

# JOURNAL



**Stephanie Azizi**  
**Die Becherfabrik**  
To go as a real philosophy of life

## Product Guide

Writing instruments and  
office supplies  
Sustainable and certified  
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## PSI FIRST

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## EDITORIAL

## SENTIMENT, MARKETS, OPPORTUNITIES

In 2016, the PSI managed to achieve exactly what it should ideally always achieve. It inspired the market sentiment, and experience shows that this carries over into the first few months of the year. This is why many industries choose to hold their leading trade show in the first weeks of the year. Of course, this sentiment prelude is only successful if the markets allow it and have already noticeably experienced it in the preceding year. According to the PSI Industry Barometer, 65 per cent of the market participants experienced rising sales in Europe in 2015. The end-of-year sentiment was thus positive. Especially after years that were not the best. Is it any wonder then that over 80 per cent of market participants expect increased revenues of 10 to 20 per cent or more in 2016. Some will say that is a rather bold prediction.

But anyone who has attended the in-house trade shows in the past few weeks will confirm the positive sentiment. And this is immediately felt at in-house trade shows where the industry customers of the local organiser are in attendance. If the sentiment among these customers were negative and the order results were just as poor, one would soon see sour faces – among distributors and suppliers alike. Studies conducted by the advertising industry actually predict growth rates of up to 30 per cent for marketing and advertising. Logically, a good chunk of the budget will flow to the promotional products industry.

Does that mean everything is fine? Yes, the promotional products industry is back on track again. However, in order to ensure that the share of promotional products in the budgets of advertising companies is even bigger, our industry and its supporting companies need to promote themselves even more. Each advertisement in newspapers is a testament to the creativity of advertising agencies, as is every TV commercial. The Internet and social networks are similarly effective in their own way.

Promotional products are also an indication of inspiring creativity – in all price categories. The companies that make these product creations possible seldom appear in the public limelight. At most in classified ads, the impact of which is even smaller than their format. But we have to do more advertising: on building facades, in magazines, in social networks and so on. Whoever is part of the advertising industry must also show and practise this. We are not primarily distributors or suppliers, we are advertisers. Advertising is the goal of our actions. And we are either outright advertisers or not at all, especially in the way we present ourselves. A good future can be even better.

On this note



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



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## LASTING VALUES

14

They stand for promotional products par excellence: Writing instruments were and are the timeless classics in the area of representational advertising. Together with other promotionally effective as well as useful accessories, they spread the image of advertisers wherever something is noted.



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## CORPORATE LOANS AND INSOLVENCY PROCEEDINGS

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When negotiating loans, companies are increasingly faced with stricter requirements in the form of subsidiary agreements (covenants) which require greater transparency. However, cleverly defined covenants can also offer advantages for companies. Should a company run into difficulties, an insolvency plan can also be an opportunity for a new beginning.

## INNOVATIONS AS GENUINE ASSET

38



A brilliant idea, a market niche or a passion that has the potential for more: innovations are the 'icing on the cake' in the promotional products industry. 50 new promotional products were presented at the PSI 2016 within the scope of the PSI FIRST Club – and the trade show visitors made their choice. The three winners were recently honoured at a festive dinner in Düsseldorf.

## DISTINCTIVE ACCESSOIRES

62



New to the PSI network is the company Tie Solution, an international manufacturer with its new distribution office in Gießen, which enriches the textile variety of the members' circle with high-quality accessories such as ties, scarves, shawls and pashminas.

## TO GO AS A REAL PHILOSOPHY OF LIFE

64



Coffee to go has long since become a philosophy of life. The phenomenon of coffee to take with you gives the appropriate cup its corresponding outward form. The german company "die becherfabrik" has grown to be a true specialist when it comes to promotional and to-go cups – with its own distinct philosophy.

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**HOLIDAY PLEASURES**

“Anyone who travels has a lot to tell.” With this well-known sentence, the German poet Matthias Claudius begins his poem “Urians Reise um die Welt” (Urian’s Journey Around the World) in the year 1786. In this poem Mr. Urian tells of his experiences of his round-the-world trip. What still sounded very adventurous 330 years ago is now everyday life of tourists. Travelling is a condition which is an indispensable part of (business) life. Anyone travelling should not only take along his belongings, but most importantly essential things. This is of course relative and depends on your own personal taste. One thing is certain: Useful things for on the go should not only be practical, but can also be real eye-catchers that set surprising accents – as the selected examples show.



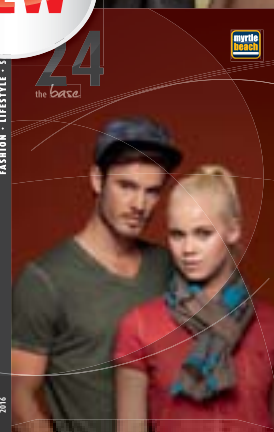
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According to an idiom, football is the most beautiful pastime in the world. The battle for the round ball undoubtedly plays a significantly more important role for many die-hard fans on the occasion of major international football events. And very few people can imagine that football was a sport played exclusively within the walls of British elite schools hundreds of years ago. The "Cambridge Rules" of 1848 formed the basic principles for the rules of modern football. Football came to Germany at the end of the 19th century. After considerable initial difficulties, it has long since become the most popular sport – and the promotional products industry is now increasingly turning its attention to major events such as the forthcoming European Championship.



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## CORPORATE LOANS

# BANKS ASK FOR MORE TRANSPARENCY

Growth-oriented companies can as a rule only invest with the help of banks. When negotiating loans, however, decision-makers are facing stricter standards in the form of subsidiary agreements (covenants) included in the loan agreements. Although these covenants demand more transparency for the banks, they can also bring advantages to well-run companies.

**W**hen loan commitments are extended or expanded, decision-makers are increasingly noticing that covenants are being defined in the loan agreements with banks which, for example, make it a condition that the company maintains a spe-

cific level of profitability, regulate shareholder withdrawals, or makes funding dependent on supplementary consulting. By including these additional clauses in the loan agreements, banks want to obligate the debtor to maintain certain benchmarks

or submit certain information at certain times without being asked. If the company or its management does not meet this obligation, then the credit institutes reserve the right to put sanctions in place. These sanctions can vary greatly: conceiv-





able sanctions could be aggravated interest terms, the successive reduction of special credit lines, a demand for (additional) securities or, in the worst case, the cancellation of the credit facility.

#### COVENANTS ARE GOING TO INCREASE

Due to the economic crisis, banks are having to get more deeply involved with companies and their daily business than in the past. Even the requirements of Basel II and the internal "MaRisk" lending practice (minimum requirements for risk management) are forcing lenders to search for ways to limit or be able to respond in due time to lending risks. Especially the additional clauses enable the banks to manage risk and act consistently in the event that these clauses are not observed. Thus covenants help meet the increased need of banks for security and adjust terms to the risk. Because this opens up ways to act earlier than used to be possible, covenants will gain in importance in future credit transactions.

#### BE SURE TO ADHERE TO AGREEMENTS

Within the scope of freedom of contract, banks are of course free to insert all sorts of subsidiary agreements into the agreements, providing the company taking out

the loan declares its consent. However, the company will only be able to refuse to accept the conditions for granting or extending credit stated in the covenants in exceptional cases. This would require another lender, for instance, or a stronger negotiating position for the company. If subsidiary agreements are made, they must by all means be adhered to. Otherwise the company will be in for a big surprise when, for instance, it submits documents for auditing (for example, quarterly business analyses) and discovers that loan conditions (such as withdrawal practice, equity ratio, or return on sales) have not been met, causing the bank to deduce that sanctions must be implemented.

#### EXCESSIVE WITHDRAWALS AND PROFIT DISTRIBUTION PRACTICES

In the future, banks are going to make increasing use of covenant requirements to prevent the outflow of liquidity and profits. Thus they wish to ensure that companies, for instance, are not "decapitalized" or their liquidity "dried out" due to withdrawals or company split-ups, and/or holding constructs. In more and more cases, excessive withdrawals will not be tolerated and profit distribution practice regulated.

#### CREDIT RATING DETERMINES AGREEMENTS

In the future, lending practice to SMEs will depend on how the creditworthiness of the banks' clients develops over time, what sort of growth forecast a company has, and how the bank defines the company's economic sector, which is used to derive the risk estimate. Of course, the relationship between borrower and credit institute hitherto will also be of significance. If the company has verifiably strong chances of growth and the physical securities are insufficient to give the bank adequate loan security, then covenants will be used disproportionately to "steer and guide" the client. What is certain, is that larger loans will be requested in the presence of plausible profit forecasts. The less the physical securities can be provided, the greater the probability that additional covenants will be included in loan agreements.



#### THOMAS UPPENBRINK

Owner of Thomas Uppenbrink & Collegen GmbH, Autax Consilium, Solventum GmbH, and Pro Economica Beteiligungs- und Verwaltungsgesellschaft mbH with the functions of insolvency administration, company reorganization, debt-relief strategies, and crisis management. He is regularly commissioned by German courts as an expert consultant in cases of disputes between insolvency administrators and tax consultants with regard to questions of fees and related contestations. [www.uppenbrink.de](http://www.uppenbrink.de)



#### MICHAEL PRÜMER

For 24 years, the banker and business management graduate Michael Prümer held senior positions at Deutsche Bank, mainly in the lending business with medium-sized customers. Since 2001 he has been working as an independent consultant for SMEs. With the main focus on bank communication, he supports companies to present themselves to banks and advises them in banking and especially security matters. As a partner for Thomas Uppenbrink & Collegen GmbH, he advises in the areas of financing and restructuring concept and corporate restructuring.

#### FORMER EXPERIENCES TAKEN INTO ACCOUNT

Even if the credit institute may always have received punctual interest and amortization payments from the debtor in the past, if the management or shareholders have not acted in compliance with the agreements, then here, too, covenants will more likely be included in new loan agreements. As an example: if withdrawals and/or additional investments are made without notifying the bank, or only later informing it, then this is not exactly conduct prone to promote trust. Companies that make use of loans must therefore always be aware of how their actions could be judged from the bank's point of view.

#### REALISTIC COMPANY PRESENTATION SOUGHT

How a company presents itself to the bank is of decisive importance to the granting of credit. A company whose presentation is overly deficient is damaging its own credit rating. However, an all too positive presentation should also be avoided, since then the bank will be likely to set the demands

for liquidity, profit, and sales forecasts in the covenants so high that complications will arise at the latest with the first quarterly figures, and the bank will be able to assert its rights pursuant to the subsidiary agreements, which is what happens as a rule. That is why it is very important for the entrepreneurs, chief executives, tax consultants, or auditors conducting the negotiations in the interest of their clients not to set the requirements in the covenants so high that the company cannot adhere to the agreements later. Even within the scope of the "predictive power" in the estimation of Basel II, it is important not to make the estimates too poor nor too optimistic. It is better to discuss poor figures with the bank consultant than to be in breach of contractual agreements later.

#### ADVANTAGES FOR WELL-RUN COMPANIES

Companies and executives who have their companies under control, who manage companies with and through figures and make the decisions, will tend to gain advantages rather than disadvantages by accepting covenants – as long as they pay attention to their credit ratings and their ability to service their debts, and fulfill all subsidiary agreements. Companies that fulfill all the agreements with the banks benefit as a rule from better terms as well as lower requirements with regard to securities. So companies should not lose sight of these two decisive advantages. What borrowers are not always aware of is that covenants in loan agreements cannot simply be whisked aside if specific figures or requirements are not met. At the latest after the economic crisis, financial institutions will set the bar very high indeed – not only for companies adversely affected by the crisis, but increasingly also for those hitherto judged to be sound.

*Thomas Uppenbrink, Michael Prümer* <



## OVER-INDEBTEDNESS AND INABILITY TO PAY

# Insolvency proceedings as an opportunity for companies

Companies can get into trouble for a variety of reasons. Problems often develop gradually and are frequently not recognized as being life-threatening until quite late. This can even happen to promotional product companies. In our interview, Justus Schneidewind, a lawyer and insolvency administrator, explained to us how companies can identify warning signals and see insolvency as an opportunity for a new start in the event of an emergency. This expert already spoke on the topic of insolvency law at the annual general meeting of the GWW.

### Mr. Schneidewind, as a rule, insolvency announces itself early on. What are the warning signals promotional product companies should pay attention to?

Reasons for insolvency are the inability to pay and over-indebtedness (for legal entities, such as a GmbH). Entrepreneurs should know that inability to pay is already present if someone is unable to pay ten percent or more of their due debts in the coming three weeks, according to the German Federal Court of Justice (BGH). This legal obligation only applies, however, to limited liability, that is, a GmbH, but not to individual entrepreneurs. In accordance with § 13 of the German Insolvency Code (InsO), insolvency proceedings are only opened upon a written request. This request is the formal prerequisite for initiating the proceedings. The managing director of the GmbH must apply for insolvency within three weeks at the latest after a reason for insolvency arises. The details are clearly explained in the wording of the law.

### What should an entrepreneur do if he gets into trouble?

The best thing for him to do is to consult a lawyer who specialises in insolvency law, who has settled corporate insolvency cases, that is, an expert in this field. A lawyer who helps consumers with debt relief is less suitable for the upcoming tasks. The entrepreneur should spare no expense. Unfortunately, often only a tax or corporate consultant is called in. However, they usually lack the expertise necessary to provide competent consultancy. Moreover, these professions are often distinctly afraid of being held liable themselves.

### What should a promotional product distributor, for instance, tell his supplier if he is in trouble?

As a rule, suppliers learn of the problems much too late. The reason behind this, of course, is a fear of poorer conditions. However, keeping silent too long only antagonizes suppliers and runs the risk of destroying mutual trust for the long term. This would be short-sighted, for you need suppliers to cooperate in getting the company back on its feet through insolvency proceedings. So honesty is, indeed, the best policy.

### How can suppliers protect themselves against contestation?

Anyone who supplies a customer that is already unable to pay runs a great risk of having the future insolvency administrator contest the payments of this customer, that is, demand that they be returned to the insolvency assets. So the insolvency is protested by an action for payment. Its goal is to satisfy all creditors equally – that is, proportionately by the administrator. That is why those who receive such payments on their claims before the insolvency even though they knew of the insolvency must pay back the amounts received. A typical sign of inability to pay, for instance, is that a customer fails to meet payment deadlines





#### JUSTUS SCHNEIDEWIND

Justus Schneidewind, lawyer, first worked in two large, nationwide insolvency administrator companies before founding his own office in 2002. Today's Sozietät Schneidewind Rechtsanwälte/Insolvenzverwaltung has offices in Potsdam, Berlin, Düren and Rostock. Schneidewind is a lawyer specialising in insolvency and tax laws, as well as a certified public accountant.

and has to be legally forced to make payment. Also, learning that health insurance companies and tax offices are no longer being paid on time leaves hardly any doubts.

#### Are there other signs of impending inability to pay?

A request to pay accumulated arrears in instalments is an indication. If the supplier still agrees to instalments, then it is imperative for him to obtain assurances that the customer is indeed able to fulfil all obligations if payment is made in instalments. The good news is that parliament is already considering a law in favour of the distributor.

#### When should a supplier cease delivery?

By no means should any deliveries be made to a company that is clearly insolvent – even if the entrepreneur does not admit this himself. Even if a supplier has granted facilities for payment beforehand, he should be aware that the insolvency administrator will assert claims contesting the payments in the event of insolvency. Anyone who truly wishes to help his customer should talk to the customer at the first sign of a crisis, such as seizure by third parties or if current deadlines are not met, and point out the opportunities offered by insolvency proceedings.

#### Why can insolvency also be seen as an opportunity?

If a GmbH has a reason for insolvency, the company will not be able to avoid insolvency. However, it not infrequently happens that the entrepreneur with a new company can then buy back his own former company from the insolvency administrator out of the insolvency assets: tools and machines, customer base (if permitted by data protection laws) can in this way return into his ownership. We call this “transferred restructuring”. The entrepreneur must be able to pay the purchase price, however, or find a backer for this purpose.

#### What do insolvency proceedings accomplish?

Insolvency proceedings lend themselves as an alternative. They are similar to the arrangement proceedings we know from earlier times. The latter was almost never applied successfully because very high settlement levels had to be paid to creditors and all creditors had to agree. The new insolvency law has changed this entirely. If the majority agree to the insolvency plan, even “troublemakers” among the creditors can be outvoted. However, there are many other possible ways to go about it, in particular self-administration where the managing director keeps his position.

#### Do insolvency proceedings allow for debt relief?

The new insolvency law offers an opportunity to become free of debts in a relatively short time. Debt relief is also possible for the entrepreneur without planning procedures, albeit only with a six-year “good conduct period”. During this time, the only income allowed to him is within the amount of the legal protected earnings rate, which is around € 1,000 net per month for singles not obligated to pay support.

#### How can an insolvency administrator be found who really tries to preserve the company?

This often only works through word of mouth, even associations sometimes know of successful reorganizations. It is not necessary to name any companies here. One example would be that of the building materials suppliers, whose members are currently building up a network of insolvency administrators.





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If a random passer-by is asked what he imagines a promotional product to be, he will in all certainty respond in nine out of ten cases by saying “a ballpoint pen”. A maxim that everyone is familiar with: “Write and be remembered.” And there are good reasons why. Before the development of writing, only oral communication was possible. The invention of writing is regarded as one of the major achievements of civilization, as it reliably allows the transfer of knowledge and cultural traditions as well as their preservation for a long time. This is behind the maxim “Write and be remembered”. However, a writing instrument and a writable medium are needed to write. Which brings us to the topic of this section. Since the beginning of the written word (around the 5th millennium BC), there have been a variety of techniques in use, including inscribing in stone, carving in clay and writing with ink on palm leaves, papyrus, parchment and paper. Even in the age of keyboards and files, the analogue technique of writing on a medium such as a notebook is still “in”. Even today, the maxim applies: Write and be remembered. And this apparently applies to those who advertise, too. <





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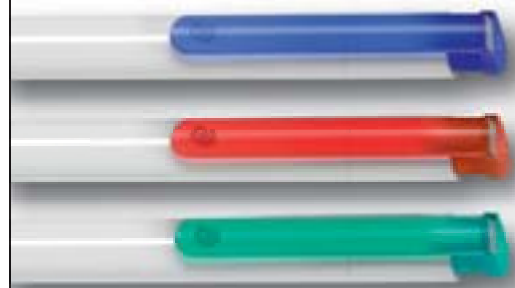
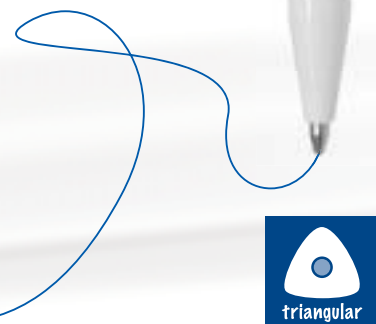
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**PSI 41462 • Spranz GmbH • Tel +49 261 984880**  
**info@spranz.de • www.spranz.de**

## ELEGANT OUTFIT

**W**ood is not only a traditional material, it also ensures manufactured articles an extremely elegant appearance and a very pleasant feel. Macma has skilfully exploited this with its new wooden writing set. This is composed of a blue writing pen with metal system refill, a fountain pen including a blue cartridge and a letter opener. The entire set is housed in an exclusive wooden box that also serves as an advertising medium.

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



## COMPELLING BUSINESS FRESHNESS

**T**his flat card fits like a business card into any briefcase, jacket, wallet or purse. And the content has it all: Compelling peppermint freshness for any occasion, whether it be business or pleasure. The refreshing peppermint lozenges can be quickly dispensed through the corner hinged dispensing opening. The card is available in eight colours, each tailored to a specific advertising campaign. A special highlight is the improved print quality, which enables a high-quality fine and very accurate print image. A high-quality appearance with quality that speaks for itself – for convincing presence and security. A must in every office and in every briefcase.

**PSI 42706 • Kalfany Süße Werbung GmbH • Tel +49 7643 801-0**  
**info@ksw24.com • www.suesse-werbung.de**



## DOUBLE BENEFIT

The strategists at Promowolsch have christened a world first with the name Maria Götze: the new name badge pen that is used to 'kill two birds with one stone'. Combined with a name badge, the writing instrument is ideal for congresses, events, meetings and trade shows anywhere in the world. Both together in one product for less than one euro (industry price). According to the manufacturer, even advertising "misers" are amazed. The pen is optionally printable in several places, and the name badge is also available with a single name, thus ensuring that everybody can see and wear one's good name.

PSI 44724 • Promowolsch – The Customer Factory • Tel +49 2942 5702 01  
info@promowolsch.de • www.promowolsch.de



-Advert-

## stilolinea for sustainability



Welcome to the Stilolinea Eco-Pens world where the respect for nature is joined to the respect of high quality standards. Our Eco-Pens made of PLA are all guaranteed and are unique in the market thanks to the exclusive patent. They are certified by the German laboratory DIN CERTCO and offer the same functionality and versatility, also in the frosty version.

  
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## RECOMMENDED BY PROLIFIC WRITERS

**T**he new retractable ballpoint pen “ball 423” from Staedtler is impressive with its high product quality, while its triangular shape helps provide a fatigue-free, comfortable writing experience. Its puristic form and white shaft focus all the attention on the advertising. ball 423 is fitted with a blue refill and available with the clip colours red, blue, green and black.

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

## PENS WITH A COOL HEAD

**T**he “Clic Clac Campbellton” is a ballpoint pen that offers numerous opportunities for attaching a logo. It boasts no fewer than two surfaces for an elegant laser engraving or an eye-catching print. In addition, the pen can also be provided with a doming on the very prominent square area of the head, thus giving a logo a special plasticity. This gives it a true brand character. Clic Clac Campbellton is available in 10 different colours and has a blue ink refill.

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



## SHINE ON EVERY DESK

**T**hey are eye-catching and elegant: Whether with a crown, glamour ball, crystal or magnetic metal sleeve – designer pencils are an eye-catcher on any desk. Reidinger GmbH from Hammelburg offers various designer pencils in “manageable quantities”. A shiny design part exudes sophistication on black coloured pencils and gives the desired advertising message valuable character. The perfect promotional messenger for everyone can be found on the company’s website.

**PSI 42938 • Reidinger GmbH • Tel +49 9732 9105-0**  
**info@reidinger.de • www.reidinger.de**



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Post-it® is a registered trademark of 3M



## COLOURFUL, MORE COLOURFUL, UMA

Individuality and distinctiveness are enormously important when choosing an appropriate writing instrument. Colour is a key factor here. And this is where uma sets new standards. Our two new models "Fashion" and "Vogue" are excellent examples of this. Serving as the fashion basis is a muted glossy barrel that is available in various colours. It becomes even more colourful because the barrel of this elegant retractable ballpoint pen can be created in an individual design with digital film transfer printing (uma Visual) – with your very personal favourite colours and patterns. The matching contrast is provided by the appealing tie-shaped clip in a muted or transparent shiny look. Up to 13 colours are available. Together there are almost countless combinations of options – an ideal platform for amazing advertising messages. Similarly colourful is the new uma model Vogue: The range of variants here is produced mainly through the filigree clip which gives the black and white barrel the decisive contrast. Incidentally, uma Visual also enables the housing of the retractable ballpoint pen to be individually 'wrapped' in your own patterns and shapes by using film digital printing. Only one colour, but long-lasting writing enjoyment over more than 4,000 metres is ensured by the renowned uma TECH Refill with a nickel silver tip, tungsten carbide ball and paste manufactured to ISO standards.

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



## HANDY AND USEFUL

Eurostyle has a large number of new products in the area of office accessories, especially in the lower price segment. Gift sets and notebooks are trending and suit the taste of every target group. The quality and price of the six-piece gift set for the desk, consisting of stapler, hole punch, paper clip dispenser, tape dispenser, cutter knife, staple remover are convincing. The fold-up office box is optimal for the office, but can also be used at home and in the car. Thanks to the solid floor and reinforced carrying handles, the boxes can be used to carry even fairly heavy objects. Two rails on the side ensure the stability needed to use hanging file folders. The box comes in black. The office box can also be folded up into a convenient size and has a strap around it when closed. Thus it can be stored in the smallest of spaces with ease. Inside, there are mesh pockets on both sides for holding additional things. When the box is open, the strap can also be used for newspapers, for instance. All items can be finished.

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







## RETRO MEETS TECHNOLOGY

In the online age, the mobile office has become commonplace. If all the technical support can also be neatly stored in one place, there is nothing to stand in the way of perfect order. To this end, team-d is presenting a case in DIN A4 format that has a synthetic leather structure with a "fishbone design" and plenty to offer: inside there is an integrated power bank for smartphones and iPhones. The power bank is recharged again via micro USB. A stand for tablets keeps them in position. Your phone can also be easily operated in the transparent plastic pocket. Added to this, there are four elastic loops for accessories, an inner and outer compartment for documents and ample space for cards, an A4 pad and a writing utensil.

PSI 44186 • team-d Import-Export Warenvertriebs GmbH • Tel +49 7181 989600

psi@team-d.de • www.team-d.de



## PROMOTIONALLY EFFECTIVE ERASER

Why don't you grab a pencil and paper? Anyone who likes capturing thoughts and moments, is creative or simply wants to refine ideas and strategies needs an eraser to finalise his work. The new model from Hermann Flörke GmbH in XXL format (73x40x7 mm) offers a generous advertising space for up to 4-colour finishing of logos, mottos and advertising messages. Like all erasers from Flörke, the XXL TPE-based rectangle is also produced in an environmentally friendly manner, recyclable and contains no PVC plasticizers. Erasers are also available in special shapes for customised promotions.

PSI 44294 • Hermann Flörke GmbH • Tel +49 6104 73373

info@floeerke.de • www.floeerke.de

# 3D Offset print



A100733

# Power Bank Q-Pack Lea

Battery capacity: 4000mAh

## STRONG PERFORMANCE

**P**rodir is now offering the DS10 exclusively in a velvety soft-touch feel. The expressive writing instrument offers a combination of a beautiful soft-touch barrel and an elegant matt satined metal clip. The successful mixture of feel-good haptics and metal effect enhances the quality of the DS10 twofold. The push button is also made of metal, either chromed or satined. Nine bold colours round off the strong appearance. Prodir is now also offering additional personalisation options for its writing systems. The new feel-good pen features three refills. Besides the Floating Ball offered as a standard refill, the premium low-viscosity refill TechGlide and the new, fast-drying gel refill SuperDry are also available: Innovative writing technology for a really good writing feel. By the way: The DS10 has been awarded the prestigious IF Product Design Award for outstanding design.

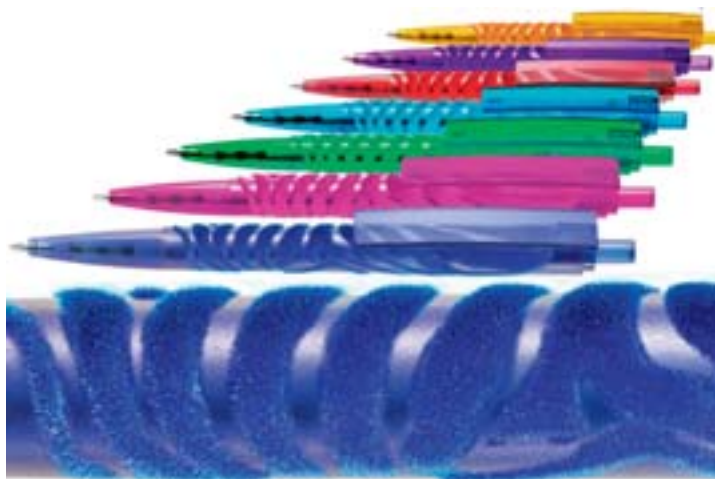
PSI 43417 • Prodir GmbH • Tel +41 91 93555-55  
sales@prodir.de • www.prodir.com



## A VELVETY TOUCH

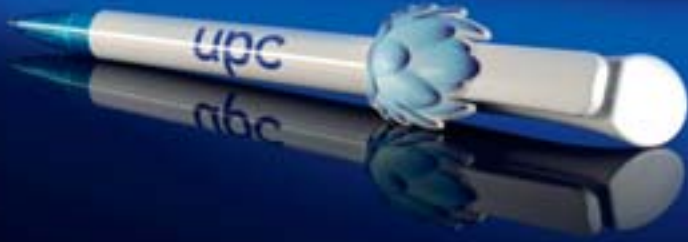
**T**he brand new Velvet pens made by Erga are arrived. A totally innovative product with an actual 3D customization gives a soft velvety touch effect. A soft relief printing, available in many bright colours, allows the creation of a visual and tactile involvement able to charm everybody in promotion, merchandising, souvenir-book shops. Customers can choose among various standard fashionable textures and combine them with any message or picture on clip. Wildlife design with a zebra-striped texture, Fancy Cows design with a speckled texture, Paws, Hearts, Dots and Drops with the corresponding pictures all around the pen barrel are only some of the available designs. Additionally customers can decide to print their own velvety brand on the whole barrel of the pen. More information at: [www.myvelvet.it](http://www.myvelvet.it)

PSI 42480 • Erga Srl • Tel +39 011 2733032  
info@ergaonline.com • [www.ergaonline.com](http://www.ergaonline.com)





# Pens with individual clip shape



 **DreamPen**<sup>®</sup>  
Producer of ballpens



## Clip4You

An incredibly efficient means

of advertising



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



## PRACTICAL HELPERS

**B**ühning makes clip files out of flexible film such as the “Alpha” model in Germany. Folders like these are practical helpers at trade shows or in the logistics sector. In addition to the clipboard, slots for visiting cards and documents, forms or even welded pockets for regulations to be followed can be implemented. A large number of standard films and colours are available for this purpose. Orders of 500 or more can be offered “economically”, according to Bühning. Smaller orders are also possible. Simple logos can be embossed, multi-coloured motifs are largely implemented by means of screen or offset printing.

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

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

## PAPERCLIPS WITH A DIFFERENCE

**O**riginal, flat, light, inexpensive and great for mailings – this best describes the attributes of the motif paperclips from happyROSS. Numerous standard shapes are available, including a bottle, car, bulb, pet and many other motifs which are portrayed in bright colours or in gold or silver. If the desired motif is not listed, special shapes and logos can be designed. The practical paperclips are delivered loose in plastic boxes, paper boxes or small bags, depending on the application.

PSI 44954 • happyROSS GmbH • Tel +49 4532 28050

info@happyross.de • www.happyross.de



## DATE FROM THE CAN

**T**he days of boring calendars are numbered with this can made of tinplate. For here comes a perpetual calendar for any desktop in the form of a metal can from emotion factory GmbH. By using the coloured magnetic rings, the current date can be set on the lid. And 100 white slips of paper and a small wooden pencil are provided in the can for taking notes. If there is insufficient space for individual advertising on the front of this best-seller, the supplier can also design a customised insert in up to four colours.

PSI 45997 • emotion factory GmbH • Tel +49 7042 81550

info@emotion-factory.com • www.emotion-factory.com





## SMART LAD

It is guaranteed to be a multitasking device, also looks good and goes by the name of “Smarty” – a stand for the smart-phone and tablet with an integrated touchpen and cable manager on the back from the collection of the specialist company reeko design. This attractive product is supplied in a gift box made of black cardboard and is available in silver, blue and anthracite.

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

## LARGE BANDWIDTH

Wild design offers a wide range of cases and presentation packaging for writing instruments. The products are manufactured at the company's own production facilities in Germany and can be supplied in different quantities. The choice of materials ranges from plastic using injection moulding and thermoforming processes, to cardboard with paper covering through to metal packaging. Functionally and universally designed inserts or clips ensure optimum grip of the writing instruments and a “floating effect” for the transparent models. The cases are suitable for 1 to 3 writing instruments.

PSI 41253 • Wild design GmbH • Tel +49 7227 9594-0  
info@wild-design.de • www.wild-design.de



-Advert-

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www.veloflex.de



## CLASSY DESIGN IN NEW COLOURS

**A** classy, stylish design, yet the right choice for any occasion – that is what characterizes the Waterman Hémisphère and could quickly make it your new favourite pen. As of now, PF Concept is offering the popular ballpoint in three additional colours: rosewood, red and violet. Of course, the Waterman Hémisphère is also still available in classic silver and gold. As a gift, this ballpoint is ideally suited to anyone with confidence and style who loves handwriting. To round off the present, PF Concept supplies every Waterman Hémisphère in a little gift box that distinctly emphasizes the pen's elegant design.

**PSI 40972 • PF Concept International B.V. • Tel +31 71 3328911**  
**weborders@nl.pfconcept.com • www.pfconcept.com**

## EYE-CATCHER AT ANY MEETING

**W**hether it be at the office, meetings, conferences or as an acknowledgement for loyal cooperation. This individualised tag cuts a good figure on any bottleneck. It gives a wine gift or a bottle of water in the meeting room an unforgettable character. For who can resist the accompanying small titbit? As desired, brand products made by Ferrero, the finest milk chocolate or a mixture of fruit gums on the tag sweeten the liquid refreshment of the bottle content. Kalfany Süße Werbung offers these eye-catchers with surprise effect and can send them in time for any conference, trade show or POS.

**PSI 42706 • Kalfany Süße Werbung GmbH • Tel +49 7643 801-0**  
**info@ksw24.com • www.suesse-werbung.de**



## THAT STICKS

**T**he magnetic specialist Brugger has developed new magnets especially for glass boards, which can be used on both sides. Super strong: Up to 8 sheets of 80 g DIN A4 paper can be fixed. Extremely practical: Things that are needed daily such as scissors, paper clips, keys or pens with metal clip can be fixed on the front. The glass board magnets can be eye-catchingly printed and are available from stock in many standard colours. The semi-transparent colours are especially trendy; even special colours are possible. Brugger attaches special importance to user-friendliness. Thanks to a grasping edge and coating, the magnets can be removed more easily. There is no direct physical contact with the magnet, making them also suitable for people with a nickel allergy.

**PSI 49521 • Brugger GmbH Magnetsysteme • Tel +49 7422 95190**  
**info@brugger-magnet.de • www.bugger-magnet.de**

## ANIMATED TABLE CALENDAR

In order to give business video messages an emotionally strong and direct customer communication, the creative micx-media professionals now combine high-quality, customisable VIDEOboards in so-called VIDEO print calendars. The new VIDEOcalendars are available in different formats and screen sizes, including special finishes. The highlight: The installation of the brand new video boards also automatically generates a new video at the beginning of each month, so that in addition to the initial video twelve other product or business films follow when turning the pages of the monthly calendar. The video calendars also have a variety of uses as information and advising tools, for example, for financial services, insurance companies, the automotive industry or for IT technology. Further effective ideas to spread business messages with concept can be obtained directly from the experts of micx-media.

PSI 45899 • micx-media in concept gmbh & co. kg • Tel +49 5205 99100  
info@micx-media.de • www.micx-media.de



-Anzeige-



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## UNUSUAL PENCILS

**M**anaomea – sustainable, connecting & creating – is a startup company based in Munich, which lives the idea of social business. The exceptionally innovative textile pencils made of natural fibres and biopolymers have a special significance. manaomea supplies its clients customised pencils of the highest quality, produced at its own factory in Germany. The pencils meet the needs for social justice, ecology and personal preference in taste and style. The pencils are not only excellent writing instruments, but lie excellently in your hand due to their special ergonomics. “The Queen” with its African style and “The Noble” in a filigree appearance are just the beginning of a pencil (r)evolution of a special kind.

PSI 49675 • manaomea GmbH • Tel +49 151 20434729

hallo@manaomea.com • www.manaomea.com



## PRACTICAL COMPANION

**T**he practical companion for the office, school and work, the book “gedankenGUT+” can be customised exclusively by Venceremos in Germany within a very short time. The hard cover format 182 x 182 mm is individually produced in four colours with cellophane lamination. The book contains a universal pen holder made of foam rubber, a pad with 150 sheets of white paper and a side perforation for easy removal of the sheets. A neutral ballpoint pen from the company uma is included; alternatively a supplied ballpoint pen can be packaged. On request “gedankenGUT+” can be supplied with a coloured rubber fastener. Venceremos offers spare pads in case the pad is used up. Thus the book can be used sustainably for a long time. The book is also available in a high-quality canvas version with a doming or foil embossing. The delivery time is about three weeks after release. Samples are available on request. The product is protected under trademark law.

PSI 42941 • Venceremos GmbH • Tel +49 2566 2090

klaus.gillmann@venceremos-gmbh.de • www.werbemittelauspapier.de



## THE WRITING SET IN A SMARTPHONE BOX

**K**rüger & Gregoriades has been supplying wholesalers and retailers with innovative and reliable give-aways, toys, promotional products, cuddly toys and trendy products since 1975. A practical writing set has been recently added to the company's diverse product line which includes a pencil with an eraser, three pens with black, blue and red ink, and a yellow highlighter. The set is packaged in a trendy plastic box that features a smartphone design and is 116 x 61 x 12 millimetres in size.

PSI 47203 • Krüger & Gregoriades Im- + Export GmbH • Tel +49 40 73102180

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

## HERE IT IS

**F**reshly designed and produced in Poland from scratch – El Primero ball pen. Patented design and highest quality material provides unmatched quality vs. price ratio. Colour combinations of the body and clip are very wide. It gives a unique opportunity to fulfill almost every client's requirement. So much easier and funnier to play with clips and body colours to hit just the right tone. Straight pen's body ensures variety of the print techniques (pad and silk screen). Wide and ergonomic clip is just made for larger size imprints – something quite a lot of customers are asking for today.

PSI 47307 • Exito Group • Tel +48 22 8522298

r.zajac@exitogroup.pl • www.adpen.eu • www.exitogroup.pl



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www.siplast.de



## TWISTING AND MAKING NOTES

**O**n the topic of “writing utensils and the office”, Easy Gifts is presenting two items from its extensive portfolio. Firstly, the twist-action ballpoint pen “Brescia” made of the materials plastic, ABS and steel, with a large-capacity plastic refill with blue ink. Finishing is possible here by means of laser engraving on the clip. In addition, there is the notebook “Schleswig” with 160 pages of lined paper, which can be customized using pad printing. Both items are shipped individually packaged in a polybag.

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

## ATTRACTIVE ARCHIVE

**C**ustomized Archive folders are an efficient way to make Business Marketing. They allow you to organize documents and show professionalism with a simple product. They are also a very subtle publicity – you offer one folder to your clients or suppliers with important contents, while you offer your image. Beside you can use them personalizing your whole office with your company design – showing all the visitors a different branded product and an attractive and organized archive. We all know how important is to make good impression, all details are important.

PSI 49331 • R3D Lda • Tel +351 275 331492  
tania.pereira@r3d.pt • www.r3d.pt



## PERFECT WRITING COMFORT

**M**acma offers a stylish metal writing set with a distinctive appearance that is out of the ordinary. It consists of a blue writing pen and a retractable pencil in a pouch in carbon look. If requested by the customer, advertising can be lasered onto the writing instrument. The laser price is per writing instrument.

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





## STYLISH AND INNOVATIVE

**T**he “bluePencil” from the company bluebox is both a ballpoint pen and a pencil. It boasts an excellent refill technology that guarantees environmental sustainability thanks to its refills. The exceptional writing instrument is manufactured from a single piece of aircraft aluminium and is available in the trendy colours of silver, space grey, gold and bronze. Laser engraving provides an optimal finishing option. With its (registered) design and its special haptic charm, the bluePencil is modern, stylish and innovative. It is delivered in a high-quality gift box with three HB pencil leads, two pen refills and a sharpener.

**PSI 49674 • bluebox Promotion GmbH • Tel +49 6241 266440**  
**info@bluebox.one • www.bluebox.one**

## BRIGHT AND FLAWLESS

**T**he “Sherlock” magnifying glass from Topico is ideal for those who like to take a closer look. With two integrated LEDs and triple magnification, the magnifying glass ensures an unobstructed perspective. The plastic handle can be turned into a stand thanks to a fold-out mechanism, enabling hands-free observation under the magnifying glass. The sharp reading aid is suitable for a variety of applications – for example, for evaluating stamps or coins, and for deciphering the fine print in agreements. Anyone wishing to take a closer look at this product can find the handy pocket magnifier in the 2016 PromotionTops catalogue.

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



## STABILA MESSGERÄTE GMBH

### CHARITY WITH HAPPY FAMILY STICK

In cooperation with Deutscher Kinderschutzbund Landau-SÜW e.V. and Deutscher Kinderschutzbund Bundesverband e.V. (German Child Protection Agency), the long-established company Stabila Messgeräte developed an innovative mini parental guide in the form of a measuring stick for World Children's Day 2014. Part of the proceeds from each measuring stick sold should serve a social purpose. On 16 February 2016, 1,028. 65 euros was handed over to Deutscher Kinderschutzbund in Annweiler. Since its announcement in September 2014, the first edition of the "Happy Family" measuring stick has been sold out. "The purchasers, including banks, insurance companies and well-known industrial companies, gave away the officially certified parental guide to expectant mothers and fathers", explained Tobia Buchmann, head of promotional product sales at Stabila. The growth of a child from birth is documented on the lovingly designed measuring stick. Apart from reminders for check-ups and contact addresses of family welfare institutions, the "Happy Family" measuring stick also provides meaningful advice on everyday family life. Companies can order the measuring stick at [werbemittel@stabila.de](mailto:werbemittel@stabila.de) and have it personalized with their logo before giving it away. [www.stabila.de](http://www.stabila.de)



Tobia Buchmann and Holger Binder, head of sales and marketing at Stabila (left), present Heinrich Braun and Sina Kaimer of Kinderschutzbund the donation from the sale of the parental measuring sticks. Copyright: JeannetteJung/Stabila.

## NEW BACK OFFICE STAFF MEMBER

### PREMO STRENGTHENS ITS TEAM

Premo, the Almelo-based Dutch supplier of promotional products, is relying on Esther Brüning to better serve its customers in the German-speaking region. The 35-year-old Brüning comes from the German Münsterland region but has spent her entire professional career in the Netherlands. She has been employed at Premo since July 2015, and initially worked in the graphics department. Since January 2016, she has been the new contact person for all issues concerning customer requests and orders, whereby she also prepares the print data and creates the proofs for customers. She thus also supports Hans-Georg Nientiedt who continues to look after customers in the German-speaking region locally through his commercial agency. Contact: [esther@premo.nl](mailto:esther@premo.nl) [www.premo.nl](http://www.premo.nl) / [www.handelsagentur-nientiedt.de](http://www.handelsagentur-nientiedt.de)



Esther Brüning

## KALFANY SÜSSE WERBUNG

### NEW STAFF IN CUSTOMER SERVICE

Kalfany Süße Werbung, a renowned producer of personalised confectionery, has been further strengthened with new personnel. Bernhard Stemke has recently become responsible for customer service of the customer base A, B, C as the successor to Kim Häckel. With over 20 years' experience in back office and field



Bernhard Stemke and Melanie Reinbold have brought fresh impetus to the distribution network of the confectionery producer.

sales, the qualified wholesale trade businessman Stemke boasts in-depth knowledge of his tasks in the field of product advice, including order processing of personalized promotional products. As the successor to the now retired Vera Nadler, Melanie Reinbold has been supporting the customer service team since the beginning of February. Qualified both as an industrial clerk and as a business administrator, she has many years of sales experience in the field of printing products and is looking forward to the diverse tasks of being responsible for the future customer base D, E, F in the production and finishing of sweet promotional products. [www.suesse-werbung.de](http://www.suesse-werbung.de)

## ART DI COMO DESIGN GMBH TASTY CHARITY EVENING

The company Art di Como Design is not only known in the industry as a supplier of trendy fashion articles and design accessories, but also for its culinary events and products of its business unit "RistoSante". Relying on his experience in the latter area, managing director Rudi Raab, in his capacity as president of Lauf Lions Club, initiated a charity cooking



Rudi Raab (right) when handing over the cheque to Münzinghof managing director Michael Taubmann (left). In the centre: Award-winning chef Andreas Schweiger.

event. He also managed to gain the services of award-winning chef Andreas Schweiger who waived his fee for the good cause. Under the guidance and with the advice of the renowned professional chef, 23 participants prepared a delicious 4-course meal in Raab's RistoSante cooking school and donated a total of 7,500 euros to the Münzinghof community. The amount was rounded up to 10,000 euros by the Lions Club. 140 people, of whom about half rely on assistance due to a disability, live in Münzinghof in Velden. For 35 years, residents have been operating a farm based on the principles of biodynamic agriculture and produce cheese and bread from their own farm products. The donation will go towards the construction of a planned horse stable where supervised riding is soon to be offered. [www.artdico.com.de](http://www.artdico.com.de)

## PWA EXPO HELSINKI POSITIVE MOOD

On the evening of 4 February 2016, the spring event of the PWA Expo (Promotional Wholesale Association Scandinavia) closed its doors at the Wanh Satama exhibition centre in Helsinki. Overall, the two-day event was attended by 401 people. Klaus Beyer, PSI representative for all Scandinavian countries, drew an optimistic conclusion: "Despite a slight decline in visitors compared to the trade show last year, the mood was positive. The Finnish promotional products market has been marked by moods of recession for about two years. However, there were no such moods apparent at the event just ending." Among the 34 exhibitors were three German suppliers (Geiger-Notes AG, UMA and WIL Langenberg). Local representatives of several other German suppliers such as Daiber, Fare and Hal-far were also represented. The next event will be held again at the same place in the Katajanokka district of the city harbour of Helsinki on 24 and 25 August 2016. If you are interested in this and other trade show events of the Scandinavian region, Klaus Beyer can give you more information and arrange contacts: Tel. +49 5824 985826, mobile +49 172 7477262. [klaus@beyergmbh.com](mailto:klaus@beyergmbh.com)



Despite a slight fall in the number of visitors, there was a positive atmosphere at the exhibition centre Wanh Satama.

## FURTHER EXPANSION ALLBRANDED OPENS ONLINE SHOP IN FRANCE

Allbranded, the promotional product specialist from Hamburg, continues to grow. After extensive market analyses, allbranded has now set up the website [www.allbranded.fr](http://www.allbranded.fr), an online shop for advertising business customers in France, thus adding to its stores for Germany, Austria and Switzerland. The website offers a wide range of promotional classics, give-aways and innovative product ideas. A modern design, a clear navigation structure and large images make it easy for customers to search for a custom-fit promotional product. The responsive design ensures optimal utilisation. Each article can be configured online with just a few clicks and finished with a logo as well as a special advertising message. "Since being founded three years ago, allbranded has already recognized the great potential of a European expansion and has now implemented this through the presence of an e-commerce offering in France", said Marco Krahmer, CMO of the promotional product distributor. "The launch of the French site of allbranded will also be introduced in the near future for the shops in Spain and Great Britain, specifically adapted for each country." [www.allbranded.de](http://www.allbranded.de)





## 1 - 2 JUNE 2016 IN LUCERNE

## 2ND EDITION OF MARKE[DING] SWITZERLAND

The Swiss educational and marketing expert promoFACTS will be holding the marke[din]g Switzerland as a promotional products show for distributors and industry customers for the second time on 1 and 2 June 2016. The venue will again be the Messe Luzern. The claim of marke[din]g Switzerland is to stage the trade show platform with a clear focus on the promotional product and the diversity of haptic advertising. As an innovation and information platform, the trade show wants to be the meeting place for the industry, the impulse generator and the symposium of the promotional products industry. It shows the diverse potential of visual and haptic advertising and offers visitors a wide-ranging overview of the performance portfolio and the use of representational forms of advertising, examples of best practice and innovative concepts. The concept of marke[din]g Switzerland is geared to Swiss carrier agencies and distributor partners. They use the platform "at attractive conditions" and invite their industry customers to the trade show. All seven of the carrier agencies of the premiere will again be participating at the upcoming June edition: Pandinavia AG, CPT AG, Polydono AG, Cadolino by comTeam AG, E7 Promotion GmbH, kw open AG and diewerbeartikel gmbh. Meanwhile, joint promotional activities are being implemented in order to achieve the defined common objective of 1,200 trade visitors. The trade show is moving into the prestigious Hall 1 this year. The organizer also has more space available here and all exhibitors can be positioned together on a single level. Accompanying the trade show, lectures and workshops for visitors will be offered in an auditorium. The focus will be on sensory marketing and multi-sensor technology. [www.marketing-schweiz.ch](http://www.marketing-schweiz.ch)



Last year the marke[din]g Switzerland was held on two floors.

At the start of the new year, ASS Altenburger continues to pursue its future-oriented approach. Since January 2016, Salvatore Sangiorgio, a new Key Account Manager in Promotional Services, has been supporting the 160 employees in marketing, sales and production. Salvatore Sangiorgio can look back on over 20 years of experience in the promotional product, lifestyle, textile and consumer goods industries. In his diverse career positions at renowned companies including Fossil Europe GmbH, Senator GmbH & Co. KGaA and, most recently, Bartenbach Marketing Services GmbH, he has gotten to know the promotional product industry both from a manufacturer's and a distributor's perspective. [www.spielkarten.com](http://www.spielkarten.com)

## ASS ALTENBURGER

## REINFORCEMENT IN SALES

At the end of last year, Lisa Lawrenz joined Promo Notes GmbH, the manufacturer of high-quality custom-printed promotional products made from paper. Lisa Lawrenz started her professional career in the printing industry and later worked in the publishing industry. Gerrit Bruns, managing director of PromoNotes: "In addition to her personal strengths, we were impressed by her experience and daily contact with the topics of printing and advertising in her CV. Ms Lawrenz has already been actively supporting us in expanding our business and taking care of our existing customers. "In addition to this change in personnel, our company also has a change of location to report. PromoNotes is moving further north of its current location in Ellerau in Schleswig-Holstein (north of Hamburg) to Kaltenkirchen which is conveniently located on the A7. As of 15 February 2016, the company can be reached using the following contact details:



Salvatore  
Sangiorgio

## PROMONOTES GMBH

## GROWTH AND RELOCATION

At the end of last year, Lisa Lawrenz joined Promo Notes GmbH, the manufacturer of high-quality custom-printed promotional products made from paper. Lisa Lawrenz started her professional career in the printing industry and later worked in the publishing industry. Gerrit Bruns, managing director of PromoNotes: "In addition to her personal strengths, we were impressed by her experience and



Lisa Lawrenz

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PromoNotes GmbH  
Borsigstraße 8-10  
24568 Kaltenkirchen  
Tel.: 04191 -99133-00  
Fax: 04191 -99133-99  
[info@promonotes.de](mailto:info@promonotes.de)  
[www.promonotes.de](http://www.promonotes.de)

&lt;

## PF CONCEPT LAUNCHES "INFUSION"

### A LASTING IMPRESSION

**P**F Concept is breaking new ground in the field of design options for promotional textiles. With its innovative "inFusion" technology, Europe's multi-specialist for promotional textiles is now able to print directly into the fibres rather than simply on the fibres. The colour print looks sharp and merges together with the fabric. The result is an elegant appearance and a pure textile feeling. InFusion does not hinder the natural breathing of clothing and is



The new "inFusion" technology puts colour directly into the fibre..

therefore particularly well suited for light clothing. There are no limits to the design options with this technology, and even the trendy vintage look can easily be created. "Such finished garments look like expensive designer pieces and are therefore often worn," says a confident Ralf Oster, managing director of PF Concept. The PSI Journal will be introducing the new technology in more detail in its May issue.

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

## FILEREX EUROPE

### USB KEY TO FILE BECOMES EUROPEAN STANDARD

**F**ILEREX Europe GmbH & Co. KG is opening its European headquarters on the 18th of January 2016 in Berlin. Now that a patent has been granted for the product, previously marketed under the name «file/it», the new «File-away USB stick» is on its way to becoming an international standard. Due to its unique combination of digital data, paper and encryption technology, the standard is part of today's trend, in the same way as cloud storage. One standard, many options! Whether it is a building project, tax return, legal deposition, credit contract, catalogue, training or sales document - whoever likes keeping their documents in order, will love FILEREX. The «File-away USB stick» archives digital data of all kinds, together with the corresponding documents right where they belong: in



The recently patented „fileable USB stick” is expected to become the international standard.



Hans-Christoph Kaiser, managing director of FILEREX Europe GmbH & Co. KG.

their respective binders. It is perfect for filing away additional documents (statistics, tables and calculations as well as photos) and being able to find them easily at any time. Advertisers can also benefit from the smart idea of attaching an electronic storage medium to important paper documents. By using a convenient accessory to associate themselves with something really useful, they can win the hearts of customers who appreciate order and organization. Hans-Christoph Kaiser, CEO of FILEREX Europe GmbH & Co. KG explains; «The patent grant is a breakthrough which attests to our creativity and capacity for innovation in a competitive market. Our vision is to set an innovative international standard. Our mission: as a market leader, to provide customers with many solutions and opportunities! I am very confident that we can make an attractive offer to our European customers, with our experienced worldwide sourcing and flexible local assembly in different colours, technologies and customized finishing.» For the company, the new exclusive standard programme also includes offering professional and industrial media and 3D printing. «FILEREX Europe GmbH & Co. KG will do everything necessary so that consumers everywhere will be able to benefit from the new standard », promises Kaiser. [www.filerex.com](http://www.filerex.com)



Group photo with the winners (from left): Moritz Menzel (PLAYGRND/Menzel), Anna Vaccari, Silke Frank (both PSI), Mathias Menzel (PLAYGRND/Menzel), Bastian Scheil (Vim Solution), Michael Freter (PSI), Benjamin Mayer (Vim Solution), Sophie Hufer (PSI).

## PSI FIRST 2016: PEOPLE'S CHOICE AWARD

# A GENUINE ASSET

A brilliant idea, a market niche or a passion that has the potential for more: innovations are the 'icing on the cake' in the promotional products industry. 50 new promotional products were presented at the PSI 2016 within the scope of the PSI FIRST Club – and the trade show visitors made their choice. The three winners were recently honoured at a festive dinner in Düsseldorf.

**P**roducts and services that enrich, strengthen or expand the market deserve a proper debut. Thus, the promotional products industry not only celebrated the start of the new year for promotional products in January 2016 during the PSI, but also the first presentation of a total of 50 new promotional products. And these product premieres also experienced another premiere at the same time, because for the first time the trade show visitors chose which of the innovations they deemed to be most convincing. At the top of the list of crowd favourites was the fixxo universal smartphone mount for the car from BEMAG Sascha Behrendt / fixxo Germany. Second place was awarded to the concrete power bank by Vim



Solution GmbH. The Suncard sunglasses in a postcard by PLAYGRND Labs / Menzel GbR followed in third place. The three winners were honoured on 16th February 2016 with the People's Choice Award at a festive dinner at INNSIDE Düsseldorf Hafen. The choice of location as well as the strong PSI presence highlighted the high standing enjoyed by the PSI FIRST Club within the international network of the promotional products industry. PSI managing director, Michael Freter, had the honourable task of presenting the awards to the beaming winners above the rooftops of Düsseldorf. With a focus on the award winners, but also upon the other 47 PSI FIRST products, he emphasised: "Innovations are an asset for the industry" and thus summarised the intention behind the launch of the PSI FIRST Club two years ago. The only downside of the successful evening through and through: the first prize winners (BEMAG Sascha Behrendt / fixxo Germany) were unfortunately unable to attend at short notice. Beyond the People's Choice Award and the festive dinner, what distinguishes the PSI as an international network became evident during the evening: active discussion took place and attendees sat together in a jolly gathering until the late hours of the night.





## THE WINNERS AND THEIR PRODUCTS

### 1ST PLACE: THE FIXXO UNIVERSAL SMARTPHONE MOUNT FOR THE CAR

A new feature of the product is, for example, that it can be docked into vent grates or vent fins of every shape and size thanks to an innovative grip.

**Sascha Behrendt, BEMAG Sascha Behrendt / fixxo Germany**

"In our ten-year history, we have already won all well-known industry awards and are spoilt in this respect. But first place in the PSI FIRST Awards is a very special distinc-



Christian Voithenleitner presented the fixxo universal smartphone mount for the car.

tion for us, because it's a People's Choice Award. Here the products are not selected by a jury in an arbitrary and inflationary manner, but by the group of people who are vital for us, the promotional product distributors. They have voted our fixxo universal car phone mount 'Number 1' at the PSI Trade Show out of 50 products. We have already been able to observe that the transparent and credible nature of the award process, and the fact that there are only three winners, has allowed our product to receive maximum attention and appreciation. We thrive on innovations, which we also express through our umbrella brand "WOW! Products". Every one of our products has a WOW! factor. That's our unique selling proposition in a fiercely contested market. We are known for not only recognising trends but also for setting them."

### 2ND PLACE: CEMENT POWER BANK

Under the motto "making the impossible possible", the team from Vim Solution has created a product in a completely new design: a power bank out of concrete.

**Bastian Scheil, Benjamin Mayer, Vim Solution GmbH**

"We participated in the PSI FIRST for the third time and, of course, had hoped to make it into the higher ranks. But it was also important for us to show the customer everything that is possible.



Frank Börschig, customer advisor at Vim Solution, with the concrete power bank.

The fact that visitors could directly decide which product is most convincing for them this year is absolutely the right approach, because the customer ultimately decides which products he wants to use. We already received incredible feedback on our product during the trade show. This was a very positive surprise. This prize is a testament to our efforts. It is both an incentive and motivation to remain innovative. It is fantastic to receive such great resonance from customers for what we do. "Innovations are extremely important for us, but consistency in the range is also important". We have combined both with our product. We will continue to work innovatively and would, naturally, be very pleased to take part again next time with an innovation!"

### 3RD PLACE: SUNCARD SUNGLASSES IN A POSTCARD

It is a "do-it-yourself sunglasses assembly set" through which the sunglasses receive a new form and many additional features. The promotional effect is also great, as the product is a flyer and giveaway in one.

**Moritz Menzel, PLAYGRND / Menzel GbR**

"We took part in the PSI for the first time this year. The fact that we won the award



Moritz (left) and Mathias Menzel (PLAYGRND / Menzel GbR) were beaming at the PSI.

at the first go is a great honour for us. It is the perfect start for entering the promotional product market, as we have just launched our product and are still getting to know the industry. We were once told that one needs awards now and then in order to become known and remain noticed. As industry newcomers this is therefore ideal for us, as we would, of course, like to draw attention to ourselves and be taken seriously. The fact that the prize is awarded by the people also means a lot to us, as it shows us that our idea is well received directly in the market. Hundreds of business cards that we collected at the PSI are the proof that can be seen and felt – we are still working on processing them today. PSI FIRST was a big success for us – on site and afterwards."



## K+M PROMOTIONAL PRODUCTS TRADE SHOW

# ACHIEVING SUCCESS TOGETHER

Distributors, suppliers and customers form a team that implements successful projects by joining forces and sharing ideas – this idea was behind this year's motto of the promotional products trade show at K+M on 25 February 2016. The friendly and dedicated cooperation of exhibitors, hosts and customers once again demonstrated the successful concept of the event.

**T**he streets around the promotional product centre of Rhine-Main are usually crowded when K+M Werbemittel GmbH invites guests to its promotional products trade show in late February. The professionally organized in-house trade show which Managing Director Stéphane Hennig and his team organise each year in the company's own spacious showroom

is regularly well attended. Whether it be outside on the premises or in the showrooms, the trade show is bustling with activity throughout the entire day. There were 302 visitors this year; almost all invitations were accepted. Hennig was particularly pleased about this as it is also indicative of how important the event is for the customers.



The exhibitors' activities were very well received. At Senator, for instance, mugs were printed.



## INTERESTING PRODUCT PORTFOLIO

The trade show is popular among exhibitors and customers alike. Everyone likes to come because the mood is good, the atmosphere is relaxed and the exhibitors are actively engaged. There is no hectic rush as they do not have to lug stands around or spend ages assembling them: they simply place their products in the clearly arranged shelves of the showrooms where they then remain for a while. It is also not necessary to disassemble any stands. This system has proven itself and allows optimal customer information at a manageable cost for exhibitors. "The suppliers were thrilled because there were terrific customers who received in-depth information" said Hennig. "And although our event is an info trade show, we also received specific inquiries." The major exhibitors were also joined this year by newcomers with



interesting product portfolios. K+M was thus once again able to present a wide range of promotionally effective products to its customers.

#### EVENT CHARACTER IS WELL RECEIVED

This year the distinctive event character of the trade show was especially noticeable: On display were not only products – some exhibitors also offered visitors a look behind the scenes. For instance, at Senator it was possible to “commission” a custom printed mug and watch how it is created. This offer was very well received. InCrystal also offered something



**Crowded aisles, enthusiastic visitors: A familiar sight at the promotional product trade show.**

out of the ordinary: glass products were finished there by using laser engraving. Klio demonstrated that its smoothly writing ballpoint pen was not created by coincidence, but rather by the fact that the refill has to undergo extensive tests. The manufacturer of writing instruments and refills had installed a professional refill test machine that enables the refills to automatically write over many kilometres. If you fancied something sweet, sweets boiled and shaped in the traditional way were produced by an employee of Jung Bonbonfabrik. Zogi demonstrated their much acclaimed PSI campaign in Obertshausen: visitors were able to have their personal power bank printed with their portrait (taken on location) using digital printing. A nice idea which



gave the customer a high-quality, personalised gift as well as information on digital printing. Kahla brought along a coffee stand where visitors could select different coffees – naturally in Kahla mugs. The beauty of the campaign: They drew attention to their products by highlighting their production, finishing and use. This made the products more tangible and aroused enormous interest, making it an ideal way to connect information and experience. The response to the various demonstrations was similarly enthusiastic. A prize draw in keeping with the motto “Achieving success together” rounded off the event.

#### STRONG CONCEPT, PROFESSIONAL IMPLEMENTATION

The promotional product trade show in Obertshausen has always stood for professionalism, but it is also known for its pleasant atmosphere as well as the warm and personal attention given by the K+M team to its customers and exhibitors. Every year the team members wear a new, chic outfit, including a shirt embroidered with his or her signature. The team is always at hand to accompany customers to the exhibitors, to answer questions and to give advice on innovations and trends. This often results in further discussions in which ideas and special designs can be considered. Last but not least the irresistible aroma from the catering zone entices all those present to stop by. Just as legendary as the trade show is the catering with its unrivalled quality – and this year was no exception, as everyone agreed. <







**Managing Director Anne Bartenbach and the "Rhine-Hesse Piaggio Ape", the original sales stand of the Rhine-Hesse anniversary collection, which was presented live at the Day of the Promotional Product.**

## 12TH BARTENBACH DAY OF THE PROMOTIONAL PRODUCT

# FUNFAIR OF IDEAS

Colourful, exciting, creative – the funfair as a large stage where you can see, experience, and try out new things, was the force behind the conception of this year's Bartenbach Day of the Promotional Product in Mainz on 3 March. The 37 exhibitors presented a wide spectrum of promotional product ideas and caused many a surprise with campaigns and demonstrations. A total of 485 professional visitors from the Rhine-Main region and far beyond came to get informed, advised and enthused.

**W**e always focus on providing a genuine haptic experience," explains Managing Director Tobias Bartenbach. "That is exactly why people are so keen to go to funfairs and that is exactly why our customers like to come to us. They want to feel something new, hear some-

thing unusual, try out something funny. They are looking for new ideas they can in turn use to win over their customers and partners." In this sense, the event at the Lokhalle in Mainz was once again a top-notch source of inspiration. Marketing experts came from all over Germany

to get informed of trends and new products on the market of likeable, three-dimensional advertising vehicles.

### SHOWCASE PROJECT 200 YEARS OF RHINE-HESSE

As soon as we entered the place we noticed the different structure of the trade show compared to previous years. The stands were arranged around a special area in the centre presenting a current merchandising project: on the occasion of the 200th anniversary of the Rhine-Hesse region this year, Bartenbach had set up a display of a complete anniversary collection on behalf of Rhine-Hesse marketing. During the inception and distribution process, the entire value added chain was needed, from the idea to the design and production, from distribution to their own online shop, right up to logistics. The Rhine-Hesse anniversary collection was presented live at the Day of the Promotional Product and offered for sale – of course, in a specially branded mobile sales stand on three wheels, the Rhine-Hesse ape van. This novel conveyance was a cleverly placed eye-catcher demonstrating the company's conceptual competence.



Motivated exhibitors, inquisitive customers, and high spirits at the 12th Bartenbach Day of the Promotional Product.

### BROAD PRODUCT RANGE, INNOVATIVE SOLUTIONS

The troupe of exhibitors had many well-known large supplier names to offer. All product groups were represented, and the selection was remarkable: trendy innovations and lifestyle items, as well as advertising classics and global brands all together provided for a colourful, multifaceted range of products for every conceivable area of application. The customers were extremely interested and avidly gathered information. What was not obvious at first glance was explained and demonstrated by the exhibitors. For instance, Orcas' Haptual concept met with great resonance, which links haptic advertising with digital marketing. Tina Mahler explained vividly and with specific items how, for instance, an individually customizable desktop product with memo box, sticky notes, and pen holder could become a portal for virtual content with the aid of a code and an app. A totally innovative, up-to-date and effective form of advertising aimed mainly at the target group of young technophiles. Peter Löw of MiPow was also delighted at the great interest attracted by his stylish products related to the themes of smart home, power sound, power tubes, and Bluetooth headsets. The bright play of colours of the decorative MiPow Playbulb Sphere was fascinating even from far away. The visitors were happy to have experts demonstrate how the LED illuminated globe

with app control and colour change worked and what effects could be achieved with it. How the industry takes up fashionable trends and turns them into products of its own could be admired at Alta Seta. "The breast pocket handkerchief is coming back," said Patrick Polaniok, "so we developed a small silk handkerchief with various patterns. Depending on how a gentleman folds it, he has four pocket handkerchiefs in one." The silk scarf printed with a different pattern on each side is another present with style that we liked very much. Of course, there is also a matching necktie for it.

### CHEERFUL ATMOSPHERE OF A FUNFAIR

The further course of the tour showed again and again the many different ways that the event's motto, "Funfair of Ideas", was implemented. Between calendars here and

writing utensils there, you could discover a shooting gallery where you could take aim at your target with expert instructions. A few stands farther on there was a lovely old ring-the-bell strongman game recalling days of yore and tempting many visitors to give it a try. The aroma of freshly made popcorn from Magna Sweets also fit in wonderfully with the funfair atmosphere and drew customers' attention to the company's most recent innovation, colourful popcorn in all the colours of the rainbow. With its motivated exhibitors, inquisitive, open-minded customers, and high spirits on all sides, the 12th Bartenbach Day of the Promotional Product was once again a successful trade show that documented the variety and creativity of the industry. <







## SUSTAINABLE AND CERTIFIED ADVERTISE WITH RESPONSIBILITY

Sustainability is on everyone's lips. And rightly so, as it is gradually becoming more apparent how essential (for survival) it is to use natural resources sensibly and carefully and to preserve the ecosystem of the only planet we have at our disposal.

**B**eing responsible also means to act socially. For no prosperous life is possible where only "I" is in the foreground. Social behaviour, however, refers not only to our immediate society, but also to our environment, which is actually our shared world, incorporating everything that serves civilized coexistence. But without life there can be no coexistence. The basic term in Greek for life is "organic". And the "biosphere" refers to space filled with life, literally translated from Greek the "life sphere" and thus the habitat earth. The preservation – and not the exploitation – of this habitat should thus, in a social sense, be among the highest priorities of the human species which is dependent on this habitat. This outlines only briefly what it means and how important it is to live and act responsibly. This includes sustainable action, of course. That more and more companies in the promotional products industry are facing up to the responsibility of combining ecology and social compatibility is demonstrated by the products in this section.







## THE MESSAGE THAT KEEPS ON HANGING

Everybody is familiar with door handle hangers used in hotels; they give a person the feeling of being a VIP. The hanger from Sticky Jam turns 'room service' into 'VIP service'. This hanger really sticks in people's minds and will be seen every day. It has special features and can be customized and inscribed. The customer can select his/her wake-up time clock or one of the symbols (orders for pizza, fruit, etc.) by turning the disc, or can incorporate a nice saying on it. For a minimum order of 1,000 units, the hanger can have a customized design in 4C made according to a master copy (chromo-sulphate cardboard, 500 g/m<sup>2</sup>).

PSI 49637 • Sticky Jam GmbH • Tel +49 40 30084660  
info@stickyjam.de • www.stickyjam.de



## HIGHEST STANDARDS

Hardenbruch is presenting its model 300 voltage tester. The device impresses thanks to its functionality (advertising with long-lasting benefit), individuality (a large choice of colours), and quality (VDE-GS certified and "Made in Germany"). The voltage testers already fulfil detailed improvement of planned new standards with regard to hand protection (at least five mm around the entire circumference), clip (made of insulated material), and perceptibility of the indicator (dark background). On orders of 250 or more, Hardenbruch will print any desired logo on the voltage tester.

PSI 41847 • Hardenbruch Alexander Hein e.K. • Tel +49 5551 40693-60  
info@hardenbruch.de • www.hardenbruch.de

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## SUNNY GREETINGS

No other plant so impressively symbolises the sun as the sunflower. No wonder it is a popular gift. Multiflower has found a way of making such a gift as natural as possible. In a small, ecologically degradable coconut pot, the organic seed of a sunflower is sown. No subsequent re-potting is necessary, as the complete pot with the grown plant can simply be transplanted to the soil. The Bio Sonne coconut pot is a natural give-away through and through for the next promotional campaign. The promotional message is applied according to a standard motif. A customised wraparound label design is possible from just 250 pieces.

PSI 45974 • Multiflower GmbH • Tel +49 6223 866560

info@multiflower.de • www.multiflower.de

## CHOCOLATE? OF COURSE!

Diamond, triangle or circle? Regardless of which shape – logos have surely never been as chocolaty delicious. These original chocolate logos make a promotional impact with a great taste to boot. Almost anything is possible: simply send the logo data to Kalfany Süße Werbung. The “sweet” specialists then check whether it can be transformed into melt-in-the-mouth chocolate. The chocolate made of UTZ certified cocoa with at least 34.5 per cent chocolate content ensures excellent casting results. The unique chocolate product, weighing approx. 8.5 g, is packed in a 90 x 50 mm personalised white, transparent or aluminized flowpack and is IFS certified. Image advertising for the eyes and palate!

PSI 42706 • Kalfany Süße Werbung GmbH • Tel +49 7643 801-0

info@ksw24.com • www.suesse-werbung.de



## EXCELLENT COTTON BAGS

Joytex offers sustainable and certified products. “Though it’s not yet possible to eat them”, says the company. From the simple promotional bag right through to the rucksack, the entire cotton range at Joytex is tested and certified according to the OEKO-TEX Standard 100. Short delivery times can be assured, as all Joytex bags are printed in the company’s own screen printing facility in Rhede in the Münster region. Up to six print colours are possible. 4C halftone printing is possible on white or natural coloured cotton bags. Attractive examples include the cotton bags “Cairns” with short handles and “Boston” with carrying cords.

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

info@joytex.de • www.joytex.de

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

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Neues  
Formular!  
Redesigned  
form!  
Aktualisieren Sie  
Warengruppen,  
Zertifikate & Co.  
Update:  
Product groups,  
certificates etc.



Bei Rückfragen und für weitere Beratung steht Ihnen das PSI CrossMedia Team  
telefonisch selbstverständlich gern zu Ihrer Verfügung unter  
+49 211 90191-114/-150/-315/-321 oder per E-mail an [supplierfinder@psi-network.de](mailto:supplierfinder@psi-network.de).

If you have any questions or would like an additional consultation,  
the PSI CrossMedia Team will gladly assist you. Please call us at  
+49 211 90191-114/-150/-315/-321 or send an e-mail to [supplierfinder@psi-network.de](mailto:supplierfinder@psi-network.de).



Deadline  
6. Mai/May  
2016

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[www.herka-frottier.at](http://www.herka-frottier.at)





## MARKINGS THAT WON'T COME OUT IN THE WASH

**T**he new textile stamp from Heri lets you mark clothing, fabrics, shoes, and other textiles easily and quickly. Whether children's things from kindergarten, shoes, or sports, whether in the old age home or during a hospital stay, whether private or occupational clothing, everything can be marked quickly and easily. The stamp pad integrated in the stamp is soaked with special textile ink and can be used for up to 1,000 stamps before being changed. The wash-resistant, black stamping ink remains visible even after being washed many times. The do-it-yourself model has not only a self-inking stamp, but also a set of letters and a white thermal ribbon for marking dark clothing. Another individual product model is the Printer 20 Model, also with the well-known online voucher solution for obtaining a free individual stamping plate. All products are CO<sub>2</sub> neutral, made in accordance with Ecocert 14001, and are also available in a recycled "Green Line". Additional solutions based on wood stamps or other stamping inks are offered and produced according to customers' specifications.

**PSI 41016 • Heri-Rigoni GmbH • Tel +49 7725 93930**  
**armin.rigoni@heri.de • www.heri.de**

## TAKE NOTE ELEGANTLY

**M**any a hastily scrawled note has given rise to great ideas and innovations. So it is high time to give notes the recognition that is their due and afford them a place that does them credit – as with the Modul 1 writing case and ECO felt case from promotional bag specialist Halfar. Even the material of the felt cases makes an impression, since they are pleasantly soft to the touch and look like very high quality. Finishing by means of a stick or a label gives them the final individual touch. The inside of the Modul 1 writing case also bears elaborate workmanship and has many compartments: of course for the obligatory A4-size writing pad (alternatively also A5) and what is more, for visiting cards, pens, a USB stick, and more. The ECO felt case is deliberately kept a bit more simple. It holds notebooks, a calendar and more elegantly in an A4-size felt cover. The pen loops on the outside, which also serve to close it, are particularly ingenious. On the inside, a visiting card compartment provides a personal note. Both the Modul 1 writing case and the ECO felt case make ideal gifts for customers for submitting a project folder, catalogue or other special printed matter in style.

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





## GREEN FRIENDS

**T**he company KW open, which specialises in sustainable promotional products, presents a new sales brand "Ogreen". The range includes a total of four indoor plants selected according to scientific criteria. These plants not only visually enhance interior spaces, they also positively influence the indoor climate. According to studies, just one of the green "cleaning machines" can regenerate the air in a room up to 30 square metres in size. Not only oxygen is generated, but pollutants are also neutralised in the process. The company KW open, based in Vorarlberg, has held the exclusive rights for distribution in Germany, Austria and Switzerland since November 2015.

PSI 49411 • KW Open promotion consulting & trading GmbH

Tel +43 5576 72544 • office@kwopen.com • www.kwopen.com

# SPORT SPECIALS

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## DEXTRO ENERGY

→ ca. 60 x 35 mm  
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**NEU**



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**35 JAHRE**



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## AN ECO-FRIENDLY NOTEBOOK

**T**he Keystone eco-notebook from Easy Gift's extensive product range is made out of recycled paper, recycled cardboard and some plastic. The notepad with lined paper has 120 pages and comes with an integrated pen. It can be finished with a personalised message on the bottom right-hand corner using pad printing. Another eco-friendly product is the cotton bag 'Antibes' (not shown) which has a grammage of 145 g/m<sup>2</sup> and features short handles. It is washable and can be personalised on one side using screen printing.

**PSI 47300 • Easy Gifts GmbH • Tel +49 911 8178111**  
**info@easygifts.de • www.easygifts.de**

## A GREEN MESSAGE

**F**or strategy consultations during the football match or for nature fans as a perfect front garden: A dish made of sustainable raw materials, chiefly from organic cultivation, which belongs to the range from emotion factory. Inside can be found a substrate tablet and a seed packet containing grass seed. The wraparound label can be given a customised design. This way, the green message gets through to every target group!

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



## POWER PACK TO GO

**T**he Power Bank is an external battery and key ring in one – an item from Troika's current product range. The mobile power pack can be used to charge an iPhone, Samsung Galaxy and other smartphones with Lightning and Mini USB connection, as well as charging display. The integrated LED light leaves no-one standing in the dark when out and about. A promotional message can be applied via printing to the product or through engraving on the carbine hook. Engraving is free of charge for 100 pieces or more.

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





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No. 87082-3 blau | blue



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No. 80116-8 antrazit | anthracite

No. 80116-3 blau | blue



reeko  
DESIGN

Design for Promotion



## PROFESSIONAL ADVERTISING PADS

**A**xopad is an innovative product system with a wide variety of different models. Apart from traditional mousepads, blotting pads and counter mats, the premium product range also includes special pads with inserts for holding documents and photos, up to foot mats for doctor's offices and massage centres. An important aspect in the development and manufacture of these products by IMTC is their environmental compatibility and sustainability. The materials for the production of the Axopads are procured exclusively from ISO certified manufacturers and are largely recyclable. Advertising with the multi-certified "Made in Germany" Axopads thus offers customers the maximum security of investment and business success.

PSI 43000 • IMTC Manufacturing & Trade GmbH • Tel +49 8171-4339-0

imtc@imtc.de • www.axopad-mousepad.de

## MADE IN GERMANY

**T**he company Richard Cermak is presenting a patented mini-torch with a bright white LED light: the Nova NO160. The specialist has much to offer with this special product in terms of sustainability. All of the mini torches are produced in Germany and even the batteries are 'Made in Germany'. The entire production process is also carried out according to eco-friendly standards. Moreover, long transport routes can be avoided by having the production facilities in Germany. The LED lights save energy and have a long use-life and the batteries are replaceable. This product is an example of how Richard Cermak's products stand for sustainability and high quality. The company asserts that they have become the only manufacturer of this type of product in Germany.

PSI 44668 • R. Cermak – Mini-Taschenlampen • Tel +49 7231 106105

info@penlights.de • www.penlights.de



## FOUR GENERATIONS OF SUSTAINABILITY

**T**he Victorinox guarantee extends without time limit to all material and manufacturing defects. This life-long guarantee is the expression of the self-image of the Swiss knife manufacturer Victorinox, whose products are exported to more than 120 countries in the world. Keeping the environmentally critical effects of the company's activity as minimal as possible has been a concern for the Swiss company since it was founded 130 years ago. A likely record-holder is its low consumption of heating oil thanks to heat recovery. The main part of the site, comprising the factory along with more than 100 residential units, is supplied by district heating. On account of its comprehensive pollutant reduction using closed systems and waste water treatment, its careful use of raw materials and its universal recycling, Victorinox was distinguished in 2008 with the Swiss Environment Foundation corporate award. The duty of sustainability through the making of durable and easy-to-repair products has been passed on from generation to generation since 1884: an eco-credo for the benefit of customers and the environment.

PSI 44281 • Victorinox • Tel +41 41 8181211

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





## POWER BRANDING

**T**his very small power outlet provides 4 additional outlets with 2 high powered USB ports (2.1A) that allow charging 2 devices simultaneously. All mobile devices like smartphones, tablets etc. can be charged. The charging time will be shorter than charging via a USB port on the notebook. Due to its cubic shape it prevents plugs from blocking each other. At the office, power outlets are almost never within reach. Often you will have to duck beneath your desk to reach for an available outlet. The PowerCube Extended Duo USB come with a 1.5m cable and a unique docking station enabling you to mount the PowerCube on your desk or underneath. Logos can be printed on the top- and USB side. Promotion for every working day and that for many years to come. Features in short: All contacts are grounded and childproof – Patented design – RedDot design award – CE, ROHS and KEMA tested – beautiful recyclable packaging.

PSI 49748 • PowerCubes • Tel +31 36 3020 037  
info@powercubes.eu • www.power-cube.de

# Das bunte P.COLLECTION FRÜHLINGSFEST



F. Pecher GmbH | Fabrik für Schreibgeräte  
info@pcollection.de | www.pcollection.de  
Fon: ++49 52 22/94 20 0 | Fax: ++49 52 22/94 20 22





## LIGHT IN ITS MOST BEAUTIFUL FORM

**G**lobal Innovations offers a vast selection of fantastic chains of lights, which can also be produced according to individual preferences. Whether it's bright figures made of acrylic, rice paper or PVC – the sustainable LED lighting highlights not only beautify offices or other rooms, but also serve as gifts with a long-lasting promotional impact. The chains of lights are, of course, tested and certified according to the relevant European guidelines. The minimum order quantity for a certified chain of lights tailored to customer specifications is 5,000 pieces.

**PSI 46626 • Global Innovations Germany GmbH & Co. KG • Tel +49 6502 930860**  
**info@globalinnovations.de • www.globalinnovations.de**

## FINEST "GREEN" ADVERTISING

**T**hese little organic bears kill two birds with one stone: providing a fruity treat for the customer and, at the same time, contributing to environmental protection. The fruit gums from the IFS-certified company Kalfany Süße Werbung not only come in a mixture of flavours and colours, but are also supplied in eco-friendly packaging. The organic bears are packed in 85 x 60 mm, compostable promotional bags. Crystal clear or alternatively in white, they leave a personal touch when printed with an individual promotional message. The promotional packaging film from Kalfany Süße Werbung (certified with the "Keimling") is based on renewable raw materials of plant origin. The compostability is guaranteed according to the EN 13432 standard. This is fruity environmental conservation in practice, with long-lasting taste.

**PSI 42706 • Kalfany Süße Werbung GmbH • Tel +49 7643 801-0**  
**info@ksw24.com • www.suesse-werbung.de**



## A CLEAN BUNCH

**T**he popular Schmoozies family from the MiniFeet series by mbw has welcomed new 'wild' additions in 2016. A wild boar, bat, dragon, spider, sun and cow from alpine pastures are the newcomers and can do much more than just cuddle and look cute. The ensemble is small and smart and, thanks to their microfibre base, can perfectly clean smooth surfaces such as mobile phone displays or computer screens. Thus, Schmoozies really bring life to the office and, at the same time, do a great job of cleaning. And to ensure that it's clear whom to thank for the little helpers, the Schmoozies can all be adorned with a little flag on the bottom of the product containing a promotional message. All models are subject to EU-wide design protection and carry the GS symbol for tested safety.

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





The Bioponcho from Josanto offers all the benefits of traditional ponchos and is also environmentally friendly and sustainable. With large print areas, the advertising message of the customer is worn directly on the body. In addition, a flyer can be inserted into the packaging, thus making it a convincing giveaway before it has even been unpacked. A conventional rain poncho is used for about an hour and is then worthless – the ecological footprint of such disposable products is highly questionable. The Bioponcho, on the other hand, consists entirely of renewable raw materials and does without crude oil. It is also 100 per cent compostable. This is not only good for the environment, but also increases the acceptance of the giveaway and thus the success of the campaign.

PSI 49273 • Josanto UG • Tel +49 40 28790614

kontakt@josanto.de • www.josanto.de



So, we are not talking about experiments in the test tube, but about a harmoniously blended organic rooibos tea that is available from Multiflower. The delicious contents have been kept in a test tube and are sufficient for four cups. The promotional message is printed according to a standard motif. A customised tag design is possible from just 250 pieces.

PSI 45974 • Multiflower GmbH • Tel +49 6223 866560

info@multiflower.de • www.multiflower.de



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info@pinsundmehr.de



## NATURALLY TRENDY

**F**or the sake of the environment and due to the progressing climate change, many companies are rethinking their approach to sustainable and ecological products. With this in mind, elasto is releasing a new recyclable cork product series onto the market. It includes a notebook with rubber strap, bookmark and 80 chequered sheets, an organiser with various flaps and a variety of writing utensils, a pencil case with ample space, a pencil roll with different coloured pencils, ruler, eraser and sharpener, and a tablet PC bag with an elegant button fastener. Thick bark of the cork oak is used as the material. The tree doesn't need to be felled to obtain the bark, as it keeps regenerating and can be harvested every nine years. A cork oak that has been harvested absorbs four times as much CO<sub>2</sub> as a tree that hasn't been stripped of its bark and thus continuously and sustainably improves our climate. All items can be refined through single-colour screen printing or five-colour pad printing.

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

## COMPOSTABLE PENS

**T**he green line pens of Stilolinea are not only biodegradable, but even compostable. The special material, a family of biopolymers derived from plants, of which Stilolinea has the exclusivity for pens production, is degradable through a decomposition process that happens in a very strict time interval. Stilolinea created a line dedicated to companies who, without spending more, want to demonstrate a gesture of sensibility towards the environment. There are two available models in the "Green Office" line: Ingeo and Vegetal Pens. On top of the clip of both models and on the grip of the Vegetal pen are emphasized the sustainable messages that guide to the choice of these products with this additional quality. The barrel made in "lime satin" colour recalls the concept of ecological object, while the pens characteristics are coordinated with the chosen ink, available in the four colours required for the office: blue, black, green and red. The "Green Office" pens can be ordered neutral or personalised, used both as a "corporate" object and as a marketing tool for trade shows, corporate events, or as a simply giveaway gadget to own customers or as a stationery product to be commercialized in the retail stores.

**PSI 45328 • Stilolinea S.r.l. • Tel +39 11 2236350**  
**info@stilolinea.it • www.stilolinea.it**





# CI-BOOK

Mehr Individualität geht nicht.



## Gummiband

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## Einband

6 verschiedenen Einbandmaterialien,  
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## Stiftschlaufe

in einer von 14 Farben

## Farbschnitt

Color-Farbschnitt in Wunschfarbe  
oder optional sogar Motiv-Farbschnitt  
mit Bild, Logo oder Schrift auf der  
langen Buchkante



Color-Farbschnitt



Motiv-Farbschnitt

### Corporate Identity im Format A4 und A5.

Premium-Notizbuch in hochwertiger Ausstattung, die sich an das individuelle CD anpasst, inklusive Color-Farbschnitt sowie Gummiband und Stiftschlaufe in Wunschfarbe. Optionen wie der neue Motiv-Farbschnitt schaffen weitere Möglichkeiten für eine vollendete Gestaltung. Immer mit dabei: die Mikroperforation aller Seiten, die Einstecktasche am Buchende sowie die runden Ecken von Buchblock und Buchdecke.

Auch als CI-Hybrid lieferbar – die perfekte Kombination aus Business-Notizbuch und Terminkalender.

**BUSINESS-NOTIZBÜCHER**  
mit der unsichtbaren Mikroperforation  
.....

geiger  notes



## SUSTAINABLE AND CERTIFIED

**T**hanks to Spranz partner myclimate (CO<sub>2</sub>-free transport) and Lichtblick (green electricity), all products from Spranz GmbH are transported free of CO<sub>2</sub> from the place of manufacture to the customer. According to the company, this means that even transportation from geographically more remote Far East factories causes no added environmental pollution. On the contrary, due to the over-compensation more CO<sub>2</sub> is saved than is generated. An attractive side-effect is that myclimate projects in developing countries, supported by Spranz, additionally help local people to achieve a better and more secure living standard, a corporate letter explains. Finishing of all products and production of the Made in Germany range is performed exclusively in Koblenz.

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

## TAKING RESPONSIBILITY

**L**iving in a healthy environment isn't just a random motto, but has been put into practice at Walter Medien for years – for example with the calendar of the same name “Leben in gesunder Umwelt” (living in a healthy environment). With this calendar, which seeks to draw attention to sustainable and respectful interaction with nature, Walter Medien supports the work of Deutsche Umwelthilfe e.V. (German Environmental Aid). A donation is made to Deutsche Umwelthilfe for each calendar sold. The calendar is printed on FSC-certified paper and the images show the diversity and beauty of our natural environment. In this manner, Walter and its customers take responsibility for the conscious and sustainable handling of our environment. And for a future that's worth living.

**PSI 40753 • Walter Medien • Tel +49 7135 104100**  
**kalender@walter.de • www.kalender.walter.de**



## “GREEN” CARD GAMES

**F**or companies that wish to share environmental values with their audience, the customizable Happy Families (44 cards) and Kwartet (33 cards) games about sustainable development and biodiversity appear as a reliable and efficient solution. These handy games represent an ideal vector to communicate during all types of actions communication actions (fairs, promotional campaigns etc.) and are addressed to any age group. Their content is validated by UNESCO as well as the French Ministry for Sustainable Development. To extend the experience, their multimedia version is available and can also be customised. Other printed and digital games on Environment and Health care (Memory, Loto, Quiz) are available.

**PSI 49682 • Games on Demand • Tel +31 765 317989**  
**contact@gamesondemand.eu • www.gamesondemand.eu**





# SLIM PERFECTION



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PARIS

## Bioplastics - a new generation of materials

Bioplastics represent a new generation of materials that are made from renewable raw materials, such as potato starch or cellulose. Under the right conditions the bags manufactured out of the material break down within a few months, according to the manufacturer Sale s.r.o. These products make it possible to shop with a clean conscience; environmental awareness is always a top priority.

**PSI 49617 • Sale s.r.o. • Tel +420 777 151946**

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

## Magnetic notepad - a new generation of promotional tools

The magnetic notepad recently developed by Goudsmit Magnetic Design is an eco-friendly promotional tool which can be attached to a metal surface, such as a fridge, desk or memo board. The notepad needs no paper and can be wiped clean and written on again and again. It can simply be cleaned with a dry cloth. The special, durable coating can be written on with the supplied magnetic mini-marker. What's more, the notepad makes an ideal advertising tool (logo or promotional message are printed on the product as requested). It comes in a size of 110 x 80 millimetres. Personalisation is possible with full-colour, 35-millimetre doming. The minimum order quantity is 100 pieces.

**PSI 43808 • Goudsmit Magnetic Design B.V. • Tel +31 40 2212475**

**[design@goudsmit-magnetics.nl](mailto:design@goudsmit-magnetics.nl) • [www.goudsmit-design.com](http://www.goudsmit-design.com)**







## HAND-PICKED

**T**he 'Loyal Can Gift' is an elegant metal tin can which contains 12 tea bags and comes in several modern matt colours. The different coloured tins have tea bags with different tea flavours: The black tin contains tea with a blueberry flavour, the grey one has Earl Grey, the orange one has rooibos with vanilla, and the green one contains green tea with mango. What is more, the trendy brand 'Loyal Tea' is an example of environmental awareness combined with a delicious flavour because all of the Loyal Tea products are made from select quality tea leaves from Sri Lanka and are SGS certified. Advertising can be placed on the tin using pad printing.

**PSI 45737 • Giving Europe GmbH • Tel +49 421 5965970  
kontakt@givingeurope.de • www.givingeurope.de**

## ENVIRONMENTAL CONSERVATION WITH STYLE

**A** little symphony of glass, elegance and style: the Crystal from SodaStream. This high-end sparkling water maker is young enough to set trends and elegant enough to become a classic product. Producing one's own sparkling water makes life better in many ways: water bottles never need to be lugged again. Studies also show that it automatically leads to people drinking more. And the key aspect is the tingling taste of freshly carbonated water out of elegant glass carafes that are neutral in taste. The level of fizz can be individually adjusted. Venceremos. And all that with Germany's best controlled food: tap water.

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



## FOR THE SAKE OF NATURE

**A**t Macma, too, the signs of the times have long since been recognised and the company is increasingly insisting on promotional products that do without plastics. Here, for example, we have the extra-large naturally coloured jute bag with its robust cord handles and characteristic closing loop. This bag additionally offers a large promotional surface, for the message is printed directly onto the front. Likewise made of environmentally friendly material is the Gymbag, which consists of naturally coloured cotton from sustainable cultivation. Due to its size the Gymbag is ideal for sports implements or as a laundry sack on journeys. Here, too, a large surface for the printing of promotional statements is available.

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





## TRULY SUSTAINABLE MATERIAL

The certified Cradle-to-Cradle stone paper, which JH Innovations is making available for the promotional products industry, has an unbeatable ecological record. This special paper is one hundred per cent pulp free, waterproof and tearproof; no bleaching agents, lye or acids are needed in the production process; and less printing ink is required for achieving brilliant printing results. The material has a truly new feel to it and has been discovered by ecologically-minded print buyers in increasing numbers. Companies providing printing services can profit from its numerous unique selling points when the outstanding qualities of the paper are marketed or explained in information brochures. Customers will profit from this very smooth product and can boost their image by having their imprint placed on one of the most ecologically friendly papers in the world which lives up to the claim that not a single tree had to be cut down to make the paper. More details are available directly from JH Innovations.

PSI 48291 • JH Innovations GmbH • Tel +49 621 7481466  
info@jh-innovations.de • www.jh-innovations.de

# NEUHEITEN



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Each quarter, some 500 new designs are put on the market. Here is an example of customisation for Transaero Airlines.

## TIE SOLUTION GMBH

# DISTINCTIVE ACCESSORIES

New to the PSI network is the company Tie Solution, an international manufacturer with its new distribution office in Gießen, which enriches the textile variety of the members' circle with high-quality accessories such as ties, scarves, shawls and pashminas.

**T**he business segment was built up by Barcelona-based AGS Textil Solution S.L in 2004 in order to meet specific customers' needs for high-quality accessories in the private label sector. Tie Solution GmbH supplies distributors and wholesalers that would like to personalize high-value accessories in order either to roll

them out as their own brand, use them as workwear to enhance their company image, or to utilize them as high-value promotional gifts. A few years ago, the parent company AGS launched the luxury designer brand Pietro Baldini, which is intended to meet the demand for highly exclusive and high-quality accessories in the

luxury sector. Pietro Baldini products are offered as an exclusive brand to distributors and wholesalers for further marketing, while Tie Solution products are recommended as a brand name.

### PRODUCT SPECTRUM

Tie Solution offers a wide variety of different knit and woven textile goods made of various materials, such as silk, cashmere, wool, and cotton, as well as varied fabrics and woven patterns, such as jacquard, twill, satin and crepe. The company manufactures high-quality accessories, such as ties, bowties, scarves, pashminas, shawls and a wide variety of customisable packages for all its products. Tie Solution is committed to constant innovation, putting nearly 500 new designs on the market each quarter. All products can be acquired in the available designs directly for reselling by wholesalers and distributors, or also adapted to meet special wishes of customers.

### A WIDE VARIETY OF OPTIONS

Tie Solution products are made from a large number of different materials which, depending on the product line, vary in pat-





A number of packaging options in various sizes and materials are on offer for all products.

tern and production technique. Customers are offered various kinds of personalisation. They can, for instance, decide on an already available Tie Solution design and apply their own company logo to various places on it, or have an entirely new product fashioned in which their corporate identity is already taken into account during production.

#### QUALITY-CONSCIOUS

The primary goal of Tie Solution is to provide its customers with the highest quality. Tie Solution has established itself on the European market as a prestigious manufacturer of high-quality accessories. "Thanks to many years of international experience, excellent suppliers, and expertise profiting from close collaboration with the best designers and business partners in the textile industry, AGS Tie Solution is today synonymous with quality and swiftness," says Managing Director A.G. Sanchez.

#### BEST QUALITY RAW MATERIALS

"Tie Solution uses only first-class materials in making its various product lines. The raw materials we use are of the best quality and range from silk to rayon up to microfibre, from cashmere to wool up to cotton," Sanchez explains. Tie Solution accessories are made mainly of silk and rounded off aesthetically and qualitatively with fabrics such as twill, stain, and crepe. The company uses wool to make scarves and

necktie interlinings. Since wool has natural thermoregulatory properties, it makes the Tie Solution creations pleasant to wear even in wet weather. Microfibre is used to offer customers an alternative line of ties and bowties with regard to price and quality, since microfibre is easy to clean and protects the textiles from spots and stains thanks to its smooth surface. Economical to produce, polyester is a good way to make low-price products. "Tie Solution trusts in the highest material quality, yet we also offer low-price models in order to meet every customer's wishes," says Sanchez.

#### LARGE SELECTION

Many new patterns are added to the Tie Solution range of ties each quarter. Every new market launch brings forth a palette of seasonal colours and patterns that meet the requirements for both conservative and modern styles. In the process, Tie Solution offers two different kinds of tie: the modern tie as well as the "seven fold tie", the "Rolls Royce" of ties, which can be made to measure. Tie Solution also offers a select combination of formal attire. Bowties are produced upon request as desired by customers. The festive bowtie creations are available in silk (twill or satin), microfibre, and/or polyester. The range also includes a large number of shawls, dress handkerchiefs and bandanas in various colours. All knitwear is on offer in a wide variety of patterns.

#### LADIES' SHAWLS, PASHMINAS, AND SCARVES

The Tie Solution ladies product lines range from woven silk, wool, cashmere, and mixed fabric scarves and pashminas up to smooth silk, microfibre and polyester kerchiefs. All kerchiefs come in three different standard sizes and can be personalized in accordance with customers' wishes by means of various printing techniques. In addition, customers can choose any other desired size.

#### PACKAGING OPTIONS

A number of packaging options in various formats and materials are on offer for all products. These include leather, wood, metal, cardboard and paper. "Our packaging formats are as varied as our patterns. Thus customers can choose the packaging for-



mat they find most appealing: round, angular, oval, in the form of an envelope, cases with or without zippers, and many more. Depending on customer demand, the various packages can be procured in mass production or for small orders," says Sanchez. All Tie Solution packages can be personalized in accordance with customers' wishes. The complete collection can be found on the company's website.

Tie Solution GmbH  
Gießener Str. 72  
D-35415 Pohlheim bei Gießen  
Contact: Antonio Gea  
Tel. +49 641 35099680  
info@tiesolution.de  
www.tiesolution.de  
www.tiesolution.com



## DIE BECHERFABRIK

# TO GO AS A REAL PHILOSOPHY OF LIFE

Coffee to go has long since become a philosophy of life. The phenomenon of coffee to take with you gives the appropriate cup its corresponding outward form. die becherfabrik in Cologne has grown to be a true specialist when it comes to promotional and to-go cups – with its own distinct philosophy.

**T**here is no lack of occasions for founding a company. Building on a patent in the family is not likely to be an everyday occurrence. Stephanie Azizi is one of the undoubtedly happy people who can say just that of herself. In this case, several factors played a part in the decision to found a company. For one thing, there is

the fact that coffee has been the favourite drink of Germans for years. After all, every German citizen enjoys an average of 165 litres per year. For another, “to go” is definitely trending. In connection with the family’s own patent for manufacturing single-walled to-go cups by the offset method, it was only natural to invest in this area.

So the idea of die becherfabrik was born.

### OCCUPY NICHES AND BECOME ESTABLISHED

The founding of the company followed in 2010. What sounds reasonable and seems like a logical consequence was accompanied by the “usual start-up troubles”, Stephanie Azizi recalls. The young entrepreneur saw these obstacles rather as a challenge than as an impediment, however, as well as critical scrutiny from one or another of her competitors. The strategic orientation of “die becherfabrik” was soon defined: discover niches and occupy them to become quickly established on the market – and do so with ongoing product innovations that are consistently oriented toward the needs of customers. “The creativity of our customers constantly gives rise to expansions of the product line and to ongoing optimisation of our processes,” Stephanie Azizi tells us. What has come out of it all in the past five years in the area of to-go cups are such developments as the single- and double-walled cup, the es-



presso cup, the foil cup, the ice cream cup, and most recently the cake and cook cup. Yet “die becherfabrik” is by no means limited to the production of cardboard drinking cups. Its repertoire, after all, also features porcelain cups. Here, too, “die becherfabrik” gives proof of its versatility. Whether direct or transfer printing, innovative colouring by means of Hydrocolour or laser engraving, sensitive or Crystal touch, art print or Magic Mug decoration technique that changes colour when heated, the Cologne-based company offers many technological methods to give porcelain cups that certain indefinable appearance.

#### ENVIRONMENTALLY AWARE AND SOCIAALLY INVOLVED

For “die becherfabrik”, “to go” is far more than just a lifestyle focusing solely on coffee. This family enterprise joins the “to go” idea with a special kind of environmental awareness. This awareness also means that “die becherfabrik” makes use of climate-neutral printing processes. To this end, the company supports the “Project TOGO” located in the West African country of Togo and dedicated to the reforestation of wasteland to create natural or sustainably managed forest, as well as organic farming. In this context, the company works together with the local population, from setting up tree nurseries, to the care, monitoring, and managing of forests and arable land, right up to supplementary infrastructure projects. However, “die becherfabrik” does not stop at climate-neutral printing processes. Stephanie Azizi sees her company strongly attached to the idea of environmental protection in the future, as well. “We are working on materials and processing ideas that do justice to this claim,” is how she describes what “die becherfabrik” is doing today in the interest of tomorrow. The company’s readiness to make generous donations to refugees and its social involvement in the local football club are firmly and entirely rooted in the present.



Stephanie Azizi owns “die becherfabrik”. She is proud of the company’s development.

#### KEEPING CLOSE TO CUSTOMERS IS OF THE UTMOST IMPORTANCE

Having goals and being committed to work to achieve them is one thing. Another thing entirely is the success that Stephanie Azizi can proudly look back on. This includes having large companies among her customers after just five years on the market. A success that is not least the result of the strengths of “die becherfabrik”. Stephanie Azizi names a handful of other good reasons that speak in favour of her company right off: speed, innovative power, goodwill, constant personal contact to customers, and thus a close bond with the customers. This also shows in the new store opened in Cologne-Porz in 2015, where the entire product range is on display. Here customers can get in-depth consulting and have a layout for their cup prepared right away. Of course, they can also make sure of the quality of the cups right on the spot, a quality that, as Stephanie Azizi confidently says, can be “seen and felt” – and is by no means boring. It is not for nothing that the motto of “die becherfabrik” is “Colour your coffee”.



“die becherfabrik” belonged to the exhibitors of PSI 2016



# INNOVATIVE PROMOTIONAL PRODUCTS



## THE JERSEY FOR GREAT MOMENTS

**T**he DFB 2016/2017 Home jersey is the official shirt of the German national team for the upcoming European Football Championship 2016 in France. The shirt, made of breathable ClimaCool polyester, impresses through its traditional design in the classic colours black and white. As a highlight, the DFB jersey features embossing of the previous successes at the European and World Championships, as well as the DFB logo with the four stars and the golden FIFA world champions' logo on the chest. The triple stripe design along the sides is also revolutionary. The shirt is available in the sizes S-3XL, as well as in special children's and women's varieties. With the official DFB jerseys, distributors will certainly be on track for success with their customers. Sport Böckmann can supply the products immediately from stock.

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## WIN WITH THE PROS

Everyone is eagerly awaiting the European Football Championship in France. The comprehensive football concept of Rastal shows the possibilities to target numerous fans with their advertising message. The company has nominated only professionals for their products. The practical Gutsherren tankard, finished with a special temperature-changing decor, offers an ideal opportunity to position advertising messages in a targeted manner. The modern, sleek glass design offers a particularly generous decor surface which allows for effective branding as part of promotional campaigns. The striking temperature-changing decor on the beer tankard increases the excitement as the print motif changes colour when pouring cold beer. Wherever a football match is being watched, Rastal is right there with a wide range of high-quality products that offer the option of efficiently positioning logos and slogans. Versatile finishing techniques transform plain drinking vessels made of glass and porcelain into extraordinary football promotions. For example, a Championship tumbler with an image decor: During the coffee break or during half-time, fans can tip the match result on the cup with any commercially available water-soluble coloured pencil. Glasses with rhinestone decorations will target female fans. The decor proposed by Rastal shows the Championship venues with rhinestones on the front, and thanks to QR code decor on the back detailed information can be read about the host cities and stadiums. More decor options such as scratch decors for sweepstakes or transparent decors also draw a lot of attention to the Championship.

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One of the most popular promotional products at R & JP is, without a doubt, the anti-stress football – above all then, when the favourite team needs to go into a penalty shootout. The 63-millimetre anti-stress football made of polyurethane foam by R & JP International can help to relieve stress. It has a diameter of 30 millimetres and can be printed in up to four colours. This makes it an ideal promotional product for all those who want to advertise with a focus on football. The anti-stress football is also offered as a key ring and is available in the colour combinations black-white, red-white and blue-white, and can thus be tailored to the desired colours of your favourite team.

PSI 42762 • R&JP International Limited • Tel +44 1296 436565  
jamie@rjpint.com • www.rjpint.com

## REFRESHINGLY SHORT DELIVERY TIMES

Sweet specialist Jung is now offering selected products from its range in refreshingly fast delivery times: The products are already ready for delivery three days after receiving the production release from the customer. This is even possible with customized 4c printing (image motifs in photo quality). The following products are available using the express method: sweets in white wrappers, basic gummy bears (approx. 7 g), Cool-Card Digital, Ritter Sport Mini in the whole milk variety as well as the midi box with fruit mix pieces. In the case of customer wishes at short notice, for example for a trade show or for an event, tasty popular figures with self-advertising and thus now readily available in a high quality.

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## UNIQUE GYM BAGS

Trendbagz now offers two unique gym bags, the Drawstringz Photo and the Drawstringz Colors. The gym bag Drawstringz Photo can be fully adorned with photorealistic printing. A different print image can be applied on the front and back. For the Drawstringz Colors customers can choose from seven different colours for the basic material and the cords; 49 colour combinations are therefore possible. Of course, this gym bag can also be enhanced with a logo using screen printing. Despite the high level of customisation, both gym bags can be delivered within around six weeks.

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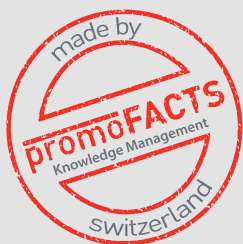




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## TERMINE\*

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21.04.2016	München	„Der Mehrwert des Werbeartikels“
14.06.2016	Düsseldorf	„Der Werbeartikel im Marketing-Mix“
16.06.2016	Olten (CH)	„Der Werbeartikel im Marketing-Mix“
27.09.2016	Düsseldorf	„Der Mehrwert des Werbeartikels“
29.09.2016	München	„Der Mehrwert des Werbeartikels“
29.11.2016	Düsseldorf	„Der Werbeartikel im Marketing-Mix“
01.12.2016	Olten (CH)	„Der Werbeartikel im Marketing-Mix“

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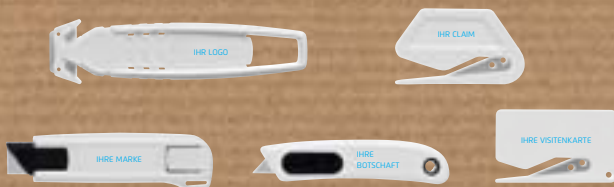
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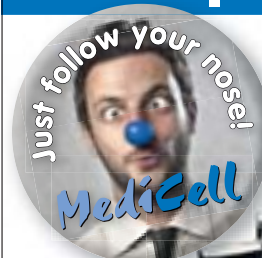
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## PSI BUSINESS PERFORMANCE INDEX MAKES US FIT FOR THE MARKET

A comparison with others – called benchmarking – helps one to understand how competitive one is for the future. This essentially involves identifying one's strengths and weaknesses and identifying measures to improve. In order to enable benchmarking for the promotional products trade, the PSI together with the renowned market research institute techconsult is currently setting up a project which will enable the performance of trading companies to be measured and which will allow each promotional product distributor to measure itself. This **"PSI Business Performance Index" is based on**, inter alia, the

### PRECISE COMPARISONS WITH COMPETITORS THANKS TO REAL DATA

In order to populate the database with the necessary data, all interested parties are invited to actively participate: [www.psi-network.de](http://www.psi-network.de) and then under Services simply select PSI Business Performance Index. The query alone is of concrete benefit for participants as they are navigated through a proven structure which systematically detects and shows the workflows (processes) within their own company. Thus even at this point, weaknesses or previously unnoticed aspects can be detected and illuminated.



query of **relevant data in the areas of purchasing, sales, finance, marketing, logistics, personnel**. The query is similar to an online questionnaire as in the case of the PSI Industry Barometer. **From the sum of the anonymously collected data, the average values of the created data pool allow a comparison with one's own company.** Only similar companies are considered. In this way, each trading company obtains a specific analysis with recommendations for action which serve as a basis for successful business planning.

Questions about the PSI Business Performance Index can be answered by the PSI Marketing Team: telephone +49 211 90191-719 or by e-mail [institute@psi-network.de](mailto:institute@psi-network.de). Online questionnaire at [www.psi-network.de](http://www.psi-network.de) → Services → PSI Business Performance Index.

## NOW UPDATE OF SUPPLIER ENTRIES

The **PSI Supplier Finder** is a reliable source for distributors in their search for suitable PSI suppliers. Companies in the PSI Supplier Finder will be found. The official supplier directory of PSI is released twice a year and is sent to all PSI promotional products distributors. In addition to company master data, it also contains important information such as product categories and acquired certifications. PSI members (manufacturers and suppliers) can now update their entries in the first edition of the Supplier Finder 2016. Entries can be made until **6 May 2016**.



To edit the online form PSI members can log in with their PSI login data at [psiproductfinder.de/de/account/profile](http://psiproductfinder.de/de/account/profile).



## PSI SUSTAINABILITY AWARDS GO INTO THE SECOND ROUND – APPLY NOW!

**E**very second supplier focuses on sustainability. In the case of distributors, one in three takes concrete measures to certify his activities or to obtain evidence of sustainability. And the trend is rising. This is evident from the latest PSI Industry Barometer which appeared at the PSI Trade Show 2016. It shows that the topic of sustainability has long been a central theme in the promotional products industry. With the **PSI Sustainability Awards 2016**, the PSI ensures more transparency when it comes to reliable proof of the sustainability of the industry. After the successful premiere in 2015, the awards are now in the **second round. The registration deadline is 15 May 2016.** All companies in the promotional products industry at home and abroad can participate, irrespective of whether or not they are a PSI member. Manufacturers, importers, promotional product agencies and distributors can register online for all categories. For the categories Product and Campaign, users and designers can also apply. Even companies that were already in the race for the PSI Sustainability Awards in 2015 can participate again in 2016. The cost of registration for PSI members is 190 - 230 euros, for non-members 380 - 460 euros.

### TRANSPARENT EVALUATION

The submissions will be evaluated in a two-tier system. In the first step, all uploaded certificates will be evaluated with points using a predefined scoring system. The following applies: The more sophisticated the profile of a certificate is, the higher it will be evaluated. A jury will award additional points in the categories Ecological Initiative, Social Initiative, Product and Campaign. The aggregated points will decide which company receives a PSI Sustainability Award in each category. Category 8 refers to the overall winner who will be determined by adding the points obtained in the individual categories 1 to 7.

### CATEGORIES

The PSI Sustainability Awards will be presented in eight categories:

- Economy
- Ecology
- Social Issues
- Ecological Initiative
- Social Initiative
- Product
- Campaign
- PSI Sustainable Company of the Year 2016

### THE AWARD CEREMONY

The PSI Sustainability Awards will be ceremoniously presented on 2 September 2016. The awards will be presented in all eight categories. More information on registering and the procedure can be found at: [www.psi-sustainability-awards.de](http://www.psi-sustainability-awards.de). <





# Neue Mitglieder New Members

PSI Journal 04/2016

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<b>PSI No. 48082</b>	Golden Life S.N.C., ITALY	<a href="http://www.goldenlife.it">www.goldenlife.it</a>
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<b>PSI No. 49727</b>	MemorySweets GmbH, GERMANY  Außergewöhnliche Süßwaren und Spezialitäten aus aller Welt: Gebrandet, thematisiert, individualisiert. Der erste Dienstleister und Süßwaren Händler zugleich mit Zugriff auf alle Süßigkeiten ohne Grenzen. Konfektionen und Branding bereits ab zweistelligen Mindestabnahmemengen.  Extraordinary sweets and specialties from all over the world: Branded, thematized, individualized. The first service provider and sweets retailer with access to all sweets without limits. Manufacturing and branding already up from double-digit minimum order quantities.	<a href="http://www.memorysweets.com">www.memorysweets.com</a>
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<b>PSI No. 48134</b>	Walter Simon e.K. Knusperreich - Bio Cookies, GERMANY	<a href="http://www.knusperreich.de">www.knusperreich.de</a>

# ONLY GOOD MERCHANDISE

**T**he topic of promotional products is becoming increasingly important for inspection companies such as TÜV and Intertek. This is due to the growing awareness of safety and quality of globally operating major enterprises. Especially the large companies in the automotive, food or chemical industries are refraining from their previous concept of believing everything the supplier of promotional products promises. Why? Because they have had plenty of negative experiences. The major challenge to globally operating customers of promotional products is the diversity of legal requirements on promotional products in the respective marketplaces. This finding is becoming more and more widely accepted in the market. Customers such as Nestlé are increasingly requesting external service providers for assistance in the quality assurance of their promotional products.

In the past I have repeatedly spoken to PSI members to highlight the need to

introduce quality assurance concepts. And again and again SMEs responded with the same rhetoric: "We have known our suppliers for years, they supply only good merchandise." Or: "We always receive declarations of conformity from our suppliers confirming that all requirements are complied with." There is hardly a company that actually addresses the issue of quality assurance. Again and again I heard: Too expensive, too much effort, not necessary ...

The struggle for price and margin plays a major role in these utterances. Can this be an excuse? Certainly not. A major supplier recently commented that he would like to have several companies audited because none of their products have the necessary certificates. This is why the products can be offered at lower prices. Properly tested and certified promotional products often have no chance in this unfair competition. The industry needs to be careful. Particularly in times

of change and in a phase in which the economy is improving again (there is no doubt about that!), these supposed "trivial offences" are becoming more dangerous and can damage the industry's image. "We are being supplied with garbage," is what I heard yesterday, for example, from a market leader in the food industry. "When I request inspection documents from my German supplier, all I receive is a confirmation from his Chinese supplier that everything is okay." These practices are particularly harmful to the small companies in our industry.

According to the federal association "Industrial Communication", the budgets of German B2B companies grew by over 30 per cent last year. In addition to trade shows, product information, Web and print, promotional products play the most important role in the allocation of budgets. Another great opportunity for the industry which should not be wasted through negligence in meeting legal requirements and addressing sustainability issues.



»Those who don't care seriously for quality management and sustainability will miss a great opportunity.«

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



Sustainability has long been a hot topic in the promotional products industry. Taking responsibility for balance between economy, ecology and social and their transparent documentation, is what many companies prove with individual certificates.

That's why the PSI jumped into action and created the PSI Sustainability Awards – a competition that leads the way as the first event to recognise with an award the promotional products industry's sustainability potential and distinct self-responsibility.

Further information:  
[www.psi-awards.de](http://www.psi-awards.de)

**Participate now**





## ENJOY IN STYLE

**W**ho would have thought that? The first verifiable structures of a kitchen, an area for food preparation that is distinguishable from a fireplace, can be found in the excavation finds of the pre-ceramic Neolithic A structures in Jericho in the 8th millennium BC. This is proof that the culture of cooking is one of the oldest civilization-forming achievements. A lot has happened since then, of course. However, the continued development of the prehistoric hearth, the kitchen, still remains the centre of domestic life. In our April issue, we address this lifestyle topic with products in the industry – and present appropriate products in the “Sweet and Culinary” segment.

**Please give some thought to the product theme of the June issue with the thematic groups “Electronics and Communication” and “Christmas and Gift Sets” and send your product presentations (image and text) by 15 April 2016 to: Edit Line GmbH, Redaktion PSI Journal, e-mail hoechmer@edit-line.de.**



## TRANSPORTING EMOTIONS

**W**hen the young entrepreneur Arne Schubert started out in the world of individual promotional products with his “allbranded” project, he already had a distinct idea of how he would promisingly combine three-dimensional advertising with digital reality. That he and his team would successfully stir up the promotional products market in a very short time with an up-to-date concept is a story that is worth telling in this edition.



## A PLACE IN THE SUN

**G**iving advertising messages a place in the sun – this is what the sunshades from Clipy make possible. Inventiveness, entrepreneurial spirit and charm have made the Madrid-based company into a specialist that has long been well known far beyond the borders of Spain. An impressive development for the chance acquaintance of a man with a product that once was new.



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