mehl. After finishing, the products are specially checked again before packing and shipping. At any rate, Jura has so far managed to meet its claims and satisfy every customer. In order to explain the numerous possibilities of textiles and their finishing options to customers on site, the experienced and well-known industry insider Stefan Hafner joined the company's field sales team in August 2015. In addition, customers regularly receive the latest information in newsletters and by e-mail. As a training company, Jura also ensures there is no shortage of qualified junior staff. The current team consists predominantly of in-house "Jura trainees".

CHANGEOVER WITH A CLEAR CONSCIENCE

Under these conditions, Ulrich Mehl was able to hand over his very well-positioned company to his son with a clear conscience. Officially, he already retired in November 2015, but as he reported, he was only able to reduce his workload from roughly 60 to about 40 hours per week. He still works actively alongside his son and looks after long-standing customers. Philipp Mehl still sees him as an advisor who is able and allowed to "continue to influence the company's history with his experience". However, he now also has a little more time for his four grandchildren and his hobbies table tennis and cycling. Incidentally his wife, Helena Bühler-Mehl, who together with Ulrich Mehl founded Jura Textil, still works as a consultant for the company: As a partner and self-employed tax consultant, she is responsible for the financial matters of the finishing professionals of Jura Textil.

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PROMO TIME! NEW ON THE MARKET PSI Journal 2/2016 www.psi-network.de

INNOVATIVE PROMOTIONAL PRODUCTS



SIMPLY WELL-DRESSED

S tyle can often signify modesty. The company 'uma' is convinced that there are quite a few great ideas from the world of fashion which can enhance the design of its writing instruments. The new FASHION model is one such example: This elegant retractable ballpoint pen has a straight, shiny shaft that comes only in black or white. The design of the shaft is intentionally plain and simple. The pen also features a straight, transparent and shiny clip available in 10 different colour variations, which contrasts with the simple design of the shaft in a stylish way. It gives FASHION that special 'something' and flair. The clip's design is sure to attract lots of attention as it looks like a clip used for ties, which highlights the personality and charm of the person wearing it. Isn't this an optimal platform for getting across sophisticated advertising messages? FASHION is particularly suitable for using digital printing, which means the entire shaft can be imprinted. Of course, advertising can be placed on the pen in other ways, too (e.g. on the clip). Long-lasting writing enjoyment is guaranteed with the tried and test uma TECH refill, the nickel silver tip, the tungsten carbide ball and the paste made according to the ISO standard.

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anybook powered by Lediberg Group is the brand trusted by brands. Many major brands and quality companies use Lanybook as a means of communication and image carrier. They produce quality and also rely on products that support this quality for their public image. The Lanybook gives them the security of knowing that their budget is used wisely. A new member of the Lanybook series is the Lanybook Liebherr. It features a Tucson hardcover with full-surface embossing. The book has a logo print on each side. Particularly noteworthy is the contrasting stitching on the book cover, which separates the spine from the cover, thus giving the Lanybook an elegant and exclusive appearance. According to Lediberg, the delivery time is 6 to 8 weeks and the minimum order quantity is 300 units. Each Lanybook is, of course, delivered with FSC certified paper and in this respect meets the highest requirements for respectful handling of the environment.

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FLEXIBLE FLASHLIGHT

w ho hasn't experienced this situation? While tinkering in the house, a screw or nail disappears into the depths of the carpet. The Grip Flashlight provides a remedy here in many ways. As a flashlight it illuminates everything with three bright white LED lamps. The lamp also has a telescopic function with which one can extend the head of the lamp to over 56.6 centimetres and thus also reach into remote corners. The flexible telescopic head is also magnetic. Thus, this flashlight has a wide range of applications. It is available in blue, silver metal and black.

PSI 40511 • Clipper • Tel +31 492 530230 info@clippergifts.com • www.clippergifts.com

LUSCIOUS MESSAGES IN A CUP

ung Bonbonfabrik brought an innovative packaging concept to the PSI: the promotional cup. Adapted from the classic ice-cream sundae, known from Italian ice-cream makers by young and old, it offers generous all-around space for stylish promotional messages. It is filled with 45 grams of crunchy chocolate peanuts which are kept fresh by an aluminium ring-pull seal. The cup is available with either an all-round promotional sleeve or directly printed, in 4c print. Information and samples can be ordered from the Jung team of advisors.

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Die feinsten süßen Werbeartikel







Kaiserstuhl Chocolaterie GmbH & Co. KG Ersteiner Str. 10a 79346 Endingen Tel. +49 (0) 7642 90 00 90 info@kaiserstuhl-chocolaterie.de NEW ON THE MARKET PSI Journal 2/2016 www.psi-network.de



THROUGH THICK AND THIN

In he new shapely squeeze-grip knife SECUPRO 625 boasts a high standard: Premium. It features a particularly high-quality aluminium handle, a large cutting depth and a fully automatic blade retraction which enables the handle to instantly disappear into the blade after cutting and thus safely protect the user against cuts. The blade can be changed quickly and easily. Opening the handle is not necessary as the used blade is virtually "served" by means of the blade change knob and lever, thus enabling it to be easily removed. Another convenient feature: the Martor training and instruction media that help the customer with all cutting jobs after purchasing the product.

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PHENOMENAL TOOL

have the most important tools for screws and nuts at hand which you can use with just one push of a button. The ergonomic Kraftform handle comes with six built-in bits, which have the most common screw head profiles. The set also contains a stainless steel bit holder with a snap ring and a permanent magnet, which makes it easy to connect the bits to the handle. Its small extra feature is the hexagon shape of the handle, which prevents the tool from slipping out of your hand. This phenomenal tool is available in high-quality gift wrapping, which can be finished with an imprint of a customised logo for a minimum order of 100 units.

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





MUSICALLY ON THE GO

The Bluetooth loudspeaker HEJU Tilia transports music from your smartphone with ease wherever you go. A perfect advertising medium for any company logo, the HEJU Tilia impresses with its diabolo shape and printable silicone ring in the middle, which is available in all desired colours. The plastic loudspeaker is available in black, white, red or blue. The loudspeaker is 65×66 millimetres in size, the advertising space on the silicone ring measures 30×20 millimetres. Music can be heard with a micro SD card even without a smartphone. In addition, the HEJU Tilia has a radio function and a speakerphone.

PSI 48108 • KMS Kafitz Medienservice GmbH • Tel +49 2234 9908-0 rk@kms.eu • www.kms.eu



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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"JUST ONE MORE"

namel continues to be a very popular material. This authentic and traditionally-used material is impressive because of how it can be used and the fact that it can be used for a very long time which means it fulfils the market's demand for sustainable materials. A useful present for parties is the shot glass tray called Schnapskelle, which looks like a bricklayer's trowel; it comes with shot glasses and a bell. This product comes in a variety of different colours and can either be ordered to come with or without the enamel sign "Just one more". Special colour editions are available starting from 100 units.

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Exklusivvertrieb über den Werbemittelhandel Halfar System GmbH | D-33719 Bielefeld | Germany Telefon: +49 (0) 521 / 98 244-0 | www.halfar.com NEW ON THE MARKET PSI Journal 2/2016 www.psi-network.de



MODERN ADVERTISING

The pens feature an extra thick clicker, and are sure to impress modern target groups with their design and high level of comfort. STABILO style and STABILO style metal are known for their comfortable, extra wide clicker that rounds off its modern design. The pens also live up to their name in terms of quality with their jumbo refill. The plastic version of STABILO style is really impressive with its soft-touch surface and the wonderful way it lies in your hand. STABILO style comes in six attractive, standard full colours and features a white shaft and a fully coloured upper part, thus ensuring that an advertising message really stands out. The plastic version of STABILO style is also available in pantone colours. The shiny metal version features an elegant black clicker. Advertising is placed on the shaft and can be finished with decorative reliefs. Other striking variations and finishing techniques for the soft-touch surface are available, including relief printing. These options make STABILO style a very special promotional product as it is sure to leave a lasting impression among discerning target groups.

PSI 43287 • Schwan-STABILO Promotion Products GmbH & Co. KG • Tel +49 911 5673455 service@stabilo-promotion.com • www.stabilo-promotion.com



ORIGINAL WITH FINE CHOCOLATE

he company Čokoladovny Fikar from the Czech town of Kurim specialises in customised promotional products made from chocolate and has been operating successfully on the market since 1998. The manufacturer is capable of producing almost any desired shape in almost any format. Examples of the company's diverse product portfolio enriched with constant innovations are chocolate notebooks, cars, matches, airplanes and much more, which Čokoladovny Fikar mainly supplies to customers of advertising agencies and distributors. If you are looking for original promotional ideas made from chocolate, Čokoladovny Fikar is the right place for you. All products are made from Belgian chocolate. Thanks to the latest manufacturing technology, the Czechs can, for example, also create highly detailed reliefs from white chocolate.

PSI 46874 • Čokoladovny Fikar s.r.o. • Tel +420 0541 231428 cokoladovny@fikar.cz • www.fikar.cz



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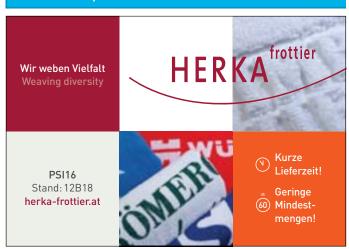
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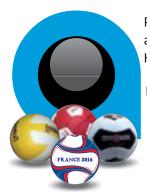
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| 242 | Christa M. Valk e.K. | 078 | 46925 | Pins & mehr GmbH & Co. KG | 024, 074 |
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| PSI Partner | IPSA | 067 | | Beilagen / Inserts (* Teilauflage / Part circulation) | |
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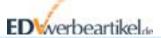


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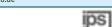
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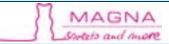


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CAN WE FIX IT?

es, we can!" is how my children also always responded to "Bob the Builder". Angela Merkel is confident, although she can neither say what exactly she wants to fix nor by when. And these challenges are not becoming less daunting. Other European leaders have a different viewpoint. Or they argue that "If she wants to fix it, then she should do it on her own, without us."

Has the promotional product industry in Europe reached its goals? And if so, what goals? In terms of turnover, things are looking good throughout Europe. After all, 2015 was a year of constant, often rising sales figures. According to the PSI Industry Barometer, the forecast for the industry in 2016 is positive. The PSI In-

dustry Index published for the first time in the same study – as a new sentiment barometer – also indicates an upturn. That is a good thing as it is a healthy measure of self-confidence.

And this is important in times of rapid change. Not only the underlying conditions – economic and political – are referred to here. The structural change in the industry is widely visible. The number of market participants is increasing, as is the number of job titles: Consultants, distributors, agents, service providers, designers ... Granted, some of them are not new. However, the new reality is that in case of doubt these service providers try to cover everything the value chain has to offer. Eight per cent of distributors import

themselves. These are mainly the major players. This compares to the growing number of suppliers who supply directly. This now accounts for 41 per cent. Although this figure includes the retail sector, it takes one's breath away.

An overlapping of the sectors is undeniable. And it cannot be reversed. Analogies to other industries clearly show that. The good news: There are also many distributor-loyal suppliers that are primarily organized in the PSI and actively support, or want to support, the distributors in an advisory capacity at industry customers. This is something the industry should utilise more actively because focusing is better than attempting to master all disciplines.



»Focusing is better than attempting to master all disciplines.«

Best regards,

Michael Freter
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PROMOTIONAL MESSAGES "ON TOUR"

he journey alone is living, much as life itself is a journey" is a quote by the German poet Jean Paul. We dedicate the promotional product quide of our March issue to products related to the subject matter of this quintessence. Today's world is closely connected with all kinds of highways where, for various reasons, people are constantly on the move, either professionally or privately, with specific intentions or just for pleasure. And the industry offers all kinds of large and small attractive and useful items for a mobile world. We are also presenting trendy new products from the field of "Fashion, caps and accessories".

Please give a thought now to the product theme of the April issue with the thematic groups "Writing instruments and office" and "Sustainable and certified products" and send your product presentations (image and text) no later than 19 February 2016 to: Edit Line GmbH, editorial office PSI Journal, e-mail hoechemer@edit-line.de.



PSI 2016: A MULTITUDE OF HIGHLIGHTS

n early March, the 54th PSI may well have already taken place six weeks earlier. However, it will come alive again in our colourful review. The trade show once again proved to be a reliable indicator of trends, innovations and promotionally effective product ideas. We recap the highlights and the many small as well as large promotional activities of the exhibitors and show how vibrantly and stimulatingly the large international industry family celebrated its significant start to the year.



DISTINCTIVE ACCESSORIES

new addition to the PSI network is the company Tie Solution, an internationally operating manufacturer with a new sales office in Giessen, that enhances the textile diversity among the members to include high-quality accessories such as ties, scarves, shawls and pashminas. The corporate division was established by FAGS Textil Solution S.L. in Barcelona in 2004 in order to meet specific customer needs in the private label sector.

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