

# ➤ PSI

Düsseldorf · G-30212

International magazine  
for promotional products

MARCH 2016

55. Jahrgang

# JOURNAL



**Michael Freter**

Forecast PSI 2017

A concept from the industry  
for the industry

**Product Guide**

Fashion, caps and accessoires  
Bags, luggage and travel

**Day of the promotional  
product in Karlsruhe**

A very stimulating day

**wmm 2016**

Successful outcome

**Michael Schiffer Promotion**

Promotional products with  
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Innovative promotional  
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## EDITORIAL

# SOON ONLY AMAZON?

Jeff Bezos sold his first book on Amazon, 20 years ago. Today, his company is the largest trading house in the world. Assets worth 40 billion euros have catapulted him to number 15 of the richest people in the world. The three most expensive companies in the world are now called Alphabet (parent company of Google), Apple and Microsoft.

Jeff Bezos proved to be correct when he said that the Internet would turn the world upside down. Especially the world of commerce. Where a handshake, over-the-counter business and personal relationships were worth their weight in gold, Bezos has swept aside these traditional values. He first wanted to call his company "Relentless" and thus laid his cards down on the table very early on. The industry of the book publisher is currently experiencing what it means to have such an adversary.

If you look for promotional products at Amazon, however, you will also find pages of offers from all product segments. The specialized online distributors are still a decisive nose ahead because they are closer to the products and customers. They can also personally serve their customers when it comes to large-scale business, and offer them advice. Not only in this case is know-how worth its weight in gold.

The success story of the digital world shows where the train is heading. The promotional products industry has to take a similar approach. Adversaries know no mercy. This is not, however, a plea for online trading only. Quite the contrary. When used effectively, promotional products still have a great need for advice. The Internet still cannot provide that, and probably never will. That is the good news – which we have to capitalise on.

When searching the web for advisors/distributors in the industry, you quickly notice that the opportunities of the Internet have by no means all been exploited. Buzzing through the web are countless shops which in no way indicate that a professional company in the industry stands behind them. An emotionless collections of products. No mention of effectiveness. No mention of advice. Have these issues been taken seriously at all, or is it simply a cost problem?

My advice, not just for beginners: Utilise the eProducts of PSI, from the Product Finder to the Online Shop – they offer tangible benefits to members. There is no easier or cheaper way. Believe someone who has defied almost every pothole in the digital age. And believe me: It is no longer rocket science to be up to date. Scepticism quickly turns into excitement when you wisely combine good product knowledge, good service, good advice and bite-sized, digital solutions.

With this in mind



Manfred Schlösser  
Editor-in-Chief PSI Journal  
Your opinion: [schloesser@edit-line.de](mailto:schloesser@edit-line.de)



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## REALLY FASHIONABLE

50

The recent PSI has again shown that advertising and fashion need not be mutually exclusive. The trade show in the fashion city of Düsseldorf has long been considered a pivotal point for trendy promotional clothing. Whether it be in leisure time, sport or at work: Promotional clothing is in vogue as well as messages “on tour”.



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## PSI 2016 SPECIAL

8



Bigger, all business and full of great ideas for advertisers: PSI is still booming. An exhibitor increase of eight per cent, a trade visitor increase of 3.7 per cent and a share of international visitors that's climbed to 55 per cent mark the best result in six years for Europe's largest trade show of the promotional products industry. The PSI Journal takes a glance back and shows a big special.

## A VERY STIMULATING DAY

64



They are perfectly familiar with the organization of events and know how to attract customers to the location. After a break of a few years, the experienced Werbepresse Hauptfleisch team once again held a successful in-house trade show on 2 February. The spacious foyer of the centre for art and media technology in Karlsruhe was an appropriate setting for the event.

## PROMOTIONAL PRODUCTS WITH DIGITAL ADDED VALUE 86



Dynamic, interactive, integrated: Michael Schiffer Promotion is introducing the next generation of smart product solutions from Post-it® Promotional Products. The new Post-it® Notes connect division stands for integrated off-line-online products that combine the best of haptic and digital communication. And in this way advertisers are permanently connected with their customers. Directly on the smartphone.

## FORECAST PSI 2017: A CONCEPT FOR THE INDUSTRY 102



It was a perfect start to the new business year. The best PSI for years with more exhibitors, more visitors, more internationality, more innovations. The industry was thoroughly satisfied. The forecast for the PSI Show 2017 is also positive, although there are still uncertainties in terms of new features. PSI Managing Director Michael Freter explains the new concept.



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**PLENTY OF WOOD**

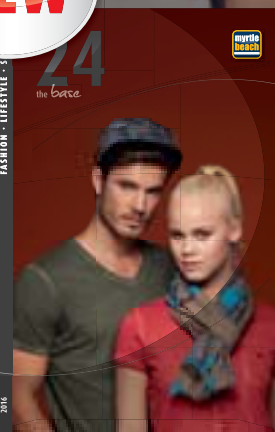
In Chinese, wood represents the crown of growth. So it is no wonder that trees and shrubs are probably the oldest plants used from a cultural and historical perspective. And not only this. Objects and buildings made of wood are an integral part of human civilization. To this day, wood has proven itself as one of the main raw materials for further processing. Not least because it is also a renewable energy source. The importance of wood (in German: Holz) is also expressed in many German proverbial sayings such as "auf Holz klopfen" (knock on wood) or "aus gutem Holz sein" (made of the right stuff). The latter also applies for our examples of promotional products.

daiber



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# DREAM TEAM



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**ORNAMENTATION**

The style icon Coco Chanel once said "Jewellery is not meant to arouse envy – at most amazement". It is truly amazing that people already used jewellery 100,000 years ago. They adorned themselves with shells. Multiple-unit necklaces can be traced back to the Palaeolithic Age. With the discovery of the processing capabilities of copper and bronze as well as metal processing, jewellery became more and more diverse. Defined as a precious object worn as an ornament on the body, jewellery is also a sought-after promotional product – as well as the cases for safekeeping jewellery.

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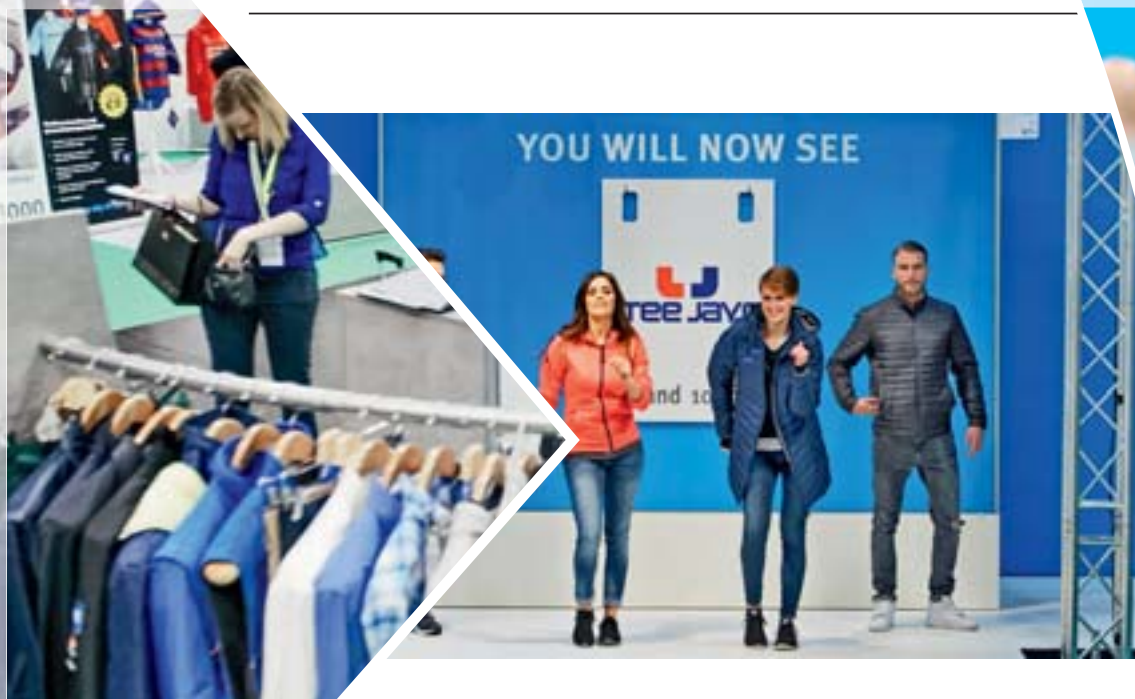
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## PSI CATWALK AND TEXTILE AREA

# FASHION AT ITS FINEST

Textiles are still a trend topic for the promotional products industry. That is why the PSI, the most important and largest promotional products trade show in Europe, once again allowed plenty of room for the world of fashion to show off its collections. As in the previous year, Hall 10 was the heavily visited and much appreciated textile centre of the trade show. With professional fashion shows and numerous demonstrations, a genuine trade show highlight.

**N**ever before have promotional textiles been so wide-ranging, chic, and functional as in the past few years. And new segments and models that can be used in effective advertising concepts for ever-changing target groups are constantly being added. One example of this development is the two first-time exhibitors Lätz Frätz with promotional baby products, and ABER textil und design with colourful, customized socks.

### ADVERTISING APPLIED LIVE

One reason for the triumph of promotional textiles is without doubt the further development of advertising application techniques, which open up nearly unlimited possibilities for customization. In the Textile

Finishing Area in Hall 10, as well as in the Demonstration Area in Halle 12, you could experience live how advertising is applied to textiles. As the methods become more and more complex, this sort of insight into the practice is becoming more and more important. The resonance from the trade was accordingly positive.

### COMPACT AND INFORMATIVE

The Textile Area, the branded area around the PSI Catwalk, was enlarged by quite a bit this year. Here is where primarily new market entrants, and small or highly specialized textile companies, were able to present their portfolio spectrum at clearly arranged counters. This possibility of being able to present themselves on a smaller

scale yet still in professional surroundings matching the theme, has become highly appreciated by the exhibitors. An informative area in many ways for visitors interested in textiles who want to get a quick overview of the wide range of promotional textiles.

### WELL-KNOWN RETURNEES

Along with many well-known textile exhibitors of all sizes, including Gustav Dai-ber, SOL'S, Printfield, Garland Bridge, etc., two prominent returnees were on hand in the form of Kariban and Falk&Ross. This testifies to the significance of the PSI and thus also of the promotional products sector for textile companies.





### A SUCCESSFUL CONCEPT

“An utterly successful concept, perfect for small exhibitors and newcomers, and yet well organized” – for Dirk Schmidt participating at the trade show proved to be a resounding success. Last year, Malgrado attracted a lot of attention because the company was the sponsor of giant T-shirts in the entrance area. Also this year, the company from Bergisch Gladbach near Cologne took the opportunity to participate at the PSI with relatively little effort. “We do not need a large stand. This exhibitor package is sufficient to establish contacts and to be present. Exchanges with other textile exhibitors here are also productive. I do not find the competition disturbing, but rather inspiring,” says Dirk Schmidt



**Dirk Schmidt,  
Malgrado**

**Charlie Taublieb, textile print specialist**



### LEARNING BY DOING

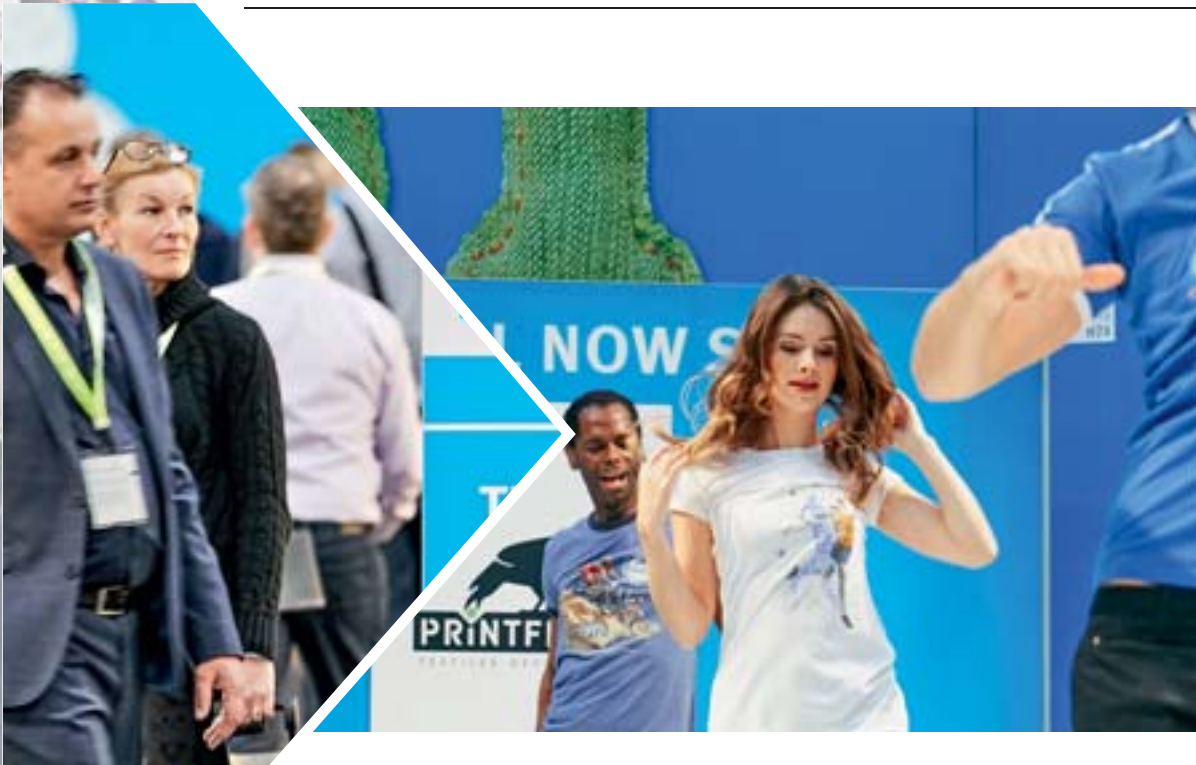
Charlie Taublieb has been an “institution” at PSI for aesthetic textile printing for some years now. For more than 20 years, the American has been an expert and author in the field of screen printing, which is mainly used in the finishing of textiles. In the Textile Area at the PSI 2016, ‘Dr. Print’ showed how T-shirts are individualised by screen printing. Interested visitors were invited to join in, and in addition to gaining useful expertise, they also took home their own, unforgettable trade show souvenir – plenty of fun included.

### ADVERTISING WHEREVER ONE GOES

The PSI was a great platform for us to inspire a large number of promotional product advisors for our new product. The location directly at the catwalk, where our socks were presented in a successful show, was ideal for us. Many visitors convinced themselves of our cheerful designs directly after the show. We have put footwear into the focus of attention of the promotional sector. Our creative, eye-catching designs convey the current trend towards colourful, cheerful socks and sneakers in the world of representational advertising. Design and production in Germany, Ökotex certified materials and the possibility of small quantities – these are just some of our strengths which we managed to convincingly present at the PSI.



**Kirsten Dreyer,  
ABER textil+design**



#### QUALITY IS BECOMING INCREASINGLY IMPORTANT

The young, dynamic trio from Dresscue in Berlin participated at the PSI for the first time. At the PSI Trade Show, the company gave it a shot to gain access to a greater market. "We offer corporate fashion and promotional textiles as well as all kinds of finishing that are technically possible. So far, we have received a lot of good inquiries and are satisfied with the contacts – and we have a good gut feeling. We attach great importance to meeting all quality standards – an issue that is becoming increasingly important. Our decision as to whether we will come again will depend on how the trade show develops."



Christian Bütow, Robert Lehmann  
and Marius Paul, Dresscue



Daniel Karlsson,  
Custom Jackets

#### MORE CUSTOMISATION IS IMPOSSIBLE

Jackets in Swedish design according to the customer's wishes – Custom Jackets makes it possible: The customer can not only choose the fabric, the functions or a pantone colour, but also all kinds of details such as zips, buttons, covers, straps and lots more. Customisation is done using various techniques. Special designs can be realised from 100 pieces. "We are a small, highly specialised company with a special offer that is attracting significant interest. We have already established good contacts and are very satisfied. It is no coincidence that this is our second appearance in the Textile Area," explains Daniel Karlsson.



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## SOL'S AS AN EXHIBITOR AT THE PSI 2016

# EXPANDED PRODUCT RANGE AND NEW SERVICES

Fashionable textile of the highest quality – this is what the French textile supplier SOL's has signified for many years now. "SOL's is fashion, quality, ethics, and ever closer ties to our customers," explained Managing Director Alain Milgrom who built up the Paris-based company nearly 25 years ago. As an exhibitor in Hall 10, SOL's enriched the textile focal point of the PSI 2016. The PSI Journal talked to Alain Milgrom about trends, products and markets.

**What can the promotional products trade expect from SOL's this year? Is there any news concerning strategic decisions?**

We can look back on several alterations between 2015 and the new year that just got started. With regard to our logistics

services, for instance, where we take over the consignment of the order for our distributors on request, as we have been doing for the sellers for some time already: a service especially for all those who want to achieve really large volumes, but do not

have sufficiently large storage capacities of their own. In addition, we have focused on having our products certified. This is extremely important for us, as developments within the promotional products market have shown for some time now. At pre-



### What can you say about new product trends and services?

Apart from the strategic changes I mentioned, the market can expect to see a number of interesting new products. I just mentioned our Any Wear concept. Of course, this also includes not only all facets of the fashion segment, but also the entire spectrum of sportswear for leisure time activities, as well as for team sports, also comprising corporate wear with a comprehensive range of work clothing for a wide variety of different industries with the related demands for functionality and quality. We are aiming to reach 100 per cent, would like to get the very best from all the disciplines of our business and fully exploit the almost unlimited possibilities of design, variety, and distribution of our quality textiles. From this we can infer that we now have an immense catalogue. Last but not least in these times of flourishing online trade, we launched a product line on the market in which customers can choose from various collections of our SOL's No Label line of apparel fabrics and design their own.

### What is the current situation of the French promotional products market in general?

If we want to talk about the France of 2015, we have to admit that the economic situation is very difficult at the moment. Of course, this is closely related to the terrorist attacks. People are naturally traumatized, and there were many cancellations of travel reservations. However, tourism is not the only industry that has suffered; the souvenir segment is also quite affected by this drop. At the same time, the oil market has changed and thus also weakened the economies of certain countries. Much has started rolling from a geopolitical point of view, resulting in an economic climate that is not very good at the present time. Fortunately however, we can assert that the French morale is still intact despite these special circumstances, are courageously looking ahead, and have managed to keep their optimism. We too are still motivated, especially with our internal orientation with



Alain Milgrom, Präsident  
von SOL'S Europe

Any Wear, above all, owing to the surprising fact that we at SOL's can look back on an increase of around 15 per cent in the 2015 balance sheet. This is, of course, primarily due to our brave and motivated staff. Many of our employees live in Paris and some even had their families and friends directly affected by the shocking events. Nonetheless, life goes on for them, as well, and for all of us – we are still looking ahead and even now have our eyes on next year, when SOL's will look back on 25 years of corporate history. <

sent, we are the first promotional textile manufacturer with the Fair Wear seal of quality not only in Paris, but also throughout France. The same applies to our textile bags, which were awarded the environmental certificate. What is more, we have worked up a new concept, Any Wear, and have started putting it into practice. Our goal here is to make SOL's the biggest specialist for textiles and luggage. This means the greatest possible product variety, the greatest market dissemination, in short, to reach the entire spectrum of our huge segment.



## TASTING PAVILION GUSTO

# CULINARY VARIETY IN A NEW GUISE

Sampling is certainly the most enjoyable way to familiarise oneself with new promotional tools. That is why the Tasting Pavilion GUSTO enjoys so much popularity that it was again extended in its third year and at the same time also redesigned. A place to go for everyone who is looking for something special.

**T**he stylish stand in Hall 9 opposite the Competence Area offered space for 12 exhibitors who offered all kinds of delicacies. Everything on offer there had that “special something” and thus everything that makes a successful, promotionally effective product: Rare ingredients, imaginative preparations, creative arrangements or packaging and virtually unlimited individuality – freshness and quality included of course.

### CULINARY JOURNEY OF DISCOVERY

With its Lapp & Fao gifts service, the traditional Bremen-based trading company Bremer Feinkost participated at the PSI as a reliable partner for individual food gifts. “We offer the trade a wide range of more than 900 delicatessen products manufactured regionally and internationally. Diverse gift ideas can be developed with lovingly presented and sophisticatedly packaged premium products of well-known brands,” explained Marketing and Sales Manager Philipp Klemeyer. With its vast experience, the company offers tailor-made solutions from a single source, from consulting to professional in-house packaging with great attention to detail to shipping to the customer. A foretaste of the diversity of product and brand worlds was presented at the GUSTO Pavilion.

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



Philipp Klemeyer, Lapp and Fao / Bremer Feinkost

### CREATE YOUR OWN CHOCOLATE

Create your own unique gifts made of quality chocolate – everything you need for this is available at Chocri in Berlin. The customer not only chooses the chocolate variety or shape, he can also invent his own composition from more than 80 other ingredients. The packaging can be designed in corporate design or according to one's own specifications. The result: a unique chocolate gift that can hardly be more individual. Besides chocolate bars, Chocri also offers individual Advent calendars with mini bars and chocolate "world tour" packages in a slipcase with an individual motif. [www.chocri.de](http://www.chocri.de)



### REGIONAL DELICACIES

From Thuringian bratwurst to Swabian Spätzle – regional specialties in Germany are as diverse as the dialects. The Berlin-based company offers regional specialties directly from the manufacturer, which are often produced in manufacturers and on traditional farms. Hence high-quality products that are tasteful gifts in the truest sense of the word. They are put together as desired in baskets or packages and provided with a promotional message or logo.

[www.deutsche-delikatessen.de](http://www.deutsche-delikatessen.de)



### GIVE AWAY YOUR FAVOURITE CAKE

Handmade cake in a jar or delicious baking mixtures to bake yourself – every customer loves this sweet idea, especially if he is personally targeted. The cakes are always customised because they can be individually and creatively put together to suit any project or customer. According to the manufacturer Kathi, there are more than half a million possibilities. Even the banderoles as well as the packaging can be customised. [www.kathi.de](http://www.kathi.de)



### SAY IT WITH BISCUITS

Customised biscuit messages with letter biscuits and number biscuits made from the finest organic ingredients – personal greetings to customers, business partners and employees are quickly conjured up. The biscuit ABC is available in many varieties and even logo biscuits or special shapes are possible. Everything is lovingly packed in customisable boxes and voila, you have the perfect biscuit gift. [www.kekszauber.de](http://www.kekszauber.de)





#### BAKING IDEAS FROM THE FRUIT FARM

Whether it be bread, biscuits, cakes, muffins, cupcakes or even risotto – at Löbke, many good ingredients go into an elegant glass. The entire baking mixtures for self-baking are available in a wide variety and are of the highest quality; only butter, eggs and milk are added. Individual labels adorn the gift. These product ideas are new to Löbke, the recognized QS-GAP certified fruit-growing specialist situated at the edge of the Teutoburg Forest. For more than 30 years, many of their own products have been expertly processed into Westphalian delights in the farm kitchen and bakery. Here is where the production of culinary gifts is steeped in tradition. [www.loebke.com](http://www.loebke.com)

#### THE TASTE OF MALLORCA

Everyone loves Malle – customers to whom this applies are delighted to receive culinary mementos of the island. The various packages reflect the diverse taste spectrum of mallorquin specialties. Products such as unusual jams, oils, honey, mustard, almonds and marzipan, spices and wine evoke positive emotions and are ideal gifts for many target groups and occasions.

[www.100prozentmallorca.com](http://www.100prozentmallorca.com)



#### KING OF SALT: EXQUISITE SPICES FROM THE PRIMORDIAL SEA

Liquid salt? The very thought that our most important spice aroma is not crystalline but liquid is intriguing. We are a little wiser following our conversation with Boris Grönemeyer at the GUSTO Tasting Pavilion: The natural waters of the primordial sea at 800 metres below Bad Essen has a salt content of 31 per cent and comes out of the earth in liquid form. Therefore, the 200-million-year-old primordial sea water can be used as salt spray. Various flavours are produced by adding juices and spices. But the King of Salt primordial sea salt is also available for sprinkling.

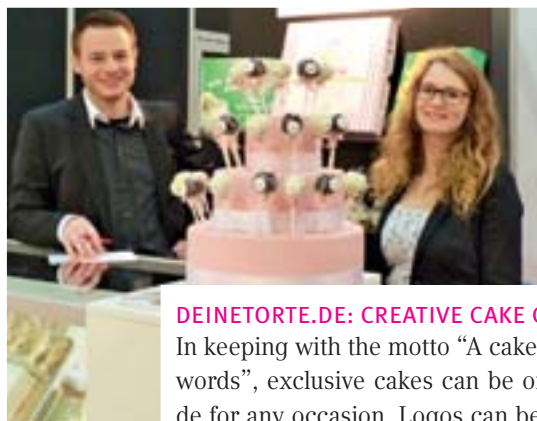
[www.king-of-salt.de](http://www.king-of-salt.de)



#### JUST SPICES: SPICY ADVERTISING

Just Spices makes advertising with spices child's play. Whether it be a spice flyer, tin or grinder – the customer can choose what goes in from more than 100 spice mixtures and 140 pure spices. All spices are of the highest quality and contain no flavour enhancers. An individual spice concept reduces the packaging, spices, individual design and company logo to a common denominator.

[kontakt@justspices.de](mailto:kontakt@justspices.de)



#### DEINETORTE.DE: CREATIVE CAKE CONCEPTS

In keeping with the motto "A cake says more than a 1,000 words", exclusive cakes can be ordered from deinetorte.de for any occasion. Logos can be printed on cakes, cupcakes or macaroons. You can even create your own cake: The customer can create his own cake – from size, shape and taste of the cake to the design of a motif to packaging with his own branding. The cakes are ideal eye-catchers, for example at anniversaries, store openings or at trade shows and events. They also create a furore as gifts for customers and employees. The masterpieces can be delivered and keep for 10 days.

# Shoppern macht glücklich!



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## THE PF CONCEPT PRODUCT RANGE FOR 2016

# STYLISH, USEFUL, NEW

Across all brands and product lines, a lot is new at PF Concept in 2016. Visitors had a chance to see a few of the new products for the coming months at the PF Concept stand at the PSI from January 13 to 15. Here we present a brief overview.

**W**ith its four different product worlds aiming at four different market segments – Bullet for low-priced tops, Avenue for gift items, Label for textiles, and WorldSource for custom-made products – PF Concept, a real multi-specialist in the promotional products industry, is offering a unique range of products. In its ISO 14001 certified plant in Poland, it also combines one-stop-shop solutions with its SureShip™ express printing service within 24 hours.

### KAPUTAR

PF Concept presented the new Elevate Kaputar softshell jacket as a PSI First Product at the trade show. It is intended for outdoor sports, stands up to wind and weather, and has a breathing system thanks to an appropriate membrane. (See also the “Fashion” promotional products guide in this issue.)

### BRIGHTTRAVELS

Right at the beginning of the year, PF Concept is taking off with an entirely new range of travel accessories. The right equipment can save travellers not only weight, but also space. Thanks to lighter materials and a clever structure, these PF Concept products make travelling easy and relaxed. (See also the “Travel” promotional products guide in this issue.)



PF Concept stepped out on the PSI stage with an even larger stand space. The redesigned stand accommodated a large number of new products from the Dutch multi-specialist.

### CALIFORNIA INNOVATIONS!

Lots of people would like chilled beverages and food kept fresh for travelling. Now California Innovations!, one of the biggest cooler bag brands in North America, is expanding its European presence together with PF Concept. The collection has something for every occasion, whether a small mobile cooler bag to take on a hike or the large specimen for a festival. No wishes are left unfulfilled.

### OPPENHEJM & JANSSON

The collaboration with Oppenheim & Jansson, a leading manufacturer of safety and first-aid products, started last summer. This will not only be continued in 2016, but further expanded. So safety-conscious people can look forward to new products here, too, such as high visibility vests and reflector strips for cyclists and joggers.

### TECHNOLOGY PRODUCTS

PF Concept is also advancing the development of various products in the technology segment. For instance, there are new products from Bullet, Avenue, and WorldSource, from headphones to power banks up to USB hubs – technology that inspires.

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



# 2016 Mediadaten PSI

Online  
downloaden!  
[www.psi-network.de/  
mediadaten](http://www.psi-network.de/mediadaten)





### VIRTUAL TRIP

The HALL13 Area once again turned out to be a real treasure chest of innovations, creative ideas, and inventive product developments, thus testifying to its potential as an extraordinary and therefore effective advertising vehicle. Here visitors were taken on a trip with the aid of a customizable “virtual reality viewer” from bloo Virtual Reality: just download VR apps onto a smartphone, put the smartphone in the viewer, set up and off you go.

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



### DO GOOD AND TELL PEOPLE ABOUT IT

Cargo Seal, PSI's logistics partner, is presenting itself as a specialist for all transports and imports from the Far East to Europe. Cargo Seal has been offering special solutions in ocean freight since 1995. Now the group has created a remarkable alternative to sea/air transport, “Ship and Truck”, and has also been helping PSI members save unnecessary expenses for years with their special express solutions. However, the team under Managing Director Klaus Dittkrist (at right in the photo) shows its qualities not only on the logistics level, but Cargo Seal also shows its colours on the social level. Having impassioned billiard players among its own members, the company has long been supporting billiards as a sport and the young people who play it in Germany. The latest charity project – alongside the “A Heart for children” initiative – is “The Ark”, a project especially for children from socially disadvantaged backgrounds. “The Ark” is now active at twenty locations in Germany and reaches up to 4,000 children and young people with its offers. Consequently, the company was beating the drum at its own stand loudly for this worthy cause and also let the balls roll.

[www.cargo-seal.de](http://www.cargo-seal.de) / [www.kinderprojekt-arche.de](http://www.kinderprojekt-arche.de)



### SAY CHEESE

Anyone in the industry who is looking for electronic promotional products simply cannot go past Herzog Products GmbH. With their “Zogi” brand, the specialists offer a diverse, promotionally effective range of USB sticks, power banks, music, gadgets and crystal products. The company set up a photo corner at its stand in Hall 11 where photos of visitors were transferred to one of the particularly sought-after power banks – a campaign which was very well received (as seen in our photo).

[www.zogi.biz](http://www.zogi.biz)



### FRESH IMPULSES THAT TASTE GOOD

The founding spirit of young companies preparing to give the industry original impulses with fresh ideas is not only noticeable outside in the wide world, but also in the midst of the halls of the PSI. One of many such companies was “knusperreich” whose protagonists with their freshly baked, individually packable biscuits were well received by the taste sensors of the visitors. “Handmade unicums instead of bland factory products, a fresh appearance instead of bone-dry crumbs and the finest organic ingredients without preservatives. With this idea of delicious biscuits, we are taking an active stance against the present-day biscuit makers,” say the two founders, Manu and Max, when characterizing their creations.

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



### ORIENTAL ATMOSPHERE

This time the team of the Turkish textile supplier Hasgül Tekstil brought along a wide range of fashionable promotional clothing to the PSI, which was well received by the international visitors. Almost equally attractive was the lavishly designed stand with its oriental elements. An authentic tone was set by a traditional Turkish male dance group and a flute-harp duo who provided an oriental atmosphere with their choreography and sounds.

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



### POST-IT® GOES DIGITAL

Michael Schiffer Promotion prepared a very special innovation for the PSI. Under the motto “We turn promotional products on their heads”, this Europe-wide exclusive supplier of Post-it® promotional product portfolio presented “Post-it® connect” the next generation of clever product solutions from Post-it Promotional Products. Users access the product by way of an app or browser and a QR code in their personal cloud, which they can access from any terminal. Apart from the private memory, they see the banner of the sponsor and the sponsor folder, in which exclusive content awaits them. Each hour, Managing Director Michael Schiffer demonstrated the advantages of this extraordinary item which connects the haptic to the digital world.

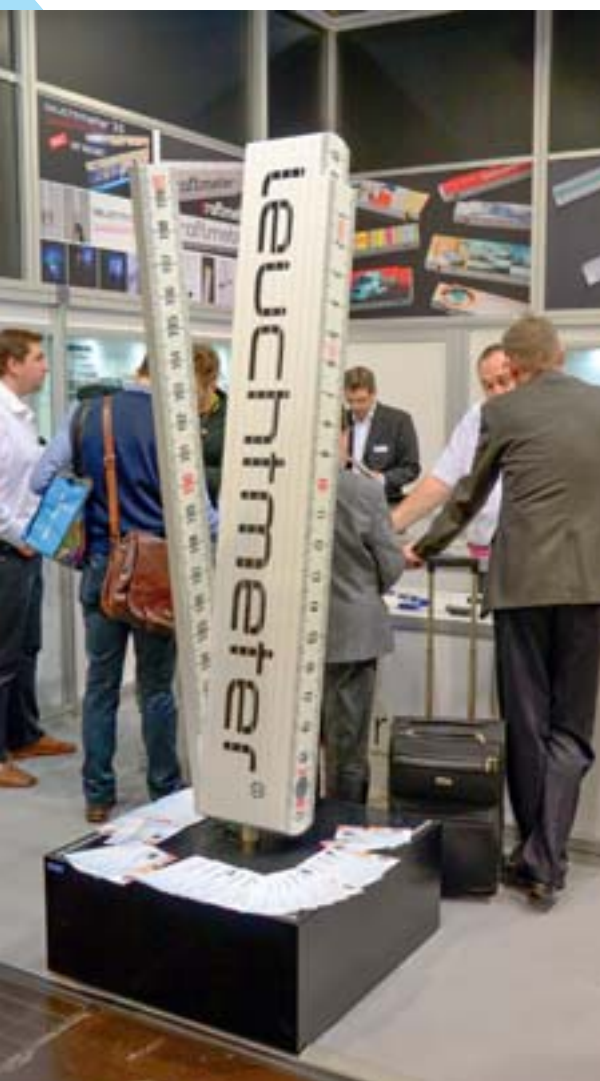
[www.promotion.michaelschiffer.com](http://www.promotion.michaelschiffer.com)

### TENSIONS BANISHED

Three days of the PSI Trade Show also means for exhibitors as well as visitors three days of intensive product research, in-depth talks and – considering the four halls full of stands – a not inconsiderable distance covered. A bit of relaxation is highly welcome under these conditions. So the massage team from Massage Division, consisting of highly qualified professional masseurs and physiotherapists, usually had their hands full. Here stress and tension in the head, neck, and shoulders were specifically taken in skilled hand and kneaded away with a lasting effect.

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





### MEASURED APPEARANCE

Steeped in tradition and modern at the same time is how the company meterex presents itself – specialists in the field of measuring tapes and folding rules. In 2015, the company looked back on 95 years of successful corporate history. As a regular guest of the PSI, the focus was, however, on the new promotional product year. In their segment, the high standards of quality, finishing, practical benefits and customizability make meterex products tailor-made and lastingly effective, and thus also highly coveted promotional products in which numerous customers throughout Europe gladly put their lasting trust. Serving as an original eye-catcher at the stand was an oversized light rule, the dimensionally accurate “longest torch in the world”, in which five years development were invested and which has already been patented in ten countries.

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



### TECHNIQUE MEETS DESIGN

Among the popular and indispensable regular guests at the PSI is the company Nestler-matho from Baden-Baden. Once again, the specialist for design and lifestyle products came up with an impressive and versatile range that – as befits a haptic event like this – vividly and tangibly reflected the characteristic corporate slogan “Technique meets design”. At the usual location in Hall 12, the two managing directors Karin and Peter Pfrommer together with their strong team welcomed customers and newly interested parties from all over Europe, who were impressed by the quality of the technical products with a harmonious function and design.

[www.nestler-matho.de](http://www.nestler-matho.de)



### SMART, HIP AND MULTIMEDIA

The Swiss writing utensil specialist Prodir showed itself to be as modern as on all its corporate levels in its new trade show presentation at the PSI. The company claims its products are not only good to write with, but also to appear credible turns out to be surprisingly new and different over and over again. And so it was at the Prodir stand, whose design awakened curiosity for the latest ballpoint models. A smart, hip and wide multimedia panel enticed people inside, where writing and advertising came together in an unmistakable way.

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



**Promoswiss association president Roger Riwar welcomed the guests.**

#### LOVELY SWISS TRADITION

The so-called “Apéro” of Promoswiss, the association of the Swiss promotional products industry, has over time become a lovely tradition among the impressive number of international association activities at the PSI. This year, they invited representatives of suppliers and distributors with whom they cultivated partnerships to end the second day of the trade show by talking about current events and future projects at the Bulb Bottles / Innique stand with snacks and Swiss wine. In his welcoming speech, the association’s president, Roger Riwar, pointed to the upcoming PSF Forum, which this year will be held at a new location and earlier than usual: the Alpen rock House, Dietikon in Zurich and the date is 10 March. There well-known European producers and suppliers will meet the Swiss promotional products specialist distributors and agencies.

*[www.promoswiss.ch](http://www.promoswiss.ch) / [www.psf-forum.ch](http://www.psf-forum.ch)*



#### PRODUCTIVITY AT A NEW LEVEL

A large number of specialists in the field of advertising application once again swarmed around the DEMONSTRATION AREA in Hall 12. Visitors here were able to enjoy vivid demonstrations of how advertising is applied to a product. Among the technical innovations, we first mention the newly introduced VersaUV LEF-300 LED UV inkjet flatbed printer from the Roland DG company, a well-known manufacturer of large-scale printers, cutting plotters, printers/cutters, engravers, milling machines and metal printers. The device, presented in our photo by the managing director of Roland DG Deutschland GmbH and a colleague, can customize a wide range of different objects. Now that the larger and faster LEF-300 has been added to the series, customers can achieve even higher productivity.

*[www.rolanddg.be](http://www.rolanddg.be) / [www.rolanddg.de](http://www.rolanddg.de)*



## PSI INSTITUTE – COMPETENCE AREA

# COMBINED SKILLS IN A NEW SETTING

The PSI 2016 also had premieres to offer once again. One of these premieres was the PSI Institute – COMPETENCE AREA, which was intended as a central contact point for all exhibitors and visitors. Here all PSI services could be found concentrated on little more than 500 square metres – and the opportunity to enjoy a hot beverage.

**T**he new information and contact platform was divided up into thirteen areas. The teams of PSI Distributor Sales, PSI Xmedia, and PSI eBusiness had a rich store of expertise to offer. Visitors who wanted competent information on the topics of memberships, products, services, Distributor Finder and Supplier Finder, as well as the advanced PSI Product Finder 3.0, the new web shop, Webshop plus, connectors and data flows, found the PSI professionals to be competent contact per-

sons at all times. The 360° visualization provided for a “special effect character” by enabling products to be displayed to their very best advantage.

### BEST PRACTICE FORUM

The product premieres of the PSI FIRST Club were also displayed to their very best advantage. For the first time, the 50 specimens were all on view together at one place. The reason behind this placement was that the PSI FIRST Awards were conferred for the first time as a people’s choice

award. Anyone who wanted to know everything worth knowing about the PSI Sustainability Awards, as well as the 2015 winners, was in good hands at the special area of the PSI Institute – COMPETENCE AREA, as were all the visitors who were after suggestions for everyday business from the best practice examples. In the recently established PSI Institute – Best Practice Forum, experts presented every half hour – although this schedule was not always rigorously followed – their knowledge and experience in 25 professional lectures.

### KNOW-HOW AND ENTERTAINMENT

Those who wanted to share their knowledge on a smaller scale or conduct customer discussions in peace and quiet found the ideal place in the newly created PSI Matchmaking Lounge. The cup of tea or coffee indispensable for a cultivated conversation was made fresh at the 5Cups Teapoint and PSI Coffeepoint right next door. And a chilled sweet delicacy to go with it could be had from the ice-cream vendor, as well. Last but not least, the PSI Institute – COMPETENCE AREA was also the address of the PSI Service Points. Here Customs, the German Patent and Trademark Office (DPMA), and the PSI Design Forum offered profound information revolving around promotional products and the guidelines and regulations relevant to them. And to ensure that all those involved in the promotional products business might know what to avoid at all costs, the Plagiarism Campaign was presented. Here the most audacious plagiarisms from the promotional products business were on exhibit. How to recognize and protect against plagiarism was illustrated in this campaign. Apart from these serious topics, however, there was no lack of fun to be had, as well. The Strongbox Prize Competition with 15 main prizes up for grabs provided entertaining accents, as well as the much-frequented “Photo Booth”. By the way, anyone who would like to indulge in reminiscences can view the snapshots at [www.psi-messe.com](http://www.psi-messe.com). <



#### THE SCANDINAVIAN PROMOTIONAL PRODUCTS MARKET

This is the way to ScandiBase. And anyone who follows the arrow cannot miss Klaus Beyer, an intimate associate and expert participant in the industry, who this time once again was the PSI representative creating interesting contacts to Nordic promotional products industry representatives and trade show organizers. The focus was on the promising, high-quality trade shows in Sweden, Norway, Finland, and Denmark. If you would like to learn more about the Scandinavian market and its opportunities, you can contact Klaus Beyer directly. Contact: Tel. +49 5824 985826, Mobil +49 172 7477262.

*klaus@beyergmbh.com*

#### “MESSAGE IN A BUBBLE”

The focal point of the Success Werbung stand was once again the cult brand of Pustefix soap bubbles. Almost everyone is familiar with them and has positive associations with their own childhood and the magic of soap bubbles. Emotionalizing the corporate claim makes Pustefix an ideal advertising ambassador, and Success particularly emphasized this aspect in the three days. The new slogan, “give the gift of a smile”, is now being transported in all communication media. And indeed, a smile breaks out on the face of anyone who comes in contact with Pustefix.

*www.success-werbung.de*





#### PURE WELLNESS

Rituals, the well-known collection of luxurious, high-quality wellness products, includes body and face care series, as well as scented candles, clothing, perfume, gemstone cosmetics and teas. The items have long proven their worth in the Germany promotional products industry. Just in time for the PSI 2016, the already extensive range has been expanded once again and was presented to the promotional products market by Trendfactory. Visitors were able to convince themselves of the soothing effect and pleasant scent of the products at the Trendfactory stand.

*[www.trendfactory.eu](http://www.trendfactory.eu)*

#### TROIKA STEPS ON THE GAS

Designer Hubert Beck at Troika has developed a stylish bottle opener in the design of a motorcycle throttle grip for all motorcyclists who do not want to let go of the throttle grip after a tour. The grip is made of stainless steel and silicone in the colour combination black/silver and ensures the right throttle when it is time to step on the gas again to open a bottle. Troika promoted the new product at their PSI stand with a crowd-appealing campaign in which visitors to their stand were photographed on a dashing "Triumph".

*[www.troika.org](http://www.troika.org)*





#### ADDICTED TO MORE

Throughout the year there are countless opportunities to delight someone with a promotional product. And since representational advertising appeals to more than just one of our senses, it is demonstrably more effective than other forms of advertising. Advertising becomes truly multisensory when it also tastes good and causes people to be positively “addicted” to more. Just like at the company Zuckersucht, a highly efficient manufacturer in the area of sweet promotional products. Unique products are manufactured and refined daily in the finest quality of master confectioners. This could also be observed and tasted at the company’s stand at the PSI, where gingerbread hearts were individualized and distributed to visitors.

[www.live-to-cake.de](http://www.live-to-cake.de)

#### INDIVIDUAL DESIGN OPENS UP MARKET OPPORTUNITIES

For over 10 years, the stand of the four experienced designers has served as a competence centre for design and product development. The quartet appeared at the PSI 2016 with a new line-up: Jörg Langkop, a long-standing colleague of Lutz Gathmann, Henrich Piltz and Manfred Makedonski has joined the team. “Explaining the promotional products industry through the design process is an extremely important task because suppliers can seize a larger market opportunity with individual design. On the other hand, anyone offering only a commodity remains comparable. If the worst comes to the worst, a company’s image can be threatened by cheap imported products,” explained Langkop. Numerous examples of successful promotional products that are already well-established in the market were on display at the stand again this year. Due to their high standards of design and quality, they are not only effective promotional products, but also excellent ambassadors of the entire industry. Henrich Piltz was in a particularly good mood: He had been awarded the prestigious pro-K-Award for his new HAN smart-Line desk series. The combination of digital and analogue desk organisation consists of a writing pad, pen holder, smartphone stand and tablet stand. A timeless and sophisticated design with high-quality workmanship distinguish the winning product. In addition to providing advice to visitors, sharing experience with colleagues is also important for the designers.



Ambassadors of good design: (left to right) Henrich Piltz, Lutz Gathmann, Jörg Langkop and Manfred Makedonski, PSI Design Forum.



Different on every side and yet still basically a unit: the new joint stand of the Choice Group.

## CHOICE GROUP

# CONCENTRATED KNOW-HOW

Although all six of the well-known promotional products companies affiliated under the name of Choice Group are faithful PSI exhibitors of many years' standing, this is the first time they presented themselves together at a joint stand.

**W**ith more than 200 new products from the areas of promotional umbrellas, bags, sports clothing, leisure time apparel and workwear for the catering trade, as well as porcelain and toys, they had an impressive selection of high-quality products on offer. The Choice companies – FARE, Halfar, Daiber, Karlowsky, SND and mbw – stand for competent consulting with an orientation to customers and solutions.

### USING SYNERGISTIC EFFECTS

Thanks to the joint presence of the spe-

cialists in Hall 12, visitors could see concentrated demonstrations of the ways to combine products, manufacturing methods and finishing techniques that are now feasible and the innovative synergies opening up with the new collaboration. Thanks to the new stand concept, visitors were able to enter the stand from all sides. "Irrespective of the brand where the customer entered the stand, our goal is to keep him at the stand so that he can also be shown the other assortments. With the ca-



Jan Breuer (mbw) and Kai Gminder (Daiber) were very satisfied with the new concept.

tering area with relaxation and consultation places in the centre, the stand offers the customer many possibilities to stay at our stand, to obtain information and also to relax a little," explains Jan Breuer.

### OPTIMISTIC ATMOSPHERE

The concept seems to have worked: "Wednesday was almost as good as Thursday when the stand was completely full. And the mood was very optimistic," said a delighted Kai Gminder. The location of the stand in the vicinity of the North-East exit had a positive effect. As regards the PSI 2017, they both agree: "We can only hope that the trade seizes this opportunity and shows its customers that it is backed by strong suppliers."



Hearty and old-timey as ever was the mood at the elasto form Stadl. Here plenty of men (and women) were glad to take a seat.

The knife is sharpened. Soon there will again be hearty suckling pig, the culinary highlight of the elasto form "Hüttengaudi".

Schäfer Heinrich and two of his fans at his appearance at the elasto form stand.

## ELASTO FORM AT THE PSI 2016

# PRODUCTS WITH NEW EYES

There were "promotional products with new eyes" to marvel at the stand of the PSI "long runner" elasto form. In the time-tested Stadl stand of the "elasto form alpine pasture", this long-established Bavarian company presented itself with fresh verve and charisma.

New from the plastic specialists in Sulzbach-Rosenberg were not only many a novelty, but also the design of the company's image, including the relaunch of a more modern logo and a redesigned web-site in trendy colours. Despite all these changes, however, elasto form still puts its trust in stable, beloved elements. For instance, visitors did not have to go without the old-style stand party with beer from the Bavarian homeland and the iconic Spiegel event with the cool sound of the elasto "house band", "Grögötz Weißbier". Another highlight was the ringing appearance of the "Bauer sucht Frau" celebrity, Schäfer Heinrich with his impressive fun songs. [www.elasto.de](http://www.elasto.de)





An absolute must this time, as well: the elasto form party in the likeable Düsseldorf old town dive "Dä Spiegel" with the live sounds of the elasto "house band", "Grögötz Weißbier".



## New appearance: elasto form is now called "elasto"

Just in time for this year's PSI, the leading promotional products trade show in Europe, elasto form KG presented itself in a new guise. With more than 35 years of company history, the company not only visually freshened up its logo with a modern font and a new signet, it also set the course for the future by introducing the international claim "Promotion for Life". "Brands are personalities. And personalities evolve. Our brand is entering a new era with fresh ideas and positive changes", say the managing directors Marcus and Frank Sperber to explain the new appearance in a few words. Promotion for Life – these are promotional products that fit perfectly into the lives of their target groups: "Our new slogan is more than a catchword for us. We associate joie de vivre with promotional products – and prove this every day anew. 'Promotion for Life' stands for our performance promise – with a clear attitude: Life is motion. Life is change. Our products and services illustrate this perfectly. That is the prerequisite for the success of our clients," say the managing directors.

### PROCESSES AND DEPARTMENTS RESTRUCTURED

The promotional product manufacturer from Sulzbach-Rosenberg did not stop at the optics alone. The internal processes and departments were restructured and optimised. "For the success of our customers, we need to break new ground and make our team viable for the future. The new look will help us to transport the modernness and freshness that we have given elasto form KG to the outside world and clearly show our customers that we will continue to develop with the trend and will always be on the ball," says Raphaela Trenz (Marketing). In the course of time, an internationally operating company with over 500 employees worldwide has evolved from the family business founded in 1980 and has established itself in the promotional product market. With more than 200 million items sold each year, elasto is one of the leading promotional products suppliers in Europe.

### FLEXIBILITY AND SPEED

Marcus and Frank Sperber will rely even more on flexibility and speed in the future: "Our customers' wishes are becoming increasingly individual and we want to prepare ourselves even more and better for this individuality. Whether it involves the preparation of quotations, the conclusion of a contract or production processes. As one of the largest promotional products manufacturers in Europe, we want to score points with customers and prospects with automated and optimised processes." The focus of the portfolio will continue to be based on the three major lines of business: Production Made in Germany, a wide assortment of import goods and custom-made products. The website and online shop have been revised in this context. elasto-form.de and elasto-shop.de can now be found at the address: [www.elasto.de](http://www.elasto.de)





## INVENTORS AT THE PSI

# EXTRAORDINARY PRODUCTS FROM THE POOL OF IDEAS

The blue “inventor” signs were highly visible at the counters where exhibitors with particularly creative potential were again present at the PSI 2016. Eye-catching, smart, ingenious – some of the inventions that were shown here gripped the imagination of the visitors. Anyone looking for unusual, innovative or potentially trend-setting products was at the right place here in Halle 12. As such, there was a great deal of interest in the 20 exhibiting inventors who did not lack any originality this year. We are presenting some of them.



### ANTON STÖHR UND MARCO MÜNKEL, WUNDERFABRIK TRUE WUNDER BRUSHES

At the PSI we are taking the opportunity to present some of our Wunder products, including our WC Wunder, a bristle-less toilet brush, and the small bristle-less sibling of this product, our Spül Wunder, which has been very successful in the market for over three and a half years. Instead of bristles, we use an antibacterial silicone which is heat-resistant up to 240 degrees Celsius, is easy to clean and is very durable. It is thus ideal for manufacturers of high-quality bathroom and kitchen products who promote eco-friendliness by avoiding waste. Of course, our models can be finished with a logo or a customer slogan.

### GERHARD HÄDICKE, HÄDICKE DECEPTIVELY REAL

The special feature of our products is that these “glasses” look deceptively real, just like glasses filled with real beer, red wine or cola – but actually they are candles! They are made of paraffin in the upper part and a special candle gel in the lower part. The candles burn perfectly and are available on request with or without a fragrance. The target groups include beverage producers, breweries and pubs, as well as hosts of giftware and retail traders. “After having received frequent orders from this area, we now want to develop the promotional product sector. We are participating here for the first time and can already see that our range of products is very well received. We are very surprised at the great response,” summarises the inventor Gerhard Hädicke.



### HENDRIK SCHICKE, MR. CARDBOARD 3D GLASSES FOR A 360-DEGREE PANORAMIC VIEW

“We offer 3D glasses for mobile phones, which allow you to not only see in 3D, but also in 360 degrees – putting you smack dab in the middle of the action. The idea was picked up by Google around two years ago. The focus is on the individualisation of the product, which is particularly interesting for the German market at the moment,” explains Hendrik Schicke. The glasses can easily be assembled within ten seconds without having to tinker. “As the leading promotional products trade show, the PSI offers us an ideal platform to present our product: it is an excellent product for customised advertising and is also ideal as a mailing supplement or giveaway thanks to its clever folding technology. We also meet the highest demands on quality when it comes to printing and customisation.”



#### KEVIN LIEHN, MEMORY SWEETS GMBH

##### SWEETS WITH A DIFFERENCE

Memory Sweets offers confectionery specialties that you will not find in the supermarket. The company creates individual as well as theme-related gift packages. "We now want to position ourselves in the promotional products sector. It all started in 2013 with our GDR retro line, the "Unification Package" – this is emotional and brings back memories. It was very well received, so we expanded our range to include international confectionery with, for example, packages of fine products or world travel packages with chocolates from around the world," says Kevin Liehn.

#### PAUL KUPFER, SOULBOTTLES

##### THE CLEANEST WATER BOTTLES IN THE WORLD

Soulbottles offer the cleanest water bottles in the world, CO<sub>2</sub>-neutral and Made in Germany. Inventor Paul Kupfer explains: "With our production, nothing harmful like plasticizers or chemicals can be released into the water because we do not process plastic, only glass, stainless steel, porcelain and our own natural rubber. For each glass bottle sold, one euro flows into various drinking water projects. Our goal is to encourage more people in Germany to drink the excellent, inexpensive tap water and buy fewer plastic bottles. This works best if the bottle looks cool." For soulbottles, the promotional products market is a great sales market. "After having sold 60,000 bottles last year, we have already received a number of inquiries at the PSI from companies that want to have the bottles for their employees."



#### PAULINE PAUTY UND AURÉLIE RAPHAËL, GAMES ON DEMAND

##### ADVERTISING PLAYFULLY AND EFFICIENTLY

Games on Demand offers its customers a variety of games that can be adapted to a customer's brand logo. With this innovative communication tool, companies can present themselves playfully, efficiently and sustainably and put their brand in the right light through an intergenerational and mobile advertising medium. "The promotional product industry offers us the perfect opportunity to adapt our products as an advertising medium to a variety of topics such as health, nutrition, gastronomy, environment, sport, finance, festivals and events, and to present them to the widest possible audience of the diverse target groups," said Pauline Pauty.



"Of course we hope the PSI will allow us to continue to establish many new customer contacts in order to significantly boost sales of our products in this sales area," says Katrin Backhaus from the Intos team.

## TECHNOLOGICAL HIGHLIGHTS OF INLINE

# TRULY MEMORABLE

For the first time at the leading trade show for promotional products in Düsseldorf, IT manufacturer Intos Electronic presented its technological highlights that can be finished by engraving. The IT professionals presented Bluetooth speakers, induction speakers and power banks made of walnut or brushed aluminium.

**T**he new products enhance a mobile lifestyle. Furnished with individual embossing, they express appreciation to the recipient and ensure a lasting pleasant memory of the giver. And these products are stylish and effective.

### GADGETS MADE OF WALNUT

Engineered products made of wood exude warmth and value. If a firm adds an engraving of its company logo, a lasting memory of the company name and brand is ensured. Intos offers this branding service

for several gadgets from its Woodline series: the woodplate powerbank powers mobile phones, digital cameras and co. via USB with a capacity of 5,000 mAh. The flat energy bar feels good and fits into any pocket. Amazingly, the woodbrick induction speaker transmits music without Bluetooth or Wi-Fi. Simply place your mobile phone on the rectangular wooden box – and you instantly have sound. The impressive small round-shaped woodworm Bluetooth speaker is also made of walnut.



Amazingly, the woodbrick induction speaker transmits music without Bluetooth or Wi-Fi.



If your mobile phone is about to run empty, the USB power bank with flashlight rushes to the rescue.

### BRIGHT AND CHEERFUL

Customers and employees alike are ensured positive memories by the small cube-shaped and brightly coloured Bobby Bluetooth speaker. With an integrated battery, it proves to be an enduring companion for audio playback with hands-free function when on the go. If your mobile phone is about to run empty, the USB power bank with flashlight rushes to the rescue. The cylindrically shaped powerhouse with a stainless steel housing extends your telephone talk time by up to seven hours and emits light with a bright LED. Up to two devices can be charged by the USB power bank in the shape of an iPhone.

### INTOS ELECTRONIC AG

Giessen-based Intos Electronic AG, a manufacturer and distributor of computer accessories, focusses on cables and targets its product range at specialist retailers, system houses and industrial customers. Its proprietary brand InLine comprises 4,000 products; the total range covers 6,000 products of which 95 per cent are readily available. Founded by CEO Wolfgang Isenberg in 1991, the company today has 80 employees; the InLine brand was introduced in 2003. Six sales offices in Germany and one in Italy ensure a dense distribution network. Distributors can browse and purchase at: [www.intos.de](http://www.intos.de)



## INTERNATIONAL AREA

# INTERNATIONALITY IN ITS MANY FACETS

Promotional products are international and unite nations. This once again became evident at the PSI 2016. What's more: the leading European trade show of the promotional products industry impressively lived up to its own claim. Exhibitors from 38 nations and a dozen international partners and associations provided clear proof.

**T**he PSI 2016 was able to slightly boost its internationality compared to the previous year. This was demonstrated, above all, by the high number of foreign exhibitors who once again made their way to Düsseldorf this year. 473 out of a total of 932 exhibitors came from abroad, thus representing a little more than half of all manufacturers and suppliers. As in the past, promotional product companies from Poland (71), the Netherlands (62), Italy (51) and Turkey (48) were well represented this year. The list of top ten countries was complemented by exhibitors from Spain (31), the United Kingdom (29), France (28), Belgium (23), Sweden (16) and Switzerland (15). In addition to inter-

national market leaders such as Goldstar Europe, Hasgül Tekstil, Kariban France, Matterhorn Sverige, SOL'S, Stilolinea, Victorinox and Xindao, to name just a few, it was also pleasing to see smaller companies – including a number of first-time exhibitors – represented in Düsseldorf. All wanted to use the opportunities offered by the PSI Trade Show as Europe's leading exhibition: to open up promotional products to wider spheres of the advertising industry. And what could be better suited to this than "a central platform for international dialogue with spillover effects into other industries," as PSI managing director, Michael Freter, described the PSI.

## ASSOCIATIONS WERE WELL REPRESENTED

The many international associations that participated also utilised the opportunities to tap into wider spheres of the advertising industry. It was no coincidence that the nations from the list of top ten exhibitor countries were represented. The industry associations from Poland (PIAP), Spain (FYVAR), the United Kingdom (PROMOTA) and Belgium (BAPP) presented themselves harmoniously on stand space within the International Area in Hall 12, which has become a firm part of the PSI. Russia was represented by IAPP as well as the IPSA promotional and merchandising industry show, the largest event



#### A GERMAN BEER AT TEA TIME

Understanding among nations can take many different forms. An interesting model could be observed during the traditional reception of the BPMA. In “very British” style, as is fitting for an industry association from the United Kingdom, director general Gordon Glenister and his colleagues invited guests to the BPMA Drinks Reception at the best English tea time. But this by no means meant that the national beverage, which would be expected at this time of day, was served. Instead of English tea, German beer was offered – of course from the brewing expertise of a PSI member.

focused on promotional products in Russia, which has cooperated with the PSI for the past two years. The global interest group representative, IPPAG (International Partnership for Premiums & Gifts), was also based in the International Area. The cooperative, which has enjoyed a partnership with the PSI for many years, not only has numerous European members but also many from Australia, Dubai, India, Mauritius, Mexico, New Zealand, the Philippines, Singapore, South Korea and the USA.

#### INTERNATIONAL MEETING POINTS THROUGHOUT HALL 12

The international presence was, however, by no means limited to the International Area. The ScandiBase in Hall 12 has traditionally been home to the Scandinavian representatives. In addition to the Swedish industry association S.B.P.R., the Promotionmässan from Stockholm was also represented. Finland was represented by its national association PWA. Also within the ScandiBase, industry veteran Klaus Beyer – his involvement in the trade show for

#### TOP 10 OF THE INTERNATIONAL EXHIBITORS (COUNTRIES):

Country	Anzahl Aussteller
POLAND	71
NETHERLANDS	62
ITALY	51
TURKEY	48
SPAIN	31
UNITED KINGDOM	29
FRANCE	28
BELGIUM	23
SWEDEN	16
SWITZERLAND	15



many years in this area making him a recognised expert in the Scandinavian promotional products market – welcomed visitors as a PSI representative. Further international meeting points in Hall 12 included the BPMA Pavilion, which was not only home to the British industry association but also six exhibitors from the United Kingdom, the stand of the Dutch association PPP, as well as the PromZ Pavilion. The integrated and long-since iconic Holland Bar once again proved to be an absolute magnet. Here, on the first day of the trade show, the “Product Media Advisor of the Year” (PMA) was elected for the first time in the best of spirits and accompanied by ecstatic applause by attendees. The PMA 2015 was awarded jointly by the promobiss magazine and the Belgian association BAPP. The first award winners were: Gemaco (gold), Van Bavel Premiums & Gifts (silver) and Sky-O (bronze). Only the PSI partners ASI (Advertising Specialty Institute) from the USA and PTE (Promotion Trade Exhibition) from Italy invited visitors to the exhibition halls 9 and 10.

#### STRONG EUROPEAN ASSOCIATION NEEDED

The particular importance of international industry associations manifested itself not only in their strong showing. Michael Freter expressly emphasised their significance in his opening speech in the scope of the press conference: “Actually there is also a need for a strong European association of the promotional products industry. Actually. Because we need associations who also make their voice heard politically and in dialogue with the advertising industry. This is the only way to present the strength of our advertising medium even better in the broader market of the advertising industry”.



#### FRENCH ASSOCIATION INVITED GUESTS TO THE APÉRI PUB

Whilst the space behind the PSI Institute – Competence Area in Hall 9 began to fill with party goers of the PSI AFTER WORK Party, French exhibitors and suppliers met at the Apéripub right next door in the Executive Lounge. The French industry association 2FPCO had extended the invitation to the informal happy hour. While enjoying select wines and culinary delights, the French representatives exchanged information and ideas among themselves at the beginning of the promotional product year – in a relaxed, casual and witty atmosphere.



### **TOMASZ CHWIŁOWICZ, PIAP REMOVE THE FEAR OF CONTACT**

As an association we are primarily interested in presenting PIAP, promoting Polish companies, and demonstrating the advantages of cooperation. The Polish market has changed. We would like to convey this and remove the fear of contact, especially from the Germans. This is one of the main reasons we are at the PSI. The German market is very important to Polish companies. Apart from this, the PSI is also, of course, a great opportunity for us to meet international customers and show that Poles are reliable.



### **WOJCIECH PAWŁOWSKI, BADGE4U DO NOT MISS THE PSI UNDER ANY CIRCUMSTANCES**

We did a lot of advertising in the run-up to the PSI. The large number of visitors and the great interest shown in us prove that we did the right thing. We are very satisfied. For us, the PSI is the most important trade show. Here we meet an international audience and can, above all, present ourselves in the German market, which is very important to us. We have been coming to Düsseldorf on a regular basis since 2008. We would not miss the PSI under any circumstances.



### **JOAN PERA GALLEMÍ, MANUFACTURAS ARPE DEMONSTRATE SPANISH QUALITIES**

We have been exhibiting regularly at the PSI for five years. It is simply the most important trade show in Europe and we would like to take advantage of this opportunity to gain new customers. This year, we were present with an enlarged stand, which we would like to further enlarge in 2017. Customers are increasingly asking us for products produced in Europe. Our products comply with this wish, since they are produced in Spain. So we can keep delivery times short and keep up high quality standards. And that is what we would like to demonstrate at the PSI.



### **ERICH CORMANN, BAPP PROMOTE IMPORTANT TOPICS**

As a Belgian industry association, we pursue several goals. For one thing, we would like to promote the topic of 'corporate social responsibility'. Then, of course, it is also important to us to gain new members. To this end, we are not only at the PSI, but also have our promotional products trade show PromGifts in April and a Networking Day in August.

### RICHARD ANDRÁS, ANDA PRESENT ON HAND WITH A POSITIVE FEELING

Anda Present has been participating at the PSI for more than ten years. And it is a must for us every year. It is important for keeping in contact with existing international customers. And it is important to us when it comes to gaining German customers. We are here with a positive feeling. Anda Present has grown and we have a balanced product range on offer. We submitted our key ring pendants in the "be creative custom" series, in which items can be designed individually, to PSI FIRST.



### ALBERT VAN DER VEEN, XINDAO LOTS OF POSITIVE ENERGY

We see the PSI from two perspectives. On the one hand, it gives us an opportunity to maintain existing business relationships and reinforce them. On the other hand, it is important for us as a company because it is simply good to get together and act as a team. The PSI gives us lots of positive energy. We are making an advance input with our product range at the trade show. Xindao is exhibiting products that are off the beaten track of the traditional and the everyday. We have received lots of good feedback about our stand and our products. We will see how much this has paid off for us in sales at the end of the year.

### MILAN WALTER, DAGMAR KELNAROVÁ, REDA EXCHANGING VIEWS AND TRACKING DOWN TRENDS

We have been coming to the PSI for eleven years. In the past five years, we have had our stand at the same location. We were not entirely satisfied with the first day of the trade show. We had hoped for a bit more business from new customers. On the other hand, more existing customers visited us. However, we also use the trade show to observe the competition and exchange views with others. We also consider the question of what is trending. Our goal is to have our products fulfil customers' wishes. Last year, when we had our best business development ever, showed that we can do that.



### MARIO CIRIOLO, STILOLINEA BACK AGAIN WITH A NEW STRATEGY

After being away for two years, we are back again with a new strategy in 2016. We reorganized internally our company and invested more in development. We believe that 2016 is a good time to present the results of our work, the new Stilolinea products. So we are here exhibiting our innovative S-Bella series. Stilolinea is displaying for the first time a twist pen and the T Screen, which is not merely a normal ballpoint, but also a collectable item. We are presenting ourselves to our customers and to the competition at the PSI. Our message is : We produce everything under one roof.

14.-15.  
**Juni 2016**  
in Bad Homburg

All about  
**Sourcing**  
Messe & Kongress

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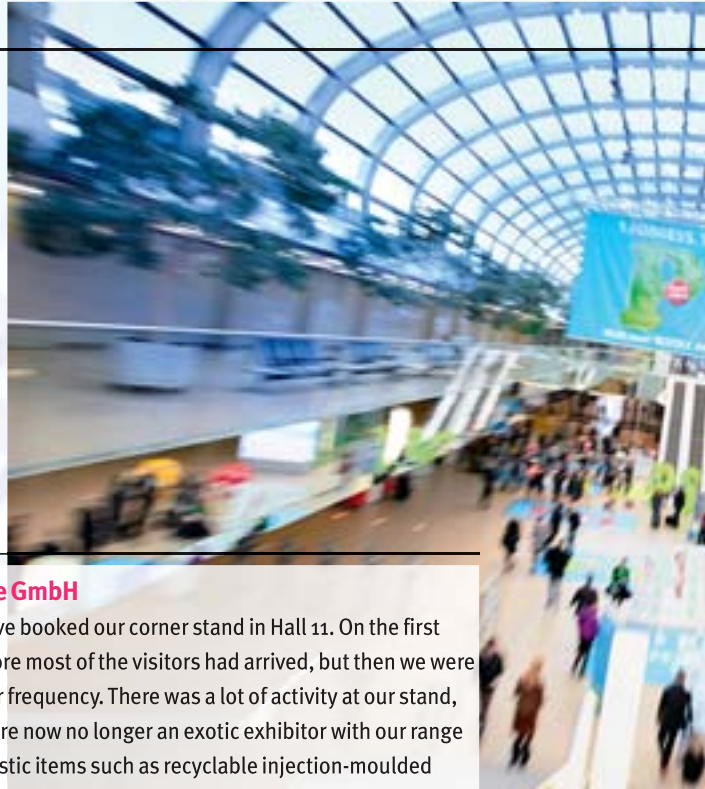
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### Armin Flörke, Hermann Flörke GmbH

This is now the second time we have booked our corner stand in Hall 11. On the first day, it took two or three hours before most of the visitors had arrived, but then we were more than satisfied with the visitor frequency. There was a lot of activity at our stand, especially on the second day. We are now no longer an exotic exhibitor with our range of printed nail files and special plastic items such as recyclable injection-moulded erasers. We are highly regarded because we have our own, quality-conscious production in the EU. And we will be back again next year. We always enjoy the three days here. And we are most excited about the prospect of 'opening' the PSI.



### Florian Fickenschner, Logolini Präsente

Logolini, which evolved from a family-run pastry shop that dates back to 1625, is equally committed to craft and tasty delights. To this day, the company Fickenschers Backhaus has stood behind the vast assortment of custom-printed shortbread biscuits and cookies. In addition to these classics, the long-standing company also enriches the promotional products market with tortes, cakes in a jar and all kinds of candies and sweets. "We are very satisfied with the trade show because we have had a lot of contacts and lots of excellent conversations. I was really delighted about that and even a little surprised", said Florian Fickenschner. "Our logo biscuits are particularly popular. They are inexpensive, versatile and can be customised from just 400 pieces using digital printing." The tortes can even be made as a single production and shipped according to customer specifications.



### Mark Busche, Smake GmbH

Following a break of several years, it was again time for us to attend the PSI as an exhibitor. With the unique e-commerce solution 'Smake', which we have now adopted as our company name, we are offering promotional product distributors a hassle-free interface for their system. It enables them to create and distribute individualised merchandising articles on demand through their own shop regardless of the order volume. The stand location and the interest shown were overwhelming and overall the trade show went superbly for us. Visitors took the time to learn the qualities and benefits of Smake. The PSI was also very helpful in terms of the stand design and also very flexible at short notice. A special word of praise goes to Ms Proietti from the PSI Team. Even the business card scanner (Scan to Lead) helped us a lot. While assembling our stand, we booked our stand for 2017. We are now busy with the follow-up work of the trade show.



### **Tobias Köckert, Mahlwerck Porzellan GmbH**

We had big crowds at our stand at the PSI 2016. In addition to our well-known and valued business partners, we were able to establish many new business contacts, and meet and provide advice to many customers from abroad. It was particularly encouraging that the demand from across Europe shows a degree of continuity. There were lots of customers here who did their first business with us and are now ready to become 'repeat offenders'. We are particularly pleased that the PSI Café, presented by Mahlwerck Porzellan, is now perceived by many visitors as a preferred contact point at this show with the "best ever coffee at the trade show".



### **Martin Manns, Kellermeister Manns**

The trade show was a resounding success for us. The market launch of apples printed with food colouring was a smash hit. We had the luxury of being able to get to personally know a lot of customers who we had previously only known over the phone. In addition to many new prospective customers from Germany, we were able to establish a lot of international contacts. The trade visitors were open to new ideas.



### **Adam Matuschek, Wera Werk**

We have attended the PSI for the fourth consecutive year and are also offering our quality tools in the promotional product market in this fourth year. Business has been developing very well in this sector. Last year we recorded record sales in this sector, and this is also thanks to the PSI. We are satisfied with the location of our stand. Although many customers had already registered with us, our two-corner stand also assured us numerous 'walk-in customers' and thus new prospects for our collection. We are also pleased about the large number of new inquiries and orders. Our new products were very well received.





### **Stephan Horlebein, Maxim Ceramics GmbH**

Maxim has now attended the PSI for the third consecutive year and as an international manufacturer we are fully convinced of this platform. By the end of the third day of the trade show, our discussions had generally been very good and we had received concrete inquiries. Overall, we are extremely satisfied with the trade show. Compared to last year, we recorded an increase in visitors to our stand of about ten per cent. The quality of visitors also appears to be growing. In addition to existing customers, we also managed to welcome, inform and advise many new customers. And prospective customers usually spent more time at our stand. Our high-quality ceramic 'made in Poland' was again well received. This will also be the case next year because we have already booked a stand for 2017.



### **Henrik Nielsen, Image Kompagniet**

As a manufacturer and supplier of profile clothing, we value the PSI primarily as an internationally oriented platform for our two fashion brands IK and Pitch Stone which we offer exclusively to resellers. Compared to last year, we have noticed an increase in visitors. Among them were a large number of international visitors, some of whom came from exotic countries. In our view, the increase is also due to a better stand location and a larger stand area. Encouraged by the PSI, we have started the year on a positive note and expect a stable turnover and upward trend in 2016.

### **Michael Schiffer, Michael Schiffer Promotion / Post-it Promotional Products**

We are extremely satisfied with the response, and the inspiring talks and inspirations we were able to take away from the PSI 2016. The enthusiasm that our PSI First Product connect Post-it notes elicited from our visitors is extremely motivating. Due to the high quality of the people we talked to at the PSI, it became clear how important it is to the entire industry to develop a product that can constantly be updated and whose success can be clearly measured. For us, the PSI was a successful start into an exciting 2016 full of opportunities.





### Erwina Styra, Skarpeta GmbH

Our young company Skarpeta offers the industry promotional socks that 'rock', and we are now participating for the second time at the PSI. If our first PSI had not been so successful, we would not have been able to afford this new stand. In particular, many successful projects resulted from our first participation. We now have a new stand location with an even larger area and have managed to establish a lot of new contacts. With our bright, lively colours, we are deliberately focussing on optical stimuli to entice potential customers to visit our stand. And we are tempting them with socks, a versatile product with a diversity of uses. It was important for us to 'be part of' the PSI. The feedback so far has been gigantic and the industry is open to new ideas. We will be taking part again next year.



### Armin Rigoni, Heri

As new as it is original: Heri, the specialist for writing and stamping, has now given the stamp a different meaning by presenting a stamp to make individual biscuits. An instant success because Heri has managed to address the do-it-yourself trend. Constant visitor numbers but a slightly lower proportion of foreign visitors, especially fewer French – this is Armin Rigoni's spontaneous assessment of the situation at the trade show. He immediately talks about the expansion of the target groups and the decision to shift the days of the PSI in 2017, which exactly meets his needs: "I find the new concept great because this is the only way for suppliers to show the customer our true strength."

### Peter Stelter, PF Concept

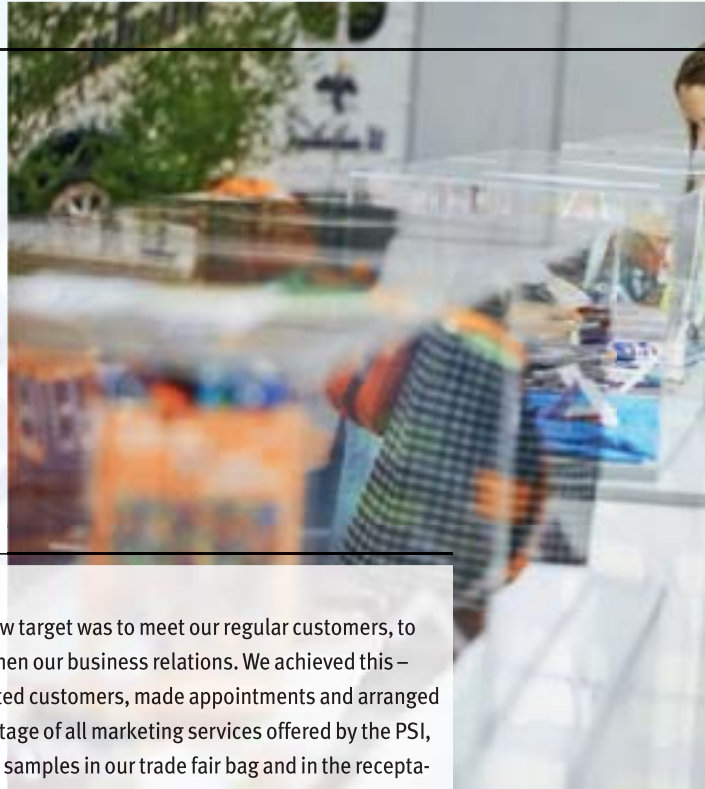
From our point of view, the PSI Trade Show has been a resounding success. And not only have the expanded opportunities to present our textile product range with 37 new styles convinced us. We were able to present some 2,000 new products in all product areas. In addition, we have had numerous high-profile talks which also showed that the trade show has developed an even more international position. Nevertheless, PF Concept sees itself in the complementary total portfolio of the national promotional products trade shows in Europe, where we are also an exhibitor. The number of visitors at our stand was very satisfying and the quality of the discussions was very good. Our overall conclusion is that the mood in the market is again positive. We have already decided to take part again at the PSI in 2017. Possibly even with a larger stand.





#### Alexander Ullmann, uma

We were very pleased with the PSI. Our trade show target was to meet our regular customers, to present our new products to them and to strengthen our business relations. We achieved this – admittedly we had to do a lot in advance: We invited customers, made appointments and arranged promotions and a prize draw. We also took advantage of all marketing services offered by the PSI, such as the Newsletter and PSI First. We also had samples in our trade fair bag and in the receptacles in the entrance area. All this was very effective and we received wonderful feedback.



#### Frank Jansen, Niederegger

In terms of quantity and quality it is better than last year and it feels like there are more international visitors – for Frank Jansen and Niederegger, the PSI 2016 has been worthwhile. “I have had a lot of good conversations in which the extension of the target groups for PSI 2017 was often discussed. We view the expanded concept clearly as an opportunity to advise customers directly and in detail.” Niederegger used this year’s PSI to introduce two new important themes: “New to our product range are Advent calendars which we can produce in various sizes and price categories as well as in special editions. In addition, we are launching a completely new product line here with chocolate and truffles. It does without any marzipan, but it is just as exquisite and delicious. Simply something completely different,” assures Jansen.



#### Frank Smets, V. Fraas

An almost unchanged number of contacts as last year, extremely high-quality conversations and detailed visitor questions was the verdict of Frank Smets from the family-run company V. Fraas. For the renowned manufacturer of textile accessories, the PSI is an important platform for interacting with existing customers as well as for acquiring new customers. That is why Frank Smets has already booked a stand for the PSI 2017. “This year, especially our latest plaids, ponchos and big wraps (extra-large, warm towels) were the focus of customer interest. In addition to these top-fashion products, of course we also supply a wide range of classic accessories such as scarves, shawls, hats and gloves – and naturally everything can be individualized.” The special feature: V. Fraas offers customised product development from just 100 pieces. And almost all the products are made in Germany – from the manufacture of yarns to weaving and finishing of fabrics right up to design and packaging.





### Jens Juntke, MinT Products

The “right notebook for everyone” implies both expertise and a challenge. The tasteful, colourful stand of the Frankfurt-based company skilfully put the notebooks of its Fabio Ricci brand in a positive light. We particularly enjoyed the warm colours and creative covers of the notebooks. “We are very satisfied with the trade show and have established a lot of good contacts. We have set ourselves ambitious goals and have now made an optimal start into the new year. I cannot find anything negative to say,” says Jens Juntke. Gift packaging and paper carrier bags round off the range. Finishing is possible through embossing, offset printing, laser engraving and Logotek, a patented form of finishing for 3D effects.



### Thorsten Köhler und Marco Reimann, reeko design

Following the integration into Carstensen Import-Export Handelsgesellschaft and a break from the trade show, reeko design enjoyed a successful comeback at the PSI 2016. “The PSI is the leading trade show and the number one for us. It provides the best opportunity for us to position ourselves. That is why we have already booked a stand for next year,” says Marco Reimann. “Thanks to enhanced opportunities, reeko will achieve further growth and expand its product range, particularly in the field of school and office products,” added Thorsten Köhler.

### Manfred Nieder, SPS

The internationally operating British plastic manufacturer SPS has been a PSI exhibitor for several years. For Manfred Nieder, it is the second PSI as sales manager of SPS Germany. “The PSI is extremely important to us, especially to develop markets outside Great Britain. The interest in our young, colourful and trendy range is enormous; there was no shortage of distributors here who were interested in it.” He is excited about the PSI 2017 and is looking forward to new experiences.





### **Martin Jung, Inspirion**

The various consultation and relaxation zones of the vast stand were crowded from Wednesday afternoon onwards. "The sales staff are going home happy and content," was the conclusion of marketing manager Martin Jung. The main focus of visitor interest was electronic products. As usual, the stand was also a meeting place for international staff from the branch offices, for example from Poland and Hungary. The customer also benefited from this: "Especially our colleagues from Poland are very familiar with pressure, and were therefore able to answer many questions directly and competently. At the same time, they also took advantage of the trade show to inform themselves about the latest technologies," says Jung.



### **Mirco Häßlich, Moll Logistik GmbH**

As usual, the organisation of the PSI functions with clockwork precision, everything is easy to find thanks to the clearly arranged hall plan. The exhibitors' stands are much more attractive this year, they are all much more open and brighter. All in all, the trade show has developed very positively. Not so nice are the slopes in Hall 12. Otherwise, I find the busy chill area with pillows in Hall 9 very nice.



### **Meinhard Mombauer und Frank Krüger, LM Accessoires**

LM Accessoires used the PSI to launch its new campaign. The Cologne-based company presented itself with a wide range of infotainment and thus attracted a great deal of attention. "The objective of the trade show is to demonstrate to our customers who we are and what we do. We are Reflects! We see ourselves as a team which the customer is part of. Innovation, service and reliability are the values by which we measure ourselves. The PSI 2016 was an excellent platform to present ourselves," explained Meinhard Mombauer. "We were very satisfied with the number of visitors at our stand, and we had a lot of intensive discussions," added Frank Krüger.





### Dagmar Kornhaas, Maxx Factory/Papyrmaxx

Washable paper? It actually exists and it was a hit at Maxx Factory where the products sell under the name Papyrmaxx and ensure many wow responses. The new leather-look material is tear-resistant, durable, sustainable and suitable, for instance, for gastro accessories, office supplies, or even (washable) seat cushions for beer gardens. "That was a super trade show! We already had 200 contacts by the afternoon on the first day. The influx of visitors was amazing. It is no wonder because this material is quite new to the industry. The interest in our felt products is also unabated", said a delighted Dagmar Kornhaas.



### Ralf „Felix“ Zahn, Kössinger

For Kössinger, the PSI is an established fixture in the market and an indispensable marketing tool. "The number of visitors was significantly higher than in the previous year. I particularly enjoyed the positive mood in which the majority of the distributors started the new year. Kössinger also used its trade show presence to present its marketing services for distributors, for example the "cup calculator": This tool allows the distributor to make an offer for a customised cup at industry prices within seconds. Our PDF marketing service was also very well received. We offer the distributor a wide range of ready-prepared marketing campaigns. He simply selects the appropriate version for his objective and can send it directly as a newsletter or mailing to his customer," explains Zahn.

### Reza Etehad, Tröber

For more than 60 years, Tröber has been synonymous with the development, design and marketing of cigarette lighters, smoking accessories and promotional products. The long-standing PSI exhibitor brought along lots of new products to this year's trade show. The open stand concept focused more on the presentation of services, whilst products took a back seat. For instance, there was a special focus on "Atomic Wood Decor", a particularly high-quality finishing option. What is this exactly? "The carrier material for the advertising message is wafer-thin real wood, which is printed and then applied to the lighters. Atomic Wood Decor ensures lighters made of plastic or metal have a luxurious look," explains Reza Etehad. Also on display were new product lines made of cork and bamboo, which recently enriched the product portfolio of the Hamburg company. Advice was also very important: Among other things, customers were able to find out how they can use the latest technologies with the Tröber Digital Services to boost their business. "Good conversations, ample contacts, also international ones. The number of Russian and Ukrainian customers, however, has been declining," concludes Etehad.





## FASHION, CAPS AND ACCESSOIRES REALLY FASHIONABLE

The recent PSI has again shown that advertising and fashion need not be mutually exclusive. The trade show in the fashion city of Düsseldorf has long been considered a pivotal point for trendy promotional clothing. Whether it be in leisure time, sport or at work: Promotional clothing is in vogue.

**W**henver you stroll through the halls of the PSI it is omnipresent: Promotional textiles take up a significant space in a varied array of the promotional product world. Numerous small and large stands are devoted to customisable clothing and appropriate accessories. This strong sector is given a special stage by the PSI through its CAT-WALK which has now been installed for the third time. The collections of numerous exhibitors were and are professionally given centre stage on the catwalk. Apart from sports and leisurewear, the important segments here include stylish corporate wear that conveys corporate identity and orientation. Whether it be business or working clothes, if the symbiosis from the zeitgeist of appropriate elegance, perfect fit and functionality adds up and the person wearing the apparel also feels comfortable, the image of the advertising company also benefits. However, the accessories must match. Also here the industry offers a fashionable selection. <



## FLUGZEUG

Austrian trend label Flugzeug started its successful flight into the fashion world in 2012 with the popular Flugzeug fashion BELT with aircraft buckle, that has become a cult product since. Available in six different colours the belt straps are made of durable seatbelt material and have an infinitely adjustable waist length. Last year Flugzeug also released a Pan Am Edition in two different versions: a blue Pan Am version with on-trend woven-in Pan Am lettering and a more discreet version with a plain black belt strap. Both feature the iconic Pan Am logo in high-quality engraving on the aircraft seatbelt buckle. All Flugzeug products can be (co-)branded with text and/or logo.

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## HÄT

The first glance falls on the hat, thus drawing attention to the logo. A hat is a popular give-away which everyone is happy to receive. Whether it be a straw, felt or polyester hat, a hat always looks cool and at the same time is also decorative, practical, sturdy and durable. Unusual designs, materials and shapes make it possible to address each target group individually. The classic areas of use of hats are festivals and open-air events. Customers simply state the event where they plan to use hats and Idea Force International provides the ideas.

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



## VERSATILE TEXTILE

**V**ermod Schieber is announcing the world's first adaptation technique for textile products. This invention is based on the possibility of adapting textile products at little expense into other products. The basic elements are largely of textile origin, yet with various materials properties. The textile parts are bonded by sewing with water-soluble yarns. The promotional bag that becomes a T-shirt hides the necessary sleeve elements and the neckline. Not until washing becomes necessary does the water-soluble fastening dissolve and the item changes into the planned final stage, such as a T-shirt. This technique can also be used to adapt other products, such as a seminar bag into a party apron, a bottle carrier bag into a bottle envelope, a backpack into an advents calendar and other ideas. Clever examples are transparency, logos, or a change in authorizations, hierarchies, or ranking lists. More information is available from Vermod Schieber.

PSI 47448 • vermod k. h. schieber • Tel +49 7042 98822 oder 93322  
info@vermod.de • www.vermod.de



## CUSTOM MADE TIES AND SCARVES

**P**erfect quality is important. However, equally important is Design. Especially in case of custom made ties and scarves. The design of these products show the identity of the customer. This is the reason why TailorTies takes notice of the customer's logo, colours, wishes, their look-and-feel. The design studio of TailorTies is the creative hart of the company. The designers of TailorTies will incorporate the logo and/or house style in accordance with the latest fashion trends without obligation. They respect the customer's wishes and give them the choice to have the logo incorporated ton sur ton or, if required, woven visibly in the item. This combined with a perfect quality tie and scarf for the right price makes TailorTies one of the leading suppliers of custom made ties and scarves in the promotional and uniform market.

PSI 41941 • Trendfactory / TailorTies • Tel +31 25 26 756190  
info@tailorties.com • www.tailorties.com

daiber

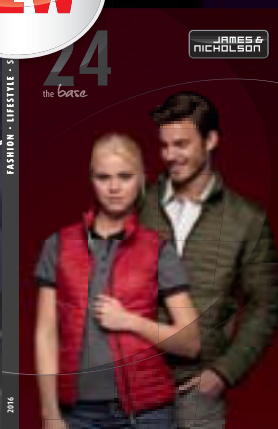


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## INNOVATIVE UMBRELLA

The AC walking-stick umbrella Colorline from FARE appears rather discreet at first glance. It provides a real surprise after opening it, however, drawing your attention to the matching colours of the stick and ribs. The colour-matching decorative stitching on the hem of the fabric and hasp form the perfect complement to the intense colour of the stick and frame. You can advertise with your good name with a doming (photo sticker) or laser sticker on the haptically pleasant soft handle or the release button. In addition, the soft grip can be finished with EVA laser engraving. With the practical automatic function, the umbrella can be comfortably opened at the press of a button. The wind-proof properties and sturdy fibreglass ribs provide for higher frame flexibility and better wind protection. The exclusive soft handle offers the possibility of an imprint in the form of a laser sticker or doming (photo sticker), which can also be implemented in your own corporate colours.

**PSI 43144 • FARE – Guenther Fassbender GmbH • Tel +49 2191 60915-0**  
**info@fare.de • www.fare.de**

## REVOLUTIONIZED SILK ACCESSORIES

In their search for fresh new design ideas for scarves and breast pocket handkerchiefs to match their current double-face ties, the Alta Seta managing directors Toska Siekmann and Patrick Polaniok, together with the production, developed a method that allows both sides of silk accessories to be printed with different patterns – in such a way that the colour of one side does not penetrate into the other side. The result is a completely new, exciting product – more versatile and individual than ever before. Anything goes with the novel scarves and handkerchiefs. On the one hand fashionably trendy, on the other hand classical, also with a discreet logo. “Almost anything is possible,” promises the company. And following the initial very positive reactions, Alta Seta is convinced: this innovation, which is not yet available in the retail trade, will impress the promotional product partners with its possibilities – and ultimately, of course, the industry customers. The special double-faced items in the collection are even available in small quantities in the following versions: Checked with uni, stripes with dots, paisley with minimal and in custom designs starting from 100 pieces/article.

**PSI 45461 • Alta Seta GmbH & Co. KG • Tel +49 5031 70360**  
**info@alta-seta.de • www.alta-seta.de**





## FELT MEETS TECHNOLOGY

**T**hey pack, protect, feel good and look simply classy: the felt covers for smartphones, tablets and laptops from Halfar. The promotional bag expert has quite a number of these fine accessories in its range. A special feature: Even the smallest covers can be individually finished and are especially attractive with embroidery, for instance. Just like the Smartphone covers module 1 L, 2 and 2 L. While one serves as a pouch, the others with a strap also prevent a smartphone from slipping out and offer two sizes for different device types. The tablet covers of this series, the module 1 and 2, offer different solutions, one with a strap, one with a Velcro flap. Brand new in the range of the Bielefeld-based company is the "Modern Classic" felt case. The simple, attractive case with flap and elastic strap for closing is available in sizes M (for tablets) and L (for laptops up to 15 inches). Incidentally, if you are looking for covers made from materials other than felt, you will also find something in the new bag catalogue from Halfar.

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



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## A SMILE FOR FEET

**S**ocks and sneakers are becoming increasingly popular accessories. The times when white tennis socks were worn in German sandals are thankfully over. Increasingly cheerful, colourful knitwear is now appearing between leather shoes and trouser hem. ABER textile+Design has addressed this trend for the promotional product market and develops eye-catching footwear for companies. The founder and textile designer Kirsten Dreyer is delighted that of all her designs the most unusual and most colourful ones are usually selected. The cheerful ideas are implemented at German knitting mills into trendy, comfy socks that are extremely popular. Of course, not only are multicolour ones produced, but also classic dress socks with a discreet logo.

PSI 49549 • ABER textil+design • Tel +49 5109 5646825

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

## GAUDY EYE-CATCHER

**I**f you want to draw attention, you have to show your colours. That is why the neon colours of the eighties are enjoying a revival at Inspirion. The Shiny baseball cap in four signal colours are bright enough to not be easily overseen. On the reinforced white front segment, the eye-catcher shows off advertising messages to their best advantage. The visor provides the best possible protection from blinding sunlight and a shady place for the nose. In addition, the sporty shade-giver features four embroidered air holes. And thanks to the size-adjustable Velcro strip on the back, the cap promises to be very comfortable to wear. With the neon cap from Inspirion, customers can get a colourful start into the 2016 sports season, since neon colours evoke a slight tan in the face of even pale skin types.

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

info@inspirion.eu • www.inspirion.eu



## HEAD SUN SHADE

**T**hermic and reflective head shades are ideal to take to football matches or concerts. It is a very cheap promotional item which guarantees your client eye protection to the sunrays. As it reflects sun, sun won't come directly into your face, and you can see the entire show without eyes efforts. Also, this item is ideal for big volume hairs, as it is open in the top, beside s great to keep ventilation (you won't maintain the sweat in your head as it happens with usual caps). Beside of all those advantages, this item is waterproof, reflective and guarantees high publicity to the clients' Brand.

PSI 49331 • R3D Lda • Tel +351 275 331492

tania.pereira@r3d.pt • www.r3d.pt



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 [fb.com/FARE.Schirmwerk](https://fb.com/FARE.Schirmwerk)



## STÜRMISCHE ZEITEN!

Im neuen Katalog weht ein ideenreicher Wind. Das FARE Schirmwerk liefert damit die besten Werbevorschläge für 2016: Rechnen Sie mit Gedankenblitzen, die bei Ihren Kunden voll einschlagen und für Wirbel sorgen. Mehr dazu im Katalog mit zahlreichen Neuheiten, Inspirationen und Ideen für den erfolgreichen Vertrieb und Einsatz von FARE Markenschirmen im Werbemittelhandel. **Enjoy the rain!**



Schirmwerk

FARE – Guenther Fassbender GmbH

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

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



## STRONG MIDGET

**D**oppler is offering the very light 811 X1 umbrella which won a design award. The X1 is the smallest umbrella patented by the Knirps brand. This umbrella has a surprisingly large radius and can be stored in its elegant case when closed. The umbrella case is very practical, since it can be attached by its loop to a briefcase or backpack. It is extremely light in weight thanks to the use of aluminium. And its light fabric made of extra fine yarn provides for an extremely slender pack size. And the twelve-edged handle means it will not twist even in high winds. The long handle of the 811 X1 makes it comfortable and pleasant to carry.

PSI 41752 • E. Doppler & Co. GmbH • Tel +43 7722 63205315

gianna.strobl@dopplerschirme.com • www.dopplerschirme.com

## SUNNY COMPANION

**C**alifornia T1: Who is not reminded of the legendary VW microbus of the 70s? And they would be right, since this is what the key ring pendant with three shiny chrome pendants made of cast metal and enamel is about. Apart from the little VW transporter with a hippie look, the pendant is supplemented by a pretty flower and letters that say "love". Simply the minibus generation through and through. The dream of sun and endless beaches, relaxing music, and the casual surfer style. Love, peace, and music, as well as a hint of Hawaii – all together on one key ring. The good times will never die. Advertising is applied by means of engraving on the flower or the bus. The engraving is free of charge for orders of 100 units or more.

PSI 46311 • Troika Germany GmbH • Tel +49 2662 9511-0

a.bauer@troika.de • www.troika.org



## PASSION FOR FASHION

**T**he scarves and neckerchiefs from Promo House are ideal for creating a uniform, high-class company presentation. This Polish company offers the widest variety and pays attention to colouring and currently fashionable design, especially, however, to individual customers' needs. That is why the individualized advertising, by means of a customer logo, for instance, as well as the colour in the customer's corporate design take absolute priority at Promo House, along with implementing the latest fashion trends. The different kinds of finishing include not only digital and screen printing, but also hand-made paintings that make a scarf into an exclusive, individual special product.

PSI 48917 • Promo House GmbH • Tel +48 12 4114242

info@krawaty.info • www.krawaty.info



## ALL KINDS OF POSSIBILITIES

**D**igiline Pro is the name of the new, unique emblems for textile finishing from Thermopatch. What makes them so special are the various effects, such as 3D, metallic coating, or web effects, which can be used individually or combined as desired. The sum total of all three effects results in a striking emblem with raised details that are set off by a matte, apparently woven base. Digiline Pro emblems are made with full-colour digital printing. This enables an unlimited array of different colours and photographic details in nearly any size and shape. They are particularly suited for sensitive textiles because they are treated at 145 degrees Celsius. The minimum order quantity is 15 units. Customers bear no production costs.

PSI 46991 • Thermopatch Deutschland GmbH • Tel +49 441 380210  
sales@thermopatch.de • www.thermopatch.com



Seiner Zeit voraus.



CURVE  
0-0670

CURVE

## PS PRINTSOLUTION

## 10TH ANNIVERSARY CELEBRATED

The Munich-based company ps printsolution GmbH celebrated its 10th anniversary last year. The perfect opportunity to expand the new online shop to include 50,000 promotional product configurations and to continuously complement it. By its own account, the company has established itself as the first point of contact for customers in the D-A-CH region in recent years, especially in the areas of print management and catalogue and brochure printing. With the development of the new B2B online shop which is now accessible, an essential foundation for the future direction of the company has been laid. Benedikt Klarmann, founder and managing director of ps printsolution GmbH, says: "Since our company was established, it has been our aim to push ahead with innovation and to allow our customers to participate directly in our progress. We therefore wanted to use our anniversary, among other things, to make the step towards becoming a full-range supplier in the field of personalized products, especially in the promotional products area, and thus offer our customers the possibility to obtain all these products from a single source in the future. Besides the portfolio of the traditional print sector, our portfolio was expanded to include promotional products and advertising technology of all kinds." [www.ps-print.de](http://www.ps-print.de) <



The ps printsolution team.

## GOLDSTAR-EUROPE

## NEW MARKETING MANAGER

Derrick Hudson has joined the Goldstar-Europe team as Marketing Manager. Based in Goldstar's European Head Office in Ireland, Hudson brings over twenty years of marketing experience to the personalised promotional products company. Having previously succeeded in high profile marketing positions in Batchelors, Boyne Valley Group, Newworld Brand, Bank of Ireland, The Irish Dairy Board, among others, Hudson is eager to help take Goldstar to a higher level within the industry. "I believe the incredible success Goldstar has already made within such a short time reflects only the tip of the iceberg as to its true potential," said Hudson. "With this new marketing role I aim to work closely with Goldstar's very talented team to bring some real innovation to the sector. I am especially looking forward to our distributors and prospective distributors taking advantage of some of our truly exciting developments and offers planned for 2016." Derrick can be contacted on: Tel. + 353 (0) 429320-331, UK Freephone: 0800 145 6130 or by email: [derick.hudson@goldstar-europe.com](mailto:derick.hudson@goldstar-europe.com). [www.goldstar-europe.com](http://www.goldstar-europe.com) <

Derrick Hudson,  
Marketing Manager  
Goldstar.

## INSPIRION

VOLKER DONSBACH  
JOINS INSPIRION

Since the beginning of January 2016, Volker Donsbach has held the newly created position of Business Development Manager at Inspirion GmbH in Bremen. In this role, he will support the further expansion of the promotional products specialists and form the interface between sales, IT and marketing. A native of the



Volker Donsbach

Rhineland Palatinate, he will be responsible for various projects and promote them with the teams at home and abroad. Donsbach commented on his new position: "I am looking forward to being actively involved and to being able to

contribute to the development of the company." Donsbach boasts many years of experience at internationally operating groups. As managing director, he headed the German subsidiary of PF Concept in Emmerich for 20 years. In the past three years he worked as Business Development Manager for the JCK Group in Quakenbrück. "Volker Donsbach is an extremely accomplished industry experts with extensive experience in the promotional product trade. We have gained a versatile personality who can give our company valuable new impetus with high-level competence and excellent contacts," says Sönke Hinrichs, Managing Director of Inspirion GmbH. [www.inspirion.eu](http://www.inspirion.eu) <

## NEWSWEEK 2016

## DATES ARE FIXED

**W**hen the newly formed unified association GWW met at its general meeting in Berlin in December to elect the first Board following its re-establishment, the course had also been set as regards content. One constant, however, can be found in the schedule of Gesamtverband der Werbeartikel-Wirtschaft e.V. in 2016: the Newswheel. It is again among the most



The Newswheel will again be among the most important industry events in 2016.

important trade shows of the promotional products industry – in its tried and tested form, but probably with some new accents. The promotional product industry should pencil in the dates of the Newswheel in 2016. For more information, visit: [www.newswheel-info.de](http://www.newswheel-info.de)

## DATES OF THE NEWSWHEEL IN 2016

30 May 2016, Leipzig  
31 May 2016, Berlin  
1 June 2016, Hamburg  
2 June 2016, Wuppertal  
6 June 2016, Munich  
7 June 2016, Nuremberg  
8 June 2016, Stuttgart  
9 June 2016, Frankfurt

## PSF FORUM 2016

## FOR THE FIRST TIME IN ALPEN ROCK HOUSE

**T**his year's PSF Forum, the trade show of the Swiss promotional products umbrella association PromoSwiss, will take place on 10 March 2016 for the first time in Alpen Rock House in Dietikon, Zurich. Major European manufacturers and suppliers will be meeting here together with Swiss promotional product distributors. The promotional products market thrives on new and innovative products. Those who want to prove themselves in this exciting, dynamic, competitive environment need to know what innovations and trends will be in demand tomorrow and where they can obtain them in the shortest time on the best conditions. This is precisely the reason why Promoswiss created this trade show. During the event, PromoSwiss will be presenting the coveted PromoFritz for the 7th time. The award acknowledges outstanding promotional products from distributors or manufacturers and is presented in three categories. All other information about the trade show and PromoFritz can be found at: [www.psf-forum.ch](http://www.psf-forum.ch)



## 28 APRIL 2016 IN HAAN

## IN-HOUSE TRADE SHOW AT PRÄSENTA

**P**räsentation Promotion International is inviting visitors to the second „PRÄSENTATION“ on 28 April 2016, the second in-house trade show of the Solingen-based promotional products specialists. At Landstraße 53 in Haan, where the Präsenta units PRINT and LOGISTICS are located, more than 40 well-known suppliers will be showing the latest trends and innovations in the promotional products industry. And Präsenta will let visitors take a look behind the scenes of its five business units Full Service, Industry, Creation, Print and Logistics. Between 9.30 am and 6.00 pm, visitors to the in-house trade show will have the opportunity during interactive site tours to look at the path of promotional products from order acceptance to delivery in the company. During numerous live demonstrations in the in-house printing shop, the finishing processes applied on site, such as digital, screen, pad and transfer printing, will also be shown and explained. The trade show is aimed primarily at commercial customers, small and medium-size businesses as well as



At its site in Haan, Präsenta will be showing the diverse potential of representational advertising.

associations in the region. “The first PRÄSENTATION in 2015 was a great success for us as the feedback was very positive,” says Thomas Herriger, the managing partner of Präsenta. [www.praesenta.de/messe](http://www.praesenta.de/messe)

## PROMOTION MÄSSAN KISTA/STOCKHOLM CHARACTERISED BY GOOD HUMOUR

**O**n 21 January, the first of the national Scandinavian industry events, the Promotion Mässan, ended in Kista in Stockholm. It was organized by the event operator Easy-Fairs in cooperation with the Swedish industry associations SBPR (Svensk Branschförenings Profil- och Reklamartiklar) and PWA (Promotional Wholesalers Association). The three-day exhibition kicked off with a range of promotional product presentations of the industry associations in Sweden and Finland. Although there was a lower number of visitors compared with the same event in the previous year with a total of 2,289 attendees – certainly due to the unfavourable winter weather in western Sweden – “the atmosphere of the trade show was nevertheless positive as many decision-makers were among the guests,” says Klaus Bayer, PSI representative and contact person for the Scandinavian promotional products market. A total of 146 listed exhibitors presented their new products.

Among the mainly Scandinavian exhibitors including Daiber, Geiger-Notes, Inspirion, Mahlwerck and uma were representatives of Central European manufacturers and suppliers aiming to establish further business relations with the high-quality Nordic market. Even the PSI Institute was represented with a stand. The next event in Kista will be held from 17 to 19 January 2017. As Klaus Bayer reported, “two concurrent trade shows are being considered for summer 2016 (17-18 August 2016). Details will not be available until mid-February.”

### Upcoming trade shows

Sweden	17-18 August 2016	Svenska Mässan / Gothenburg: Promotion Expo
Finland	24-25 August 2016	PWA-Show Helsinki

If you are interested in these events, Klaus Bayer can give you more information. Contact: Tel. +49 5824 985826, mobile +49 172 7477262. [klaus@beyergmbh.com](mailto:klaus@beyergmbh.com)

## BRINGING BUSINESSES TOGETHER BRAND ADDITION ACQUIRED GATEWAYCDI

**B**rand Addition, the UK-headquartered promotional merchandise business, with its German headquarter in Hagen, serving large corporate clients across its offices in Europe and Asia announces that it has acquired GatewayCDI, a Saint Louis, Missouri, United States-headquartered promotional merchandise distributor. GatewayCDI, founded in 1988 by Chuck and Susie Fandos, provides corporate programmes and promotional product services throughout the US via its 70-strong team. Chris Lee, CEO of Brand Addition, said: “Chuck Fandos (President) and Conrad Franey (VP) have built a tremendous team. The team at GatewayCDI already deliver amazing products and services in the US and we are excited about bringing our businesses together to offer clients the choice of working with us through the US, Europe and Asia.” The combined business will have sales of circa \$120 Million and 350 employees across 10 offices in the US, Europe and Asia. GatewayCDI will continue to operate under the leadership of Chuck Fandos, Conrad Franey and the current senior management team and will change its name to Brand Addition in due course.

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

**brand addition**  
creative merchandise solutions

**GATEWAYCDI**  
Build Your Brand

### BOOMERANG SAS

## SALES BACK OFFICE IN GERMANY IS STRENGTHENED

**B**oomerang SAS, best known in Europe with the brand Citizengreen as a specialist for innovative promotional products which set ecological standards,



Stefanie Mehling

has now strengthened its team in Germany with Stefanie Mehling. “Employed in the sales back office, the qualified industrial clerk supports our team in Uettingen in taking care of our

trading partners in order to offer our customers an even better service,” emphasises Alexander Szirota, Sales & Development Manager D-A-CH & North Europe at the Boomerang Sales Office Germany in Uettingen.

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

### STABILO PROMOTION PRODUCTS

## NEW SALES FORCE MEMBER

**M**arjana Moll has been working as part of the sales force at STABILO Promotion Products since last December. The 34-year-old business economist has many years of sales experience, has



Marjana Moll

worked in the promotional products industry since 2012 and, therefore, knows the market very well. Until recently, Marjana Moll was supervising the sales force regions Bavaria,

Austria and Liechtenstein for Könitz Porzellan GmbH. By appointing this new member of the sales force, STABILO Promotion Products is clearly focussing on strengthening the home market in Germany. [www.stabilo-promotion.com](http://www.stabilo-promotion.com)

## MICHAEL SCHIFFER PROMOTION

## NEW MARKETING DIRECTOR

New “Head of Marketing” at Michael Schiffer Promotion (MSP) and Post-it® Promotional Products is Melanie Hesselmann. The graduate in business administration is working as a marketing



Melanie Hesselmann

manager in the promotional products industry for the first time. Previously, she worked for 18 years in traditional advertising at full-service agencies where

she was particularly responsible for the budgets of international consumer clients including Procter & Gamble. Her main focus is on brand building and management, as well as the development of integrated communications solutions and campaigns. At Michael Schiffer Promotion, she will also support the introduction of the new haptic-digital segment Post-it® Notes connect with which the company wants to give the promotional products industry a new development impetus. Since 2013, Michael Schiffer Promotion has been marketing Post-it® Promotional Products in an exclusive licence for 3M in Europe. The Rheinberg-based company is part of the Michael Schiffer Group.

<http://promotion.michaelschiffer.com> <



## PRIZE WINNERS IN THREE CATEGORIES

## MARKE[DING] AWARD 2016: APPLY NOW!

The Austrian award for extraordinary ideas in the promotional products industry, the marke[ding] award goes into the 7th round in 2016. Awards will again be presented to winners in three categories: New Promotional Product 2016, Special Prize for Using Promotional Products in a Campaign, and the newly introduced Special Prize for a Promotional Product with a Digital Auxiliary Function. The submitting participants can put their product innovations, new products, campaigns and achievements in the lime-light and thus have the opportunity to not only convince the jury, but also future users. Participation is open to manufacturers, importers, distributors, agencies and all other advertising companies. The headquarters of the company does not play a role. The submitted items must be in-house developments or special designs commissioned by a customer and produced in series. Each participant can submit any number of items. The three

winners in each category will receive an award (trophy) and a certificate. The awards will be ceremoniously presented during the marke[ding] plus trade show on 21 September 2016. The registration period ends on 15 March 2016. For more information: Tel. +43 0664 8223891, [award@markeding.at](mailto:award@markeding.at) or: <http://markeding-award.at> <



## MICX-MEDIA

## VETTEL “TAKES A SPIN FOR THE RECORD”

When the topic is speed, it is no coincidence that Sebastian Vettel’s name is bound to come up. And when Formula 1 and Ferrari, in particular, require something special, this is sure to involve speed, as well. And that’s how the creative micx-media pros were commissioned to create a very individual, perfected product by the JMD Salzgitter agency, which also professionally develops and produces creative helmet designs for Sebastian Vettel. Right from the start, work went on at top speed to complete and deliver a special vinyl production in only twelve days. A gruelling objective that posed a difficult challenge to the micx production management, especially in December,

in the middle of the most demanding season. Nonetheless, the attractive seven-inch vinyl record sets, integrated with a “manually operated” record player, were able to convey very personal as well as impressive greetings demonstrating Sebastian Vettel’s gratitude right on time to Ferrari headquarters in Maranello. The micx-media team, meanwhile, is rejoicing at qualifying in the first “delivery round” and at gaining another prominent customer, as well.

[www.micx-media.de](http://www.micx-media.de) <

Individual, custom-made production at top speed: the special Sebastian Vettel vinyl production by micx-media.



The Hauptfleisch team is delighted at the successful trade show.

## DAY OF THE PROMOTIONAL PRODUCT IN KARLSRUHE

# A VERY STIMULATING DAY

They are perfectly familiar with the organization of events and know how to attract customers to the location. After a break of a few years, the experienced Werbepräsente Hauptfleisch team once again held a successful in-house trade show on 2 February. The spacious foyer of the centre for art and media technology (ZKM) in Karlsruhe was an appropriate setting for the event.

**K**nown far beyond their own region and well established in the industry, Werbepräsente Hauptfleisch has been among the most capable promotional product consultancies in the industry for more than thirty years. Product knowledge, marketing expertise, and smooth order handling up to full service in the interest of customers can all be found combined at the company's headquarters in Karlsruhe.

### IN-HOUSE TRADE SHOW SET AN EXAMPLE

The team headed by Christian Hauptfleisch is not only professional in the promotional products business, but also has many years of experience with events. "We have been organizing in-house trade shows for many years, but we always vary the concepts a little. We have already had hotel trade shows and been guests at a wide va-

riety of locations," Christian Hauptfleisch tells us. Even the intervals between the trade shows vary. The last product show was held in 2012. By holding these trade shows, the company intends to set an example and draw customers' attention to its services. Successful collections created within the framework of its projects serve as references and were also on display at the current trade show.



Fruitful dialogues in the pleasant atmosphere of the ZKM art centre.

#### A FULL DAY

“Our most important goal as an organizer is to present our customers a well-appointed portfolio of traditional and trendy products. That is why we brought thirty supplier partners aboard this year so that together we could competently inform and advise customers,” Hauptfleisch explained. The trade show was attended by 218 visi-



tors from 148 companies – a very good result for a full day. At times, the stands were besieged by customers, particularly in the morning, a situation that could not have been better for the exhibitors and organizers. In the latter half of the day, the stream of visitors calmed down somewhat before gathering strength again in the late after-

noon. Hence a positive feeling spread among the exhibitors, who were seen reading stacks of contact forms near the end of the event. Some customers took advantage of the day to look around and get an overview of new products and trends. Corporations in particular start planning marketing campaigns early in the year, so the date of the trade show was chosen wisely from this point of view. Others already had their eyes on specific projects and were collecting ideas on how best to implement them. The exhibitors and the consulting team were glad to give them help.

#### SPACIOUS SETTING

In order to make the customers feel at ease, Hauptfleisch places great value on choosing an appropriate location. It must be prestigious, but not so large that the participants feel lost in it, he explained. Choosing the ZKM this year was right on the mark, since the elegant, stylish ambiance of the foyer in this well-known art centre provided a spacious setting for the exhibition. The ZKM is a cultural institution that is unique in the world in that it houses so many museums and research institutes under one roof with a high level of name recognition. The building alone is well worth a visit.

#### HOME EDITION PLANNED

How does Hauptfleisch intend to approach the topic of in-house trade show in the fu-



Lediberg has given a whole new meaning to sustainability. Ursula Will presented Appeal, notebooks made entirely of apple leftovers, the first of their kind in the world.

ture? One thing is already certain: “The next trade show will be a ‘home edition’, as our headquarters has a lot of interesting things to offer that we would like to show our customers,” said Christian Hauptfleisch, looking ahead. For instance, there is the high rack warehouse completed in 2014, the showroom, and the textile finishing, which is done almost entirely in-house. After all, the PSI has been demonstrating for years that textile is a major topic – including for Werbepräsentate Hauptfleisch. <



Visitors, advisors and exhibitors took plenty of time this year to explore new product trends.

## WERBEMITTELMESSE MÜNCHEN 2016

# SUCCESSFUL OUTCOME DESPITE DROP IN VISITORS

Once again, the latest Werbemittelmesse München (Munich Promotional Products Trade Show, wmm for short), the largest industry event in the south German region, provided an impressive platform for the medium “promotional product”. 1,200 trade visitors came to the M.O.C München event centre on 20 and 21 January and informed themselves about the latest product trends.

**T**he five promotional products agencies hosting the event – Active Promotion (Erlangen), admixx (Ottobrunn), CD Werbemittel (Germering), Eidex (Baierbrunn) and Hagemanngruppe (Eichenau) – together used the trade show once more as a forum to present themselves as professional partners to their customers. More than

100 of the agencies’ supply partners presented the advantages of promotional product advertising compared to other forms of advertising in an exhibition area of 4,000 square metres. Supported by proficient consulting staff of the promotional product specialists as well as helpful hostesses, the visitors, including many marketing

experts, purchasers and decision-makers from industry and SMEs, got a comprehensive overall impression of the classics, new products and latest trends of the industry. Michael Hagemann from the organizer promo event, which has been coordinating the trade show since 2002, says: “We are proud of the fact that, as part of



Michael Hagemann, from the organizer promo event, greeting the trade show guests.

wmm, we can show how versatily promotional products can be employed in a company to support their CI."

#### "HIGH STANDARD MAINTAINED"

The number of visitors this year did drop by 300, but on the other hand the guests took all the more time to examine the new products and their possible applications. The exhibitors also confirmed this and spoke of "top-class visitors, who did not have to wait at the stand" and "a high quality of enquiries thanks to the more in-depth conversations". Thus it comes as no surprise that the exhibitors were very satisfied again and almost all of them would like to come back to wmm in 2017. On average the length of time the visitors stayed was three hours. And the statistics of the digital trade show enquiry system registered the same amount of enquiries as in 2015 despite the decline in the number of visitors. "We have maintained the same high standard as we have had for years in respect of both visitors and exhibitors and we are delighted that wmm

enjoys such great popularity," comments Michael Hagemann. "Furthermore, we are pleased to have created a wonderful platform for the medium "promotional product" in an extremely pleasant trade show atmosphere. The exhibitors supported this with fantastic stands and friendly staff. And we were able to show the highly interested visitors, some of whom had come from all over Germany, how versatily promotional products can be employed in companies."

#### MANY USEFUL TIPS

Promotional products are an important component of companies' marketing mix and are coordinated with their CI. "Creativity means finding exactly what fits with the philosophy of the giver and encapsulates their message but simultaneously suits the recipient and is additionally so likeable and practical that it will not end up going straight in the bin," Michael Hagemann observes. At the stands of the five promotional products agencies that act as the hosts of wmm, the visitors were given numerous useful tips as to how they could incorporate promotional products of all kinds into their communication strategy in such a way as to promote sales.

#### INFOTAINMENT RICH IN VARIETY

The supporting programme of wmm followed the motto of the trade show "Quality before quantity" with specialist talks by various top speakers in a special lecture forum. So this year, again, presentations of very high quality were to be heard. On the first day of the trade show, Karl Werner Schmitz spoke on the topic "Tactile selling – 5 senses sell more!" and Rolf Schmiel on "High flyers – the unvarnished



truth about motivation". On the second day the focus of the lecture forum was on Sandra Schubert with "Happy sales – simply selling more easily with a smile!" and Stephan Ehlers with "Knowledge. Desire. Ability. Action". "It is particularly important to us to be able to offer the visitor varied and up-to-date infotainment besides attractive stands and the latest product trends," says Michael Hagemann and sums things up: "Behind wmm is far more than just 'renting out stand space'. It is details that are often unseen but can be felt which show that this event is organized with a great deal of passion. From that point of view, too, the 2016 edition of wmm was a great success once again."

[www.werbemittelmesse-muenchen.de](http://www.werbemittelmesse-muenchen.de) <



This year, again, there were top-class talks on industry-related topics.



## BAGS, LUGGAGE AND TRAVEL MESSAGES „ON TOUR“

As the poet Jean Paul once put it: Only travel is life, just as life itself is travel. We take this up and shift the focus in the following promotional products guide of this issue to both attractive and promotionally effective products related to this quintessence.

**T**oday'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. Products in the areas of bags, luggage and travel are constantly present as a beautiful and/or practical companion – and are therefore also extremely effective as an advertising medium. Whether as a memorable premium or as a concisely personalized giveaway, they always remain in sight of their user through their indispensability. The advertising effect increases when handling, benefit and design combine into an attractive whole, and also make the product into one that is gladly used for a long time. Of course the continuing trend towards wanderlust delights those in the promotional products industry who supply all the large and small accessories for people on the go. And the industry offers all kinds of large and small attractive and useful items for a mobile world.





## PRACTICAL AND COLOURFUL

**T**his trendy manicure set from Walter Broch Nachf. from Solingen is a useful accessory to take with you on any journey. The leather case with a crocodile design comes in the spring-like colours blue, green and pink. The case is 'Made in Germany' and features several high-quality Solingen manicure utensils from the 'Ruderer' brand: a nail/skin clipper, nail file and tweezers. This accessory set can fit inside any bag and will always be handy when you need it. A personalised advertising message can be placed on the case using blind or colour embossing. The person giving it as a present is sure to be fondly remembered by the recipient for a long time, especially when they are travelling.

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



## FULLY RECHARGED WHILE TRAVELLING

**T**he one-of-a-kind travel tool from Spranz called TheTravelBank has been designed for businessmen and women or anyone else who needs a portable charging device while travelling the globe. The tool includes a Metmaxx suitcase strap, which is equipped with a back-lit suitcase scale, and a powerful LED pocket torch, which has a built-in lithium-ion battery and also functions as a powerbank for mobile devices while travelling. The 2600 mAh battery includes a security circuit and a 1A outlet, which is compatible for use with mobile devices and tablet computers. TheTravelBank is delivered to the customer inside a specially-designed cardboard box and comes with a micro USB cable.

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

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## Ideale Reisebegleiter: Serie ADVENTURE

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 Telefon: +49 (0) 521 / 98 244-0 | www.halfar.com



## WALLETS IN WARM BROWN TONES

**T**he Colori wallet from Troika is designed in the shape of an envelope and is sure to be a hit with customers while they are travelling all around the world. This wallet can hold all their important documents inside the nine interior compartments for credit cards, receipts, vouchers, bills etc. It also features a pen holder for their favourite pen and a metal push-button fastener. The Colori Caramel model comes in two new trendy colours: the warm brown tones of 'dark honey' and 'dark coffee'. Colori is a real eye-catcher because it is made out of innovative materials, comes in many bright colour combinations and has a shiny micro-structured surface. What is more, it is very durable: Its durability has been proved in tests carried out in tropic-like conditions with a temperature of 70° Celsius and a high humidity level.

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

## SWEET WANDERLUST

**F**or the start of this year's travel season, Jung Bonbonfabrik is presenting tasty and low-priced giveaway ideas with a high enthusiasm factor for all target groups in the travel and tourism industry. Vacationers and guests everywhere always appreciate a little gift from the hotel, travel agent, bus company or tourist association. A few examples are the single fruit gums that come in the shape of a bus, thank you, smiley, or heart. They are ideal as giveaways when booking, as a supplement to flight or travel tickets, as well as right on site at the destination. Information and samples can be ordered immediately from the Jung consulting team.

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



## MULTIPLE BENEFITS

**T**he popularity of reusable items, especially bags, is increasing. The new reinforced paper bag series called Paper from 'elasto form' lives up to this trend because the models in the series are perfect for repeated use while on shopping trips or picnics. The series includes two different sized cooling bags and a tote bag. Both cooling bags are lined with a two-inch thick, insulating aluminium foil which will protect perishable foods when being transported. Both cooling bags have an additional insert pocket and a flap cover with a handle. The larger bag comes with a Velcro fastener and the smaller bag with a zipper. The tote bag has a size of 380 x 400 x 100 millimetres, and features two handles made out of a non-woven material and a laminated interior inlay for support. The laminated inlay makes it stable enough to be reused several times which makes it the perfect companion to take along with you on any shopping trip. All of the bags can be finished in one colour using silk screen printing.

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





www.zwilling.com



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Sie erreichen die Kester Bolz Handelsvertretung, die für unseren Werbemittelvertrieb bundesweit zuständig ist, unter:

## **Kester Bolz Handelsvertretung**

Buntentorsteinweg 169

28201 Bremen

Tel: 0421 5251780

Fax: 0421 5251793

Email: [Info@Kesterbolz.de](mailto:Info@Kesterbolz.de)

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## VERSATILE RECYCLING-CREATIONS

**K**nown for its versatile recycling-creations out of airline material Austrian trend label Flug zeug created the new SLEEVE+ for Microsoft Surface Pro 4 in exclusive cooperation with Microsoft. It covers the surface, which is tablet and laptop all in one. Flug zeug uses decommissioned life vests from different airplanes for the outside of the sleeve, a lining on the inside offers perfect protection for the tablet. The red blowtube, which was originally used to inflate the life vest, is now a chic pen holder. The lid has a magnetic closure and can be opened by pulling the legendary “pull to inflate”-anchor. All Flug zeug products can be (co-)branded with text and/or logo of your customer.

PSI 49626 • Flug zeug • Tel +43 664 9294099  
cockpit@flug-zeug.at • www.flug-zeug.at



## PACKING COMFORTABLY

**T**he high-quality Comfort three-part travel bag in 600 D nylon from Lehoff consists of a trolley suitcase, a shopper and a cosmetics bag. The trolley suitcase is foldable for practical stowing. The extendable and steplessly adjustable telescopic handle ensures easy handling. The carry handle and all-round zipper complete the trolley suitcase's functions. Inside there is a large main compartment with a luggage lashing strap along with a further zipped compartment. The versatile shopper has two inner pockets and a zipped pocket and can be closed with a practical magnetic clasp. The cosmetics bag with carry strap has three inner pockets, offering plenty of room for all kinds of cosmetics.

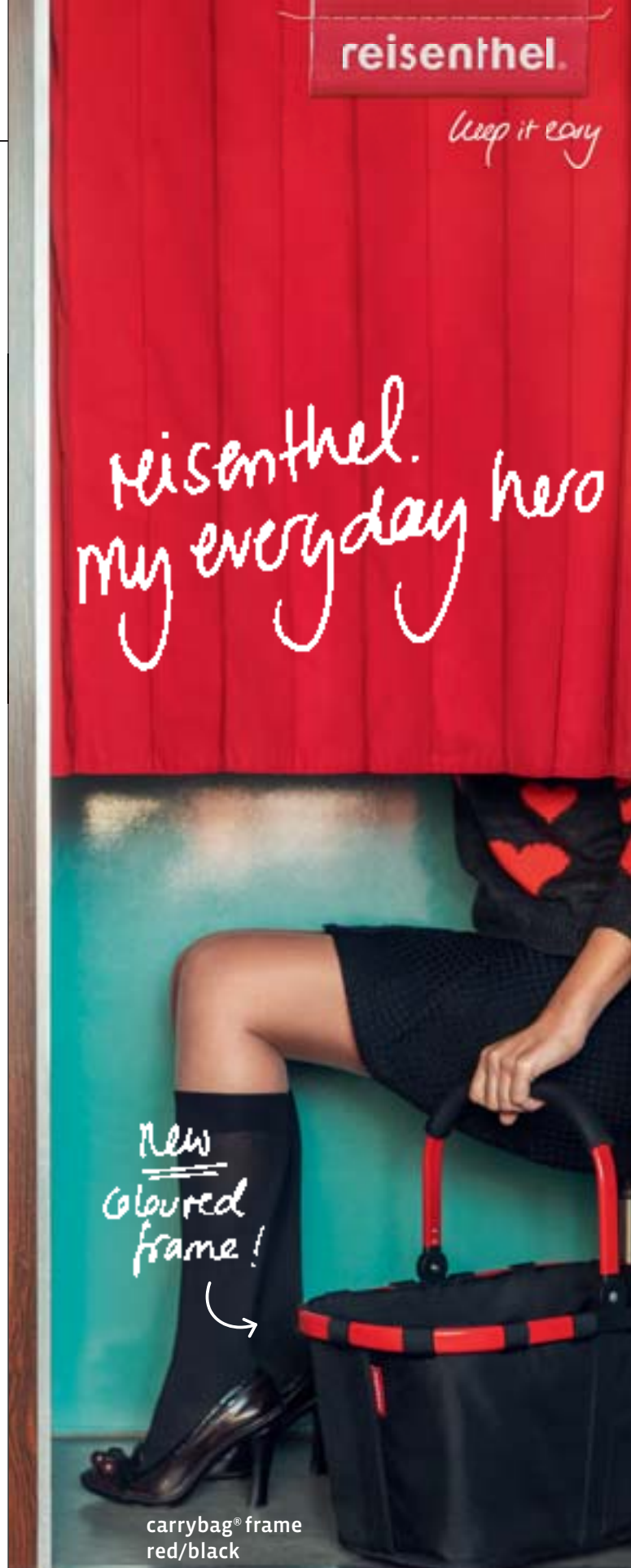
PSI 41259 • Lehoff Im- und Export GmbH • Tel +49 40 529607-0  
info@lehoff.de • www.lehoff.de



## A SUSTAINABLE COMPANION

**L**aptops and tablets use up a lot of energy when they are produced. So it is nice when its packaging can make up for the ecological footprint it leaves while being stylish at the same time. The environmentally-friendly InLine OEcoBags from Intos Electronic are made out of recycled PET bottles which makes them a sustainable companion to use for your job and recreational activities. The casual black bags come with a small label attached which tells you how many plastic bottles were used to make it. The computer distributor focuses on using a transparent method of saving energy for its new bag edition. Depending on the model, the special production method used can save around 54 per cent of the CO<sub>2</sub> emissions normally produced in the production process. Hi-tech fans of portable devices can choose from a multifunctional business bag and a robust laptop rucksack. Its sturdy hard case will protect the sensitive technical device inside while you are on the go. The business bag is a real talent that not only can carry tablets and notebooks safely inside the padded compartments, but can also be turned from a shoulder bag into a practical rucksack in just a few seconds.

PSI 49734 • Intos Electronic AG • Tel 49 641 97260  
service@inline-info.de • www.intos.de





## A VERSATILE ACCESSORY

**T**he stylish rucksack from Inspirion called Fun will surely win over anyone who uses it while on a day trip or short excursion. It is made out of 600D polyester, and features a spacious main zipper compartment and an additional insert pocket. Its design makes it easy for you to organise your things inside the bag. It also has a vertical zipper compartment on the front, which is great for storing keys and wallets so that you won't have to look for them while standing in front of your door. The reinforced back of the rucksack and the two padded shoulder straps make it very comfortable to carry on your back. What is more, this rucksack features an impressive design with suede appliqués and is available in four fresh colours.

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

## ORGANISATION AT ITS BEST

**T**he Wally powerbank features a built-in organiser with a reeko design and is available in black or grey. This allround talent has everything you will need while travelling: It includes an elegant organiser with numerous business card and storage compartments as well as a powerbank with a built-in 4000 mAh polymer battery. It comes delivered with a cable for the micro-USB lightning charger so that your device can be recharged directly from the organiser. This trendy product is sent to the customer packaged in a high-quality, black card-board box.

PSI 46261 • reeko design – Carstensen GmbH • Tel +49 4106 79950570  
info@reeko.com • www.reeko.com

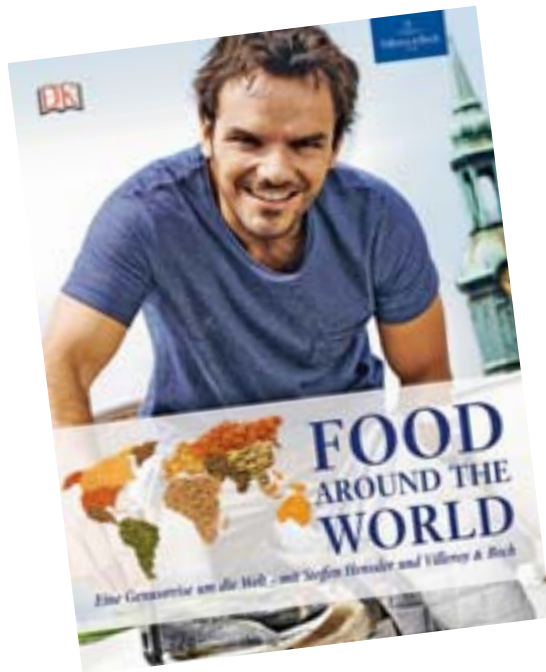


## SUPERBLY STOWED

**T**he attractive luggage from the portfolio of the Italian manufacturer BSC SPA promises a first-class travel experience. Made from genuine Saffiano leather, the Baldinini trolley is available in various fashionable trend colours, features four wheels and can be closed using a metal zip. Inside is a compartment for a laptop as well as leather straps for securing accompanying garments. In addition, the luggage has a zip pocket in the front section to conveniently store small utensils. Baldinini is available in two sizes.

PSI 48383 • BSC SPA • Tel +39 0541 811511  
corporate@bsc incentive.com • www.thegiftcollection.net





## CULINARY WORLD TOUR

**E**njoying culinary delights when travelling, sweetening the trip even more with tasty treats: this goes hand in hand for most people. For the book “Food around the World”, the publisher DK Verlag partnered with star chef and Villeroy & Boch brand ambassador, Steffen Henssler, to put together his favourite recipes from around the world. The outcome is a 128-page cookbook serving as a high-quality, practical and at the same time product-related gift, which customers received above a particular purchase value. In addition to the recipes from Henssler’s regular DK books, the star chef presents the Villeroy & Boch programme, for which he is the promotional face, on feature pages depicting his own photographs. This led to a successful combination of long-lasting user value, the recipes, with subtle, very informative and theme-based product presentation.

PSI 48489 • Dorling Kindersley Verlag GmbH • Tel +49 89 442326-228  
b2b@dk-germany.de • www.dorlingkindersley.de



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## EYE-CATCHER FOR SHOPPING TRIPS

**W**hen it comes to quality promotional bags, Joytex is the right partner: for example, the popular bag "Lisboa", weighing merely 80 grams and made of PP non-woven material, offers ample space for folders or daily purchases from the supermarket. This ensures a long-lasting advertising effect. The long handles allow the bag to be carried comfortably over the shoulder. Lisboa is available in 22 different colour combinations. As all bags from Joytex have been printed in the in-house screen printing facility for the past 30 years, fast delivery times can be guaranteed without a problem. Up to six print colours can be chosen. The minimum order quantity for Lisboa is 250 pieces. Custom-made varieties can be produced in 30 standard colours for orders of 1,000 pieces or more.

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

## ALWAYS CONNECTED WHILE TRAVELLING

**T**ravelling – gladly! Anyone travelling should never be without the ultra-compact travel adapter from Pixika. It is compatible with sockets in more than 100 countries, including Great Britain, the remaining EU countries and the USA from 110 to 240 volts. Overload protection and a 6A fuse ensure a very good quality of the new travel companion. Telephone, digi-camera, MP3 player, tablet, power bank, toothbrush and much more can be recharged thanks to the 1A and 2.1A USB output. The desired logo appears on the included travel case.

**PSI 49515 • Pixika Deutschland GmbH • Tel +49 681 95264020  
info@pixika.de • www.pixika.de**



## BEAUTIFULLY PACKAGED GAMES

**A**DV PAX Lutec GmbH, a specialist for high-quality and decorative metal cans, is currently offering the special shape of a suitcase in various sizes for games. This suitcase can be designed according to customers' specifications, whether printed, embossed, or with a transparent panel – there is something for every taste. Accessories such as quiz or playing cards, recipes, pairs playing cards, puzzles, or even game tokens can be optimally presented in this way and what is more, they will be protected by the metal packaging. On request, the cute little suitcase can also be shrink-wrapped.

**PSI 46850 • ADV PAX Lutec GmbH • Tel: +49 7123 38007-0  
info@adv-pax.de • www.adv-pax.de**



## COOL PERSPECTIVES

**T**he Cool universal selfie stick from Krüger & Gregoriades makes it possible to take pictures or videos using a mobile phone while standing in a large crowd of people or from hard-to-reach places. The adapter for smartphones can be adjusted to the size of any device between 55 and 88 millimetres, which means it can be used with the iPhone models 4, 5 and 6, or with almost any android smartphone (from OS 4.2.2) sized 4 to 6 inches. The 3.5 millimetre audio connector on the end of the stick can be activated and operated conveniently with the remote control. The company from Hamburg indicates the product is packaged inside a gift box and comes with a carrying pouch and an instruction manual in German.

PSI 47203 • Krüger & Gregoriades Im- & Export GmbH

Tel +49 40 731021-80

info@kg-hamburg.de • www.kg-hamburg.de





## ENJOY THE SUN WITHOUT REGRETS

It is easy to enjoy being in the sun while on holiday and you won't regret being in the sun too long if you protect your skin with the high-quality sunscreen from LimeBOX. It has a very effective UVA-UVB filter which gives you the optimal level of protection on hot summer days. The creams have an exceptional silky texture, they are absorbed very quickly and they moisturise your skin. The customer can select from three different kinds of sunscreen: SPF 15, SPF 30 and now SPF 50. The sunscreens come in tubes and sachets.

PSI 48956 • LimeBOX • Tel + 48 22 1152514

info@lime-box.com • www.lime-box.com

## COOL AND GERM FREE

Not infrequently, trips to faraway places are plagued by Montezuma's revenge from the contaminated water in ice cubes abroad. Five to six of the reusable ice cubes available from Kolb Import & Export in long drinks can help save your health. The giveaway with logo printing in the ice cube is filled with distilled water and does not water down any drink. The logo ice cubes fit handily into travel luggage and can easily be frozen in the hotel minibar. Kolb Import & Export in Hamburg supplies the logo ice cubes, which can be reused for five years or more, packed hygienically in any desired quantity and now even to the retail trade as a souvenir item in packages of four in an attractive mini-bag.

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

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



## FRENCH ROSE FOR TRAVELLERS

The wellness set French Rose from the product range of Kundenpflege Wellness & Care not only features a high-quality little toiletry bag. Because, after all, it's also the inner values that count: the elegant tube in aluminium look containing hand and nail cream, as well as a hand scrub, each with a capacity of 50 millilitres, together with the supplied nail file allow hands to be well groomed when travelling. Further creative wellness sets and give-aways can be found online at [www.kunden-pflege.de](http://www.kunden-pflege.de).

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

Tel +49 6541 812950

info@kunden-pflege.de • www.kunden-pflege.de

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E-Mail: [vertrieb@vim-solution.com](mailto:vertrieb@vim-solution.com)



## LIGHTWEIGHT AND STORM-TESTED

**I**ts name is Carbonsteel Magic, and it is an umbrella that has everything the heart could desire on a rainy day: it is practical, functional and captivates thanks to its stylish design. The open-and-close duomatic makes it easy to open and close at the touch of a button. Its carbon steel makes the umbrella into a lightweight rain protection that can fit into any pocket and at the same time is extremely robust. This hard-wearing all-rounder copes with rain, wind, and storm hands down. Doppler carbon steel umbrellas are tested in the BMW wind tunnel and can hold up against winds of more than 100 km/h. When registered at [www.carbonsteel.eu](http://www.carbonsteel.eu), anyone interested can obtain a five-year guarantee on the product.

PSI 41752 • E. Doppler & Co. GmbH • Tel +43 7722 63205315  
[gianna.strobl@dopplerschirme.com](mailto:gianna.strobl@dopplerschirme.com) • [www.dopplerschirme.com](http://www.dopplerschirme.com)

## SMART TRAVEL

**S**pace must be used wisely when travelling. After all, the luggage should be as light as possible and comfortable to transport. Clever, orderly packing is the solution. BRIGHTtravels products at PF Concept help here with smart stowing systems and collapsible hangers. And if it should get cold during the trip, a foldable travel rug is also ready to hand. This is how problems are solved nowadays. Whether it be a business trip or a holiday trip: With personal branding the luggage becomes an eye-catcher and ambassador for one's own company. PF Concept offers individual finishing for the entire BRIGHTtravels range.

PSI 40972 • PF Concept International B.V. • Tel +31 71 3328911  
[weborders@nl.pfconcept.com](mailto:weborders@nl.pfconcept.com) • [www.pfconcept.com](http://www.pfconcept.com)



## WELL-GROOMED WHEN TRAVELLING

**N**ew at Frank Bürsten is the travel set for facial care, listed under item number 180. The transparent drawstring bag contains everything that is needed for soothing facial cleansing: a facial brush, a small sponge for face care, high-quality cleansing milk, as well as a white towel. The facial brush guarantees relaxation: after all, it is intended for gentle facial peeling. The practical travel set is sure to quickly find a firm place in every bag or suitcase, becoming an important travel companion that is always in reach. Frank Bürsten can apply an individual company or promotional logo onto the facial brush upon request.

PSI 41853 • Frank Bürsten GmbH • Tel +49 7673 88865-0  
[info@frank-brushes.de](mailto:info@frank-brushes.de) • [www.frank-brushes.de](http://www.frank-brushes.de)



## COFFEE TO GO

A bag made of genuine neoprene that is ideal for travelling – for instance, to take along dolce gusto espresso machines along with the related capsules – is on offer for the promotional product market from Sale. These practical neoprene bags, made with excellent workmanship, come equipped with a large carrying strap and close with a zipper. They also have an extra zippered pocket on the outside for the capsules. These practical bags can also be individually finished for other purposes, for instance, by means of full-colour printing and a logo on the zipper.

PSI 49617 • Sale s.r.o. • Tel +420 777 151 946

[martin.kozubek@sale-ostrava.cz](mailto:martin.kozubek@sale-ostrava.cz) • [www.sale-ostrava.cz](http://www.sale-ostrava.cz)



## SHINING EXAMPLE

The mini pocket lights from Richard Cermak are all made in Germany, are a must for all pockets and are valuable and practical travel companions. Currently in the range and ideal for on the move is the mini pocket light Magic-MA370, equipped with a bright white LED and key fob. The company Richard Cermak is synonymous with durable, high-quality products which, according to the Pforzheim company's own information, are now made by no other manufacturer in Germany. All production processes are carried out according to environmentally friendly benchmarks.

PSI 44668 • R. Cermak – Mini-Taschenlampen (Made in Germany)

Tel +49 7231 106105

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

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by





## NO MORE EXCESS BAGGAGE

**H**andy, mobile and universally deployable, that is the Travel luggage scale from Soehnle from the range by commercial agency Nientiedt. Whether at home or on the move, for luggage or school satchels – the Travel luggage scale is easily and uncomplicatedly to hand at all times. The test winner of many practical tests possesses a stable carry strap with metal hook and is easy to stow as a result of its compact design. The stainless steel front features a clearly legible LCD display and additionally offers the tare function. As a brand manufacturer, Soehnle provides a three-year guarantee for this product.

PSI 49565 • Handelsagentur Nientiedt • Tel +49 2574 2260465

info@Handelsagentur-Nientiedt.de • www.handelsagentur-nientiedt.de

## SWISS QUALITY FOR TRAVELLING

**W**hen designing its travel and business bags, Victorinox focused on utility and functionality, but these qualities are not the only thing that the Swiss company is known for: They also have a reputation for their understated designs combined with high quality down to the very last detail. They have created a diverse and one-of-a-kind assortment of top quality travel and business luggage with clear lines. Their product range includes various trolley models, carry-on luggage, cosmetic bags, messenger bags and laptop bags as well as rucksacks and travel accessories. The Victorinox logo in the shape of a Swiss cross always stands for a high-quality, multifunctional brand-name product. The company's products are more than just pieces of luggage: They have a lifestyle character to them, too.

PSI 44281 • Victorinox • Tel +41 41 8181211

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



## STYLISH WHEN TRAVELLING

**S**tyle and elegance when travelling, without compromising on functionality and comfort – the laptop bag supplied by Yink promises this. The fine accessory originates from the French fashion house Balmain – a brand with a long tradition that stands for quality and luxury. In accordance with this creed, the laptop bag impresses through its high-quality workmanship and fine imitation leather details. The bag, made of microfiber, has a handy size of 40 x 8.5 x 30 centimetres and offers space for laptops up to a size of 15.4 inches. What's more, documents and personal belongings can be perfectly stowed in the two front pockets. At Yink this promotional product can also be personalised with a customised imprint below the silver coloured Balmain logo according to preference.

PSI 48779 • Yink - sprd.net AG • Tel +49 341 3929440

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# ZEBRA-STREIFEN?

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□ or some people a Saturday shopping trip is enough adventure for one day, while others prefer spending time outdoors in nature. With the new promotional bag series 'Adventure' you will be well prepared, regardless of whatever type of adventure you prefer. The series includes the Adventure XL sport/travel bag, the Adventure Multi-bag, or the Adventure rucksack. All of these products have a very clear, modern design and feature a distinctive mix of different colours and materials. The bags combine black, white and grey with each other and also play with different types of surfaces, ranging from shiny imprints and a fine honeycomb structure to matt surfaces and finely woven fabrics. The combinations used for the Adventure XL sport/travel bag are the most striking. Because it can hold up to 50 litres, it can be used for even long weekend trips. It has many compartments and comfortable features, including a ventilated shoe compartment. The Adventure rucksack is perfect for anyone who prefers travelling with a smaller bag. This compact multi-functional rucksack is the ideal companion to take along on a day excursion. It has a ventilated back, rain cover, waist belt and many more special features. On the other hand, the Adventure Multibag seems almost minimalistic in comparison. This bag has been given its name because it offers you two different ways of carrying it: you can either carry it comfortably around your waist or casually over your shoulder. Its innovative belt system makes both possible.

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



## CLINGY TRAVEL COMPANION

**B**ühning from northern Germany makes elegant suitcase tags, such as Journey in leather. Production is performed on a project-related basis in India. This gives customers the opportunity to custom-modify the design and to choose the leather from a range of available textures and colours. As standard, Journey comes in black, with a transparent address window concealed by a flap with a press stud, and comes to the customer individually packaged in a poly bag. Address cards are not included in the delivery. The Indian supply partner has been SA 8000 certified since 2014. Blind embossing is recommended for a discreet promotional message. For smaller quantities, supply time is approximately four to six weeks following pattern and logo approval, depending on quantity and colour availability. The Bühning team will be pleased to assist if delivery is urgent.

PSI 40807 • Bühning GmbH • Tel +49 4154 795400

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



## A PORTABLE ENERGY DEVICE

**P**okey from reeko design is a powerbank with a LED light and carabiner ring. This portable recharging station for key rings comes in black or silver and is equipped with a pocket torch featuring six LEDs and a SOS alarm. At the heart of the powerbank is a 2000 mAh lithium-ion battery which has an input capacity of 5V/0.08A and an output capacity of 5V/1A. Pokey is delivered packaged in a high-quality, black cardboard box. A micro-USB cable comes included.

PSI 46261 • reeko design - Carstensen GmbH • Tel +49 4106 79950570

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Post-it® Notes connect: The updatable promotional product that the user always carries with him on his smartphone.

## POST-IT® PROMOTIONAL PRODUCTS GOES DIGITAL

# PROMOTIONAL PRODUCTS WITH DIGITAL ADDED VALUE

Dynamic, interactive, integrated: Michael Schiffer Promotion is introducing the next generation of smart product solutions from Post-it® Promotional Products. The new Post-it® Notes connect division stands for integrated offline-online products that combine the best of haptic and digital communication. And in this way advertisers are permanently connected with their customers. Directly on the smartphone.

**M**ichael Schiffer Promotion presented the new product offering at the 54th PSI in Düsseldorf as a PSI FIRST product. The principle is very simple. Using a QR code on the Post-it® Promotional Product, the user accesses his own personal cloud memory on any terminal device via an app or browser. In addition to his private memory, he sees the banner of the sponsor and the sponsor folders which contain exclusive content for him.

### DYNAMIC RELATIONSHIP WITH THE CUSTOMER

The advertiser can update his content at any time as well as contact and enable his customers directly – via push notification on his smartphone or by e-mail. Post-it® Notes connect turns a give-away into a promotional product with a content marketing function, enabling the advertiser completely new possibilities in terms of updating his messages and building relationships with his target group. Michael

Schiffer Promotion created this novel combination of premium promotional products and an online dialogue tool in partnership with SSP Europe, the leading secure cloud service provider and provider of Cloudbox to Go™ which is an integral part of the new product.

### LARGE APPLICATION RADIUS

Recapitulation of an event in the form of recordings, photos or presentations. Coupons and temporary discount offers for the trade or systems catering. Reach enhance-

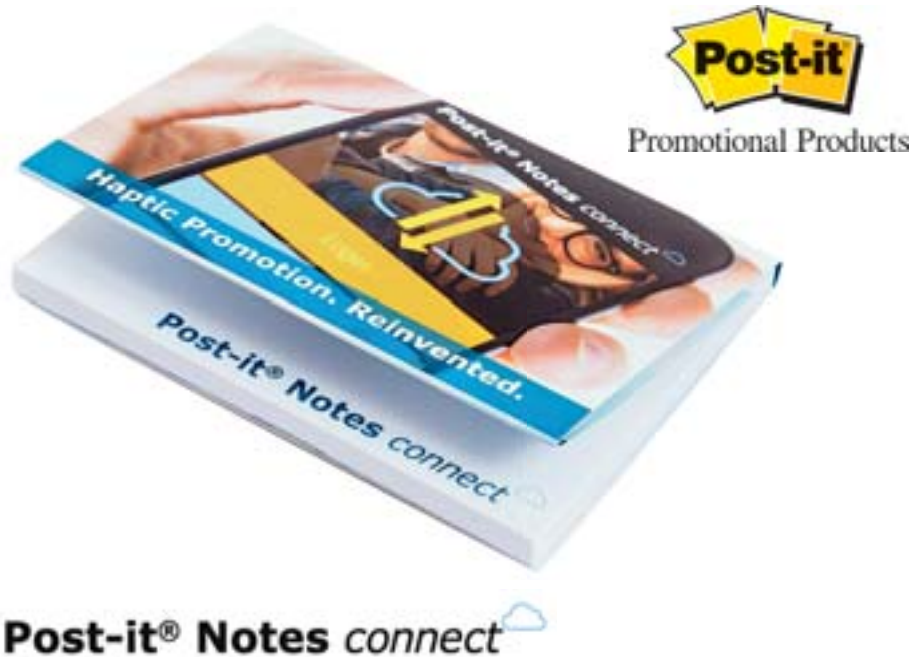
er for brand content offered via website or app. Development of new target group segments via offline contact points. Providing up-to-date documents and sales materials for field staff. The possibilities are virtually unlimited. The handover of the Post-it® Notes connect promotional product marks the start of sustainable, interactive customer loyalty. The promotional product can thus be strategically used as an entry, accelerator or reach enhancer in the overall communication.

#### EASY AND FAST

The focus is on “simplicity” both in the handling for the advertiser as well as for the consumer. Initiating the campaign only requires a few key data on the run time, dates and memory size. The digital content can easily be uploaded and updated by the advertiser via a portal. The user downloads the free app and then registers himself in three quick and easy steps. Alternatively, he can log in via the website. He can then use his cloud memory from any device when on the go, at no charge and without any restrictions. His personal upload key is the key to his Cloudbox which he always has on his smartphone.

#### HAPTIC ADVERTISING RELOADED

The innovative combination of the two media makes Post-it® Notes connect a particularly versatile image carrier that is backed by the premium brand promise and quality of Post-it® Promotional Products. The haptic, multisensory brand experience will remain lasting and highly effective in the future. But with blurring boundaries between analogue and digital, the promotional products industry faces the challenge of offering relevant brand experiences that communicatively accompany the customer beyond the interfaces. Post-it® Notes connect meets the increasing need for media-independent, mobile, interactive and relevant communication. Not only does this ensure the transition from haptic to digital communication, it also creates a genuine online benefit for the consumer, far beyond advertising messages or gimmicks.



#### NEW MEASURABILITY

The new measurability, which until now has been rather difficult in haptic advertising, is exciting for the advertiser: When distributing his promotional product, he not only obtains valid e-mail addresses with which he can also contact his customer beyond the cloud memory. He can observe

and evaluate rates of activation and clicking behaviour – and thus has a valuation basis for the effectiveness of its promotional product expenditures. Detailed information and contact details are available at: [www.promotion.michaelschiffer.com](http://www.promotion.michaelschiffer.com) <



The handover of the Post-it® Notes connect promotional product marks the start of sustainable, interactive customer loyalty.

# INNOVATIVE PROMOTIONAL PRODUCTS



## AHEAD OF ITS TIME

**T**he question of taste and fashion is always strictly linked to the prevailing zeitgeist. This also applies to writing instruments. With the new CURVE, uma has attempted to free itself from the conventional notions of a ballpoint pen. The result is an extravagant, futuristic design which resembles an orbital glider more than an ordinary pen due to its slim shape rounded towards the end. The barrel has also been reduced: the CURVE is available in black or white, the CURVE LUX in matt silver. The striking contrast is ensured by the polished chrome contour and the polished chrome stopper and tip. The undulating contour becomes visible by pressing the clip. It was no coincidence that the CURVE was the uma highlight of the PSI 2016 as a PSI FIRST model. Inside the writing instrument you can find the proven uma TECH refill that promises more than 4,000 metres of writing enjoyment. Thus, the new CURVE provides an ideal area for future-oriented advertising messages. The attractive housing can be printed using pad printing. uma gladly accepts sample orders. For more details, visit: [www.uma-pen.com/curve](http://www.uma-pen.com/curve)

PSI 41848 • uma Schreibgeräte Ullmann GmbH • Tel +49 7832 707-0  
info@uma-pen.com • [www.uma-pen.com](http://www.uma-pen.com)

## THE MINI 'POWER-TOWER'

**D**o you need extra energy in between meals? Then you should always have the 8-piece Dextro Energy box handy so that you can give your brain and body the extra energy it needs. The 'Power Tower' box can be personalised on all sides. It may be small in size, but it contains a total of eight Dextro Energy sticks in original packaging. It comes in several different versions: vitamin C + lemon, magnesium, calcium or classic. Or if you are looking for a more colourful chocolate treat, the box can come with seven pieces of the squared-shaped Ritter Sport Quadretties instead. The Quadretties contain bitter sweet chocolate, almonds, cornflakes and milk chocolate and are guaranteed to be a hit with your customers. Kalfany Süße Werbung offers the option of customising the design of the five sides of the mini Promo Tower (32 x 32 x 50 mm) according to the customer's wishes for a minimum order of only 250 units. The tower can be filled with either the revitalising Dextro sticks from DEXTRO ENERGY or the sporty QUADRETTIES and, of course, it is produced in an IFS-certified production process.

PSI 42706 • Kalfany Süße Werbung GmbH & Co. KG • Tel +49 7643 8010  
vertrieb@kalfany-suesse-werbung.de • [www.kalfany-suesse-werbung.de](http://www.kalfany-suesse-werbung.de)





## A FRUITY ADVERTISING MESSAGE

**S**trong brands and a strong message: With SQUETCH from the company Schwartau, Jung Bonbonfabrik is selling a fruity sensation for advertising which can be used anytime throughout the year. SQUETCH is made out of 100 % blended fruit with no added sugar, aromas, food colouring or preservatives. It is packaged in a squeezable pouch with a re-sealable cap. Two flavours are available: apple-strawberry and apple-mango. These fruity snacks are sure to catch any target group's attention. They are ideal to use as a giveaway for the travel industry, as a small snack at events, or as a delicious fruity desert during meetings or seminars. Personalised advertising is placed on the pouches using advertising banderole labels made out of white paper, which can be designed according to the customer's wishes.

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

## COMPACT POWER

**W**era is selling ten high-quality screwdrivers in a tiny format which can be stored in a drawer, tool box or in your pocket. The set includes a slotted screwdriver, a Philips-tip screwdriver, a Pozidriv-tip screwdriver, TORX bits and the tried and tested Wera handle with a Kraftform design. The screwdrivers feature hard gripping areas which are ideal when working at a high speed and soft gripping areas which ensure a strong grip. Bits can be tightened and removed very quickly thanks to Rapidaptor technology. The tools are very neatly arranged inside the durable and practical bit case called 'Bit Check'. For a minimum order of 100 units, a special customer logo imprint can be placed on the case and the set can come in high-quality gift wrapping upon the customer's request.

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



# PROMO-MATTEN ZUM STAUNEN!

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## COLOURFUL JOY

The “Utensilo Wonderball” basket from Multiflower includes five clay balls (for cultivating plants) with seed filling (colourful flower mixture) in a gift box. Small and practical, it serves as a storage basket for many collected utensils. The potential uses are unlimited: for the desk, notes or bathing utensils, tools, flashlight, bottle opener, matches and so on. There are many things that quickly need a box. Folded together in gift box, this smart basket is sure to delight. Promotional print on the standard motif of the circumferential sleeve or your own personalisation is possible from an order quantity of just 250 units. Pad printing directly on the basket is possible from around 100 units.

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

## A CHIP SYSTEM WITH A REAL PLUS

The TRIGGI shopping cart chip from Pins & mehr has been enhanced and now comes with a key-finding service. This means companies which advertise their product with TRIGGI plus get another way of securing customer loyalty. The TRIGGI plus from Pins & mehr is a key tag with an alphanumeric code, which is used for finding keys. The company using it as a promotional product will get many benefits: They will have the opportunity to use it for targeted lead generation during the registration process and will have endless opportunities for their marketing and sales projects via their own registration website. What is more, it can also be used as a means of generating long-term customer loyalty by offering a flexible time period for the key finding service, which can be individually selected. In addition to the practical shopping cart chip, customers will get a reassuring feeling and the knowledge that they are appreciated.

PSI 46925 • Pins & mehr • Tel +49 8233 79312-0  
info@pinsundmehr.de • www.pinsundmehr.de • info@triggi.de • www.triggi.de



## A HEALTHY PROMOTIONAL PRODUCT

An apple a day keeps the doctor away. Scientific studies have proven that eating apples on a regular basis can slow down the growth of cancerous tumours. Apples contain the antioxidant quercetin, which reduces inflammation and binds free radicals. The fruit acid in apples also inhibits the growth of putrefactive bacteria and apples contain tannic acid, which is anti-inflammatory. Apples also have more than 30 different vitamins and minerals, which makes them a really cool and healthy promotional product. The apples from Kellermeister Manns are not only healthy, but are great advertising messengers. Customer logos are placed on them using food colouring, or for anyone who prefers to leave them untouched, the logos can be placed on an attached tag.

PSI 45384 • Kellermeister Manns GmbH • Tel +49 2045 960477  
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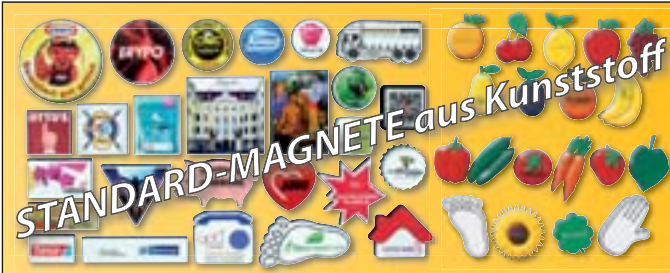
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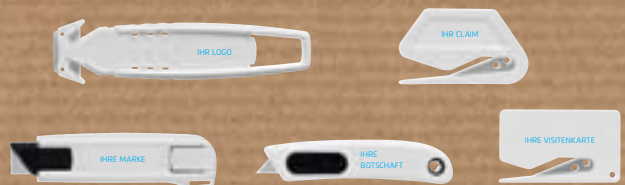
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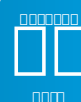
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# PSI 2017: A CONCEPT FROM THE INDUSTRY FOR THE INDUSTRY

It was a perfect start to the new business year. The best PSI for years with more exhibitors, more visitors, more internationality, more innovations. Even the figures presented by the European PSI Barometer and the German GWW Monitor provided positive forecasts for 2016. The industry was thoroughly satisfied. The forecast for the PSI 2017 is also positive, although there are still uncertainties in terms of new features.

Let us look back once more on the year 2015. The PSI was asked to review the trade show concept for the future and, together with the German Association, to discuss the possibility of how to allow industry customers to attend the trade show.

One reason for this: For decades now, industry customers have increasingly gained admission to the PSI through distributors

and suppliers. To end this abuse, we had to develop a concept, in partnership with the industry, that adapts the admission conditions of the PSI Trade Show to reality. In addition, market transparency, globalisation and e-business have necessitated a rethink. Although I would like to stress here that the majority of consultants and suppliers view this step as an opportunity to stimulate the market. As a showcase, PSI will provide incentives and motivation to increasingly see the promotional product as a marketing tool.

Convened by the GWW, the working group Trade Show was attended by distributors, suppliers and trade show professionals who met repeatedly, adopting a concept that adequately takes into account the concerns and interests of all parties. And if there had been a properly func-

tioning association at European level, we would of course also have included them in the decision. A restrictive concept that allows the trade – and only the trade – to invite industry customers on the 3rd day of the trade show. They are registered and their badges are colour coded. Thus, the PSI will be the only trade show which ensures a qualification of visitors through 100 per cent monitoring. Industry customers without proven distributor referral will be unable to gain admission – unlike other events. I would like to remind you of the multitude of promotional product trade shows which anyone can access.

A concept from the industry for the industry. Patrick Politze, GWW Chairman, quite rightly said: "It is the first time that distributors and suppliers have decisively helped to shape the PSI Trade Show concept." An important step to ensure trust between all market participants. Because one thing is clear: Trade show organisers are delighted when more visitors come. However, this is not and cannot be our objective.

How many industry customers eventually come or do not come is solely the responsibility of the trade. The benefits for the trade thus lie in their own hands ...

»The PSI will be the only trade show which ensures a qualification of visitors through 100 per cent monitoring.«



Best regards,

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

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



# Mit der Seminar-Allianz zum nachhaltigen Messeerfolg

Was macht moderne Messeplanung aus? Welche Trends setzen sich im Standbau durch? Wie können Aussteller ihren Erfolg noch besser kontrollieren? Diese und weitere Fragen beantworten Ihnen unsere Experten im Rahmen von Seminaren in ganz Deutschland.

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**Please give some consideration to the product theme of the May issue with the thematic groups „Sweet and Culinary“ and „Cuisine and Lifestyle“ and send your product presentations (image and text) by no later than 18 March 2016 to: Edit Line GmbH, Redaktion PSI Journal, e-mail hoechemer@edit-line.de.**



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## INNOVATIONS À LA CARTE

**J**ust how colourful and creative the industry actually is was recently experienced again at the PSI Trade Show. Many start-ups and young, resourceful companies with clever ideas add a welcome new touch to the industry on their way into the future. In an amusing way, our section "Promotional product innovations" presents products that harbour a wealth of promotion potential beyond the two established topic sections.



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### KEY ACCOUNTS

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